



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?

KEY STEP

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, ...)

KEY STEP

08

CREATION OF VR PROJECT

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

KEY STEP

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?

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GO-LIVE OF VR PROJECT

The typical VR project takes between 5-30 days.

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