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## The Project:

### Our Philosophy

*Quality, Integrity and Commitment (QIC)* is the triad that forms the core of our business philosophy. QIC is a sound business ethic that we firmly believe in and carry with us to all our engagements.

# Motion Graphics for the Web An Effective Approach

Client: State Government (US)

Project: A state wide portal for services, support systems, & information

The project requires the use of streaming video to deliver advertisements of client's products & services – Streaming Online Advertisement. Also, critical to establishing and introducing clients/visitors is the need to have the ability to provide a tour of various facilities and sites of interest.

Industry leading graphics and video tools are being used to create compelling content for the web.

- Video footage obtained in many mini-DV (Digital Video) format to capture video footage in digital format, allows for high quality images tailored for the client
- Digital Video capture using IEEE-1394 (Firewire)
- Video Footage Edited with a Non-Linear Video Editing Tool (Adobe Premiere) is essential for targeting and optimizing content. This helps in maximizing richness and the delivery of a targeted message to the audience
- Still images added using Adobe Photoshop and Illustrator to further enhance the viewer experience
- Motion graphics created making use of Macromedia Flash to capture the attention and interest of the Viewer and may also function as a streaming advertisement
- Vector Graphics created in Flash and/or Adobe Illustrator to keep image size small
- Final export and compression for streaming, using the most advanced compression techniques for video and audio to optimize and retain viewer interest and maintain crisp image clarity

## The Results:

The project is ongoing and initial reactions are very positive. Reactions to examples are very encouraging and positive.

**At WiseSoft® we focus on making “Your Need, Our Concern”™**