

# Pipeline/Workflow

START



## Expression Of Interest

Initial contact is made between the Client & Mindconsole. A brief discussion is had regarding services required by the client & services offered by Mindconsole.



## Brief Developed

A brief is developed by the Client and Mindconsole. A structured outline that addresses the client's wants & needs is created.



## Creative Treatment Development

Mindconsole begin to develop a unique creative approach that addresses all elements of the brief while combining this with various creative and technical tools and mediums. This bespoke solution is then presented in a way to articulate the essence of the project framework and all its elements e.g. style, language, story, methodology and much more.



## Creative Treatment Handover

The creative treatment is delivered to Client for review. Along with the creative treatment a quote and mindconsole's terms and conditions is also delivered at the same time.



## Creative Treatment Feedback

The Client now has an opportunity to give feedback and any notes, making adjustments and tweaks to the treatment and/or quote with Mindconsole.



## Job Confirmed

The creative treatment and quote are confirmed and signed off by the Client issuing a Purchase Order, the Creative Production Agreement (CPA) is signed and payment of the initial 50% of the project fee is made by the client.



## Kick-off Meeting

A meeting is arranged between the Client and Mindconsole. Mindconsole will brief the Client on the project workflow and what variables to expect as the project rolls out. The brief and creative treatment is reviewed for a final time. Pre-production begins and various aspects will be discussed. An action task list is created and kicks off its execution.



## Pre-Production

Collaboration between the Client & Mindconsole begins – various elements are supplied, delivered and signed off by the Client and Mindconsole. All logistical and organisational aspects are also signed off during this stage.



## Production

Production commences: This may include filming of live action content, programming of interactive media, construction of physical installations, animating motion graphic content and more.



## Post-Production Phone Meeting

Mindconsole brief the Client on the Post-Production process. A Post-Production schedule/timeline is created & signed-off by the client based on a revised version of the original production schedule – making any timing-related amendments and including additional requests from the client.



## 1st & 2nd draft edits

Mindconsole submits the 1st & 2nd round of edits to the client. The client submits any requests or changes they have to the edits. Additional edit rounds to be discussed when the need arises.



## Final Delivery

The finish line! Mindconsole supplies the client with all deliverables.



## Project Review

Mindconsole issues the client with a Project Review form. This form contains a few short questions to provide insight into the project and the process. A date/time is confirmed for the Wrap-Up Meeting.



## Wrap-up meeting

The purpose of this integral developmental meeting is to debrief on the project and the final product. Aspects of the Project Review form are discussed along with any opportunities to deliver above and beyond for future projects.

FINISH