

CG Brief Checklist

Please fill out the following details to help us understand your vision and requirements for this project. The more detail you provide, the better we can tailor the work to your needs.

1. Project Overview

- **Project Name:** WCG Platform Videos

- **Brief Description:** This project will produce a series of visually immersive, VFX-driven videos to bring the Western Cape's infrastructure vision to life. Using advanced visual effects techniques, the videos will depict key infrastructure elements — such as bridges, roads, and public facilities — dynamically emerging from the environment. Scenes may include infrastructure rising from the ground, components delivered by trucks and assembled in motion, and animated transitions from digital maps to real-world builds. The purpose is to communicate the scale, ambition, and transformative impact of the Western Cape Infrastructure Platform in a way that is compelling, cinematic, and emotionally resonant for diverse audiences.

- **What is the main goal of this project?**
(e.g., product visualization, animation for marketing, VFX for a video, etc.)

The goal is use high-quality VFX storytelling to visually represent infrastructure development itself. For example: A bridge rising out of sand, Infrastructure components being offloaded by trucks and assembled, Roads or fiber networks materialising across landscapes, etc. So the goal is to visually dramatise infrastructure projects coming to life, with cinematic, animated sequences that feel both realistic and inspiring.

2. Target Audience

- **Who is this aimed at?**
(e.g., general public, investors, gamers, children, corporate clients, etc.)
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3. Visual Style & Direction

- **What kind of look and feel are you going for?**
(e.g., realistic, stylized, minimal, playful, cinematic)
 - **Are there any reference images, videos, or inspirations?**
(Please share links or attach files)
 - **Do you have branding guidelines (colors, fonts, logos)?**
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4. Deliverables

- **What do you need delivered?**
(e.g., still images, short animation, 3D model, VFX shot)
 - **If this includes a video, how long should it be?**
(e.g., 15 seconds, 1 minute, etc.)
 - **How many and what formats/dimensions?**
(e.g., 1080p video, 4K render, OBJ file, etc.)
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5. Timeline

- **What is your ideal deadline?**
 - **Are there any key dates or milestones we should know about?**
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6. Budget

- **What is your approximate budget for this project?**
(This helps us propose the most suitable approach and options.)
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7. Technical Details

- **Do you have any technical requirements or constraints?**
(e.g., must be web-optimized, VR-ready, compatible with Unity, etc.)
 - **Are you providing any assets (models, textures, scripts, etc.)?**
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8. Review & Feedback

- **Who will be the main point of contact?**
 - **Who will provide feedback and approve the work?**
 - **Preferred method of communication:** (Email, Zoom, Slack, etc.)
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10. Additional Notes

- Is there anything else we should know?