

Production Structure & Pipeline

Our production model balances creativity with predictable delivery. The **organizational structure** groups specialists into six collaborating units: **Creative** (ideation, tone, references), **Art** (2D concept, 3D modeling, surfacing, animation, VFX, UI), **Tech/TA** (engine integration, tools, performance budgets), **Production** (planning, resourcing, risk), **QA** (functional and visual validation), and **Client Services** (briefs, reviews, approvals). Creative direction and TA form the backbone that keeps style and performance coherent from day one.

The **pipeline** runs in five stages. **Concept** produces moodboards, rough sketches, and a lean brief to align scope and audience. **Pre-production** locks visual language and delivery targets through style guides, keyframes, and storyboards (or model sheets/turnarounds).

Production converts plans into shippable assets and features: models, textures, rigs, UI, VFX, plus an engine-playable prototype. **Post** focuses on integration and polish—lighting and VFX tuning, LODs, memory/CPU/GPU budgets, and regression QA. **Delivery** hands off a stable build for client acceptance, with source packs and documentation.

Primary tools include **Adobe Photoshop** (2D paint and overpaint), **Autodesk Maya/3ds Max** (modeling/animation), **Substance Painter** (texturing), and either **Unreal Engine** or **Unity** for in-engine assembly and performance checks.

Typical **timeframes** for a mid-scope engagement: Concept **1–2 weeks**, Pre-production **2 weeks**, Production **4–8 weeks**, Post **1–2 weeks**, then Delivery on the final day. Milestones track “Direction Lock – Style Lock – Playable Prototype – Optimization & QA – Gold.”



