



## The Guide to Creating a Virtual Reality Project

**01 CREATION OF CONCEPT**

What is the story of the Virtual Reality project?  
Who is it for (target audience)?  
Where will it be seen (medium)?  
What are the key messages?  
What should the content look like?

**02 STORYBOARD**

Outlining the story into individual scenes and chapters  
Defining the structure

**03 TIME PLAN**

Defining realization steps  
Putting process into time context  
Who will be responsible for what step?

**04 360° PRODUCTION LIST**

Where will 360° content be produced?  
Who will produce 360° content?  
What 360° photos & videos are needed?

**05 360° PRODUCTION**

1-2 days of capturing 360° content  
Alternatively: Creation and rendering of 3D models

**KEY STEP**

**06 POSTPRODUCTION**

Preparation of all 360° content  
Editing: Color correction, lighting adjustments, video cutting, ...

**07 ASSET PRODUCTION**

Preparation of all 2D assets and texts  
(Info graphics, button set, icon set, text boxes, designs, ...)

**08 CREATION OF VR PROJECT**

Creating Virtual Reality project in the VRdirect Studio  
Integration of assets & interactivity  
Preview, Review, Publishing

**09 FEEDBACK PHASE & MARKETING PREPARATIONS**

Include feedback loops / testing from other departments  
Preparation of marketing measures for go-live  
Integration into newsletters, social media, intranet?  
Creation of screencast trailer?

**10 GO-LIVE OF VR PROJECT**

The typical VR project takes between 5-30 days.

**KEY STEP**

VRdirect is happy to support any phase with workshops, consulting or creative assistance.