



3QUARTER

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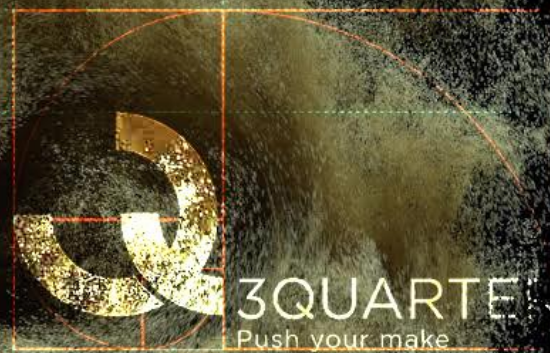
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Websites: [www.3q.ae](http://www.3q.ae)(under renewing process)

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## **V**ISUAL EFFECTS & POST PRODUCTION

VFX TREME / 3Q 


VFX TREME IS 3QUARTER'S VISUAL EFFECTS DEPARTMENT. RENOWNED FOR OUR GLOBAL NETWORK OF TALENTED ARTISTS AND ADVANCED TECHNOLOGY ON HAND TO OFFER YOU THE BEST IN: CONCEPTUAL DESIGN, PRE PRODUCTION ADVICE, AND ONSET SUPERVISION RIGHT THROUGH TO DELIVERING STUNNING CONTENT UTILIZING CUTTING EDGE TECHNOLOGY AND A DIGITAL DELIVERY FORMAT.

## **F**ILM MAKING & MEDIA TRAINING

IQ / 3Q 

IQ IS THE ACADEMIC DEPARTMENT OF 3Q OFFERING PARTICIPANTS AROUND THE REGION AN OPPORTUNITY TO ATTEND INTENSIVE AND CREATIVELY DEMANDING FILMMAKING PROGRAMS. THE FILMMAKING PROGRAMS COVER MANY ASPECTS OF FILMMAKING INCLUDING: CINEMATOGRAPHY, DIRECTING, SCREENWRITING COMPUTER/HAND-DRAWN ANIMATION VFX, AND BUSINESS COURSES: TV & FILM.

## **R**ESEARCH & DEVELOPMENT

VIOLET / 3Q 

VIOLET IS THE RESEARCH & DEVELOPMENT DEPARTMENT OF 3Q. VIOLET OFFERS DEVELOPMENT AND SPECIAL SUPPORT FOR SOFTWARE AND VFX COMPANIES IN BOTH THE VISUAL EFFECTS AND GAME INDUSTRIES. CMIVFX UNIVERSE USA NJ IS 3QUARTER'S PARTNER IN RESEARCH AND DEVELOPMENT TRAINING. OUR CLIENTS IN USA INCLUDE: AUTODESK, NEXTLIMIT, SIDEFX THINKBOX NATURALMOTION, FUMEFX, MASSIVE ETC., AND RECENTLY IN VR AND AR FIELDS.

## VFXXTREME CLIENTS

VFXXTREME/ 3Q VFX & POST PRODUCTION  
 AT VFXXTREME/ 3QUARTER, WE BELIEVE THE SUM OF EVERY PROJECT IS GREATER THAN ITS PRODUCED PARTS. WHEN ALL PRODUCED PARTS ARE COMBINED TOGETHER AND JUXTAPOSED IN THE RIGHT WAY THEY TAKE ON A LIFE OF THEIR OWN AS A UNIFIED CREATIVE VISION WITH GREATER MEANING, STRONGER EMOTION, AND DEEPER SUBTEXT THAN ANYONE COULD HAVE ANTICIPATED OR PLANNED FOR IN ADVANCE.  
 BELOW ARE SOME OF OUR INTERNATIONAL AND LOCAL CLIENTS.



## IQ ACADEMY CLIENTS

IQ/ 3Q FILM MAKING AND MEDIA TRAINING  
 WE HAVE BEEN ASKED TO DESIGN AND SUPERVISE PROGRAMS AND ONLINE COURSES IN FILM MAKING, MEDIA, AND VISUAL EFFECTS FIELDS FOR SEVERAL INSTITUTES AND ACADEMIES AROUND THE GLOBE BECAUSE OF OUR ACADEMIC BACKGROUND AND EXPERIENCE TEACHING AND PROVIDING VARIOUS FILM AND MEDIA SUBJECTS AT RENOWNED THE UNIVERSITIES : NYU, AEU, UNT  
 BELOW ARE SOME OF OUR CLIENTS INCLUDING ONLINE SERIES OF COURSES.



## VIOLET CLIENTS

VIOLET/ 3Q RESEARCH & DEVELOPMENT  
 OUR RESEARCH AND DEVELOPMENT DEPARTMENT IS THE FASTEST GROWING DEPARTMENT WITH AN EXPANDING PARTNERSHIP AND CLIENT NETWORK OF SOFTWARE COMPANIES IN VISUAL EFFECTS VIRTUAL AND AUGMENTED REALITY FIELDS. OUR CORPORATION VARIES BETWEEN COURSES MANUAL DEVELOPMENT, TOOLS CREATION AND CONSULTATION BELOW ARE SOME OF OUR CLIENTS (OUR MAIN PARTNER IN THIS TRIP IS CMIVFX USA/NJ)  
 BELOW ARE SOME OF OUR CLIENTS.





VISUAL EFFECTS  
POST PRODUCTION  
ANIMATION

## VISUAL EFFECTS

VISUAL EFFECTS (VFX) ARE BECOMING THE MOST VITAL SUPPORTING ROLE IN THE PRODUCTION OF MOVIES, SERIES AND HIGH-END COMMERCIALS. WE SPECIALIZE IN THE COMPLEXITY OF DIGITAL CREATURES AND ENVIRONMENTS OUR VFX PORTFOLIO TAKES AN INTEGRATED APPROACH TO DELIVER THE MOST SPECTACULAR SEQUENCES. 3QUARTER COMBINES THEIR TEAM OF HIGHLY SKILLED PROFESSIONALS AND ADVANCED TECHNOLOGY OFFERING AN EXPERTISE IN VFX.

## POST PRODUCTION

SOME PEOPLE CALL THIS PART OF THE PROCESS "THE MAGIC." WE CALL IT POST-PRODUCTION. OUR EDITORS DISTILL DOWN THE HUNDREDS OF PIVOTAL ELEMENTS GENERATED DURING THE PRODUCTION PROCESS AND SYNTHESIZE THEM INTO ONE COHESIVE NARRATIVE EXPERIENCE. EDITORS WORK CLOSELY WITH OUR DESIGN DEPARTMENT ON MOTION GRAPHICS AND VFX ELEMENTS TO ENSURE A UNIFIED CREATIVE VISION ACROSS ALL ASPECTS OF EVERY PROJECT.

## ANIMATION

VFX TREME ANIMATION PROVIDES 3D CHARACTER ANIMATION SERVICES TO CREATORS AND PRODUCERS OF ANIMATED FILMS TV AND WEB SERIES, COMMERCIALS, AND VIDEO GAME CINEMATICS OUR FOCUS IS DIVIDED BETWEEN KEYFRAME CHARACTER ANIMATION & MOTION CAPTURE TECHNIQUES WHICH LEAD TO A HIGH-LEVEL OF SPECIALIZATION IN THE ART OF BRINGING BELIEVABLE CHARACTERS TO LIFE. ON THE SAME LEVEL, WE ALSO DO FULL TECHNICAL AND ARTISTIC SUPERVISION/CONSULTATION FOR ANIMATION COMPANIES.



**VFX XTREME**

VISUAL EFFECTS

FOR TV IDENTIS



VISUAL EFFECTS



### VISUAL EFFECTS FOR TV IDENTIS

OUR FIRST CLIENTS ARE THE POST HOUSES THEMSELVES, WHEN IT IS RELATED TO THE VISUAL EFFECTS 3QUARTER IS THE ONE WHO CAN MAKE IT HAPPEN! NO MATTER HOW COMPLICATED THE VFX SCENARIOS ARE, NOR THE AMOUNT OF WORK NEEDED TO BRING ANY CREATIVE BRIEF TO LIFE, 3Q IS EQUIPPED WITH A HIGHLY EXPERIENCED TEAM OF VISUAL EFFECTS SUPERVISORS AND TECHNICAL DIRECTORS WITH EXPERIENCE USING VARIOUS MOTION CONTROL & MOCAP

(MOTION CAPTURE) TECHNIQUES. 3Q WILL JOIN YOUR CREATIVE TEAM IN THE EARLY STAGES OF YOUR PROJECT'S CONCEPTUAL DEVELOPMENT TO MAKE SURE THAT THERE ARE NO LIMITATIONS AFFECTING THE MAIN IDEA OF THE COMMERCIAL OR CREATIVE BRIEF. 3Q WILL ALSO MAKE SURE TO MEET TIME AND BUDGET LIMITATIONS, HIGHLY CRITICAL FOR SMALL CLIPS AND TV SPOTS.

### FOR TV SPOTS & CHANNELS IDENTITIES

WORKING WITH LOCAL AND INTERNATIONAL TV CHANNEL ENTITIES HAS ALLOWED OUR: MOTION DESIGNERS, ANIMATORS VFX SUPERVISORS, AND OTHER POST-PRODUCTION SPECIALISTS PRODUCE IMAGERY AND SEQUENCES AS BREATHTAKING AND AMBITIOUS AS THE WRITERS AND DIRECTORS COULD DREAM. 3Q/ VFX XTREME HAS MADE IT POSSIBLE TO INVOLVE HIGH-END VISUAL EFFECTS ELEMENTS IN SPOTS AND COMMERCIALS ON THE SAME LEVEL PRESENTED IN FEATURE FILMS.



**VFX** XTREME

**VISUAL EFFECTS**

FOR TV IDENT  
AND COMMERCIALS



## VISUAL EFFECTS FOR COMMERCIALS

AS VISUAL EFFECTS BECOME A PIVOTAL FACTOR IN COMMERCIALS, KNOW THE 3Q/ VFX XTREME'S ADVANCED VFX TEAM IS READY FOR ALL CHALLENGES. TYPICALLY, VISUAL EFFECTS COMPANIES' CLIENTS COME FROM THREE KEY SOURCES: THE ADVERTISING AGENCY (WHICH CREATES THE CONCEPT FOR THE COMMERCIAL), THE DIRECTOR/PRODUCTION COMPANY, AND THE EDITOR/EDITORIAL COMPANY. BUT NO MATTER WHERE OUR CLIENT'S ROLE LIES IN THE CREATIVE PROCESS, WE ASK TO BE BROUGHT ONTO THE

PROJECT AS SOON AS POSSIBLE. THROUGH COLLABORATION AND EARLY PREPARATION EVERYONE INVOLVED IN A PROJECT UNDERSTANDS EACH OTHER'S POINT OF VIEW AND ALL CREATIVE IDEAS. THIS WILL MAKE THE OVERALL CREATIVE PROCESS SMOOTHER AND HELPS SAVE VALUABLE TIME IN THIS DEADLINE-INTENSIVE WORLD. 3Q IS ALSO EQUIPPED WITH PROFESSIONAL ARTISTS TO WORK CLOSELY WITH YOU TO CREATE CONCEPTS FROM SCRATCH!

STORYBOARDS AND PRE-VISUALIZATIONS HELP TO GIVE YOU AN INITIAL IDEA OF THE LOOK AND FEEL OF YOUR PROJECT WHICH WILL HELP YOU MAKE DECISIONS FOR THE REST OF THE PROJECT. FURTHERMORE, WE WILL KEEP TO DEADLINES, ENSURE COST-EFFICIENCY, AND COMMUNICATE WITH YOUR DIRECTORS EVERY STEP OF THE WAY.



## VISUAL EFFECTS

FOR MOVIES  
AND FEATURE FILMS



### VISUAL EFFECTS FOR FEATURE FILMS

VISUAL EFFECTS ARE OFTEN INTEGRAL TO A MOVIE'S STORY AND APPEAL. ALTHOUGH, MOST VISUAL EFFECTS WORK IS COMPLETED DURING POST-PRODUCTION IT MUST BE CAREFULLY PLANNED AND CHOREOGRAPHED IN BOTH PRE-PRODUCTION AND PRODUCTION. VISUAL EFFECTS ARE PRIMARILY EXECUTED IN POST-PRODUCTION WITH THE USE OF MULTIPLE TOOLS AND TECHNOLOGIES SUCH AS: GRAPHIC DESIGN, MODELING, ANIMATION AND SIMILAR SOFTWARE PROCESSES BY WHICH IMAGERY IS CREATED AND/OR

MANIPULATED OUTSIDE THE CONTEXT OF A LIVE ACTION SHOT ALSO THE INTEGRATION OF LIVE-ACTION FOOTAGE AND GENERATED IMAGERY TO CREATE ENVIRONMENTS WHICH LOOK REALISTIC, BUT WOULD BE DANGEROUS, EXPENSIVE IMPRACTICAL, OR SIMPLY IMPOSSIBLE TO CAPTURE ON FILM. WE HAD THE CHANCE TO WORK ON MANY INTERESTING FILM VFX SHOTS INTERNATIONALLY AND LOCALLY ESPECIALLY WITH THE INCREASING INTEREST OF INVOLVING VISUAL EFFECTS HEAVILY IN FILMS AND DRAMA.

3Q SPECIALIZES IN CREATING REALISTIC ENVIRONMENTS AND HIGH-END ANIMATION INCLUDING: CREATURES ANIMATION VEHICLES, ANIMALS, CHARACTER DOUBLES. WE ALSO SPECIALIZE IN HEAVY EFFECTS SUCH AS: FIRE, SMOKE, EXPLOSIONS, LARGE SCALE LIQUIDS AND FLUIDS SIMULATION. USING SOME OF THE MOST ADVANCED TOOLS AVAILABLE IN VISUAL EFFECTS MARKET INCLUDING: HOUDINI, MAYA, NUKE, ENDORPHIN AND REALFLOW 3Q HAS THE ABILITY TO CREATE CROWD SIMULATIONS USING BOTH PARTICLE DUPLICATION AND MASSIVE CROWD SYSTEM.





**VFX XTREME**  
POST PRODUCTION



**P**OST PRODUCTION

AT 3Q/ VFXXTREME POST PRODUCTION, WE BELIEVE EVERY PROJECT IS GREATER THAN THE SUM OF ITS PRODUCED PARTS WHEN ALL THOSE PARTS ARE COMBINED TOGETHER AND JUXTAPOSED IN JUST THE RIGHT WAY. THEY TAKE ON A LIFE OF THEIR OWN AS A UNIFIED CREATIVE VISION WITH GREATER MEANING, STRONGER EMOTION, AND DEEPER SUBTEXT THAN ANYONE COULD HAVE ANTICIPATED OR PLANNED FOR IN ADVANCE.

3QUARTER'S WORLD-CLASS TEAM OF VIDEO EDITORS MOTION DESIGNERS, ANIMATORS, VFX SUPERVISORS AND OTHER POST-PRODUCTION SPECIALISTS PRODUCE IMAGERY AND SEQUENCES AS BREATHTAKING AND AMBITIOUS AS OUR WRITERS AND DIRECTORS CAN DREAM. 3Q PROVIDES FULL-SERVICE POST-PRODUCTION FOR THE FOLLOWING TYPES OF PROJECTS: TV COMMERCIALS MUSIC VIDEOS, INDEPENDENT FILMS SHORT DOCUMENTARIES TITLE SEQUENCES, MOVIE TRAILERS.

BROADCAST PROMOS, CORPORATE VIDEOS, BRAND VIDEOS PROMO VIDEOS, VIRAL VIDEOS, PITCH VIDEOS, AND WEB COMMERCIALS. FOR VFX SHOTS WE WORK ON BOTH FOR CINEMA AND COMMERCIALS. WE OFFER POST PRODUCTION CONSULTATION SERVICES FOR COMPANIES AND TV CHANNELS IN ADDITION TO FULL TRAINING SERVICES ON VARIOUS EDITING AND COMPOSITING TOOLS SUCH AS NUKE, FLAM, SMOKE, FINAL CUT PRO MISTIKA AND ALL THE 3D SET OF PROGRAMS USED USUALLY IN POST PRODUCTION PIPELINE.



POST PRODUCTION  
LIQUID SIMULATION



## LIQUID SIMULATION

WE HAVE QUITE A UNIQUE BUSINESS MODEL THAT FOCUSES EXCLUSIVELY ON A VERY NICHE AREA OF VISUAL EFFECTS "CG LIQUIDS"

WHAT MAKES 3Q DIFFERENT FROM JUST HIRING EXPERIENCED FREELANCERS ARE THE TOOLS THAT OUR STUDIO HAS DEVELOPED IN-HOUSE THAT EXTEND REALFLOW/ AND HOUDINI TO PERFORM EVEN BETTER. \*OUR CG FLUIDS IN PARTICULAR LOOK AND BEHAVE LIKE REAL LIQUID.

FOOD, WATER, SAUCE, MILK, TEA, FRUITS AND CHOCOLATE ARE SOME OF THE ELEMENTS WE USED TO COLLIDE AND SPLASH AGAINST EACH OTHER TO CREATE EXTREMELY SLOW MOTION SHOTS, SOMETHING WAS COSTY AND VERY DIFFICULT FEW YEARS AG.

OUR PARTNERSHIP WITH SOME OF THE MOST ADVANCED LIQUID SIMULATION SOFTWARE COMPANIES MADE IT POSSIBLE FOR US TO CREATE MORE BELIEVABLE FOOD EFFECTS.

OUR LIQUID SIMULATION PIPELINE SERVES VARIOUS REGIONS OF VISUAL EFFECTS, IN ADDITION TO THE FOOD AND DRINKS SLOW MOTION SHOTS, WE RELAY ON THE CG LIQUIDS TO CREATE OTHER CG EFFECTS, SUCH AS FLOOD, BLOOD, SEAS, OCEANS. RAINDROPS, STORMS, MAGMA FLOW AND OTHER KIND OF LIQUID-BASED SHOTS.



**VFX**  
ANIMATION



**A** NIMATION

3D ANIMATION IS ONE OF THE FASTEST GROWING INDUSTRIES, BECAUSE MOST ANIMATED SCENES ARE NOW CREATED WITH THIS TYPE OF TECHNOLOGY. THE DEMAND FOR SPECIALISTS OF THIS TYPE OF TECHNICAL KNOWLEDGE IS INCREASING, AND 3Q / VFX HAS WORKED ON CREATING SOME OF THE MOST STUNNING CHARACTERS IN THE TOY INDUSTRY, COMMERCIALS AND TV RELATED SPOTS.

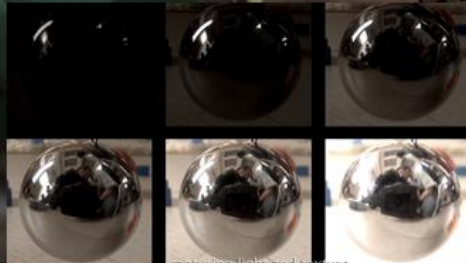
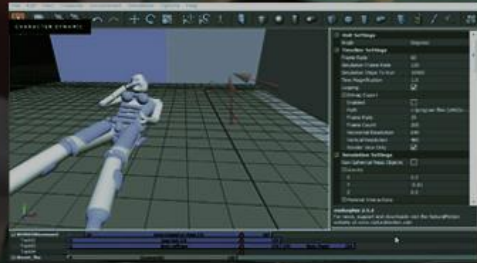
SOMETIMES REFERRED TO AS 3D CGI, 3D ANIMATION IS A TYPE OF ANIMATION THAT USES COMPUTER GENERATED IMAGES TO CREATE ANIMATED SCENES. COMPARED TO 2D ANIMATION, OR TRADITIONAL ANIMATION, 3D HAS MUCH MORE DEPTH, AND IT LOOKS MUCH MORE REALISTIC. ITS NOT JUST ABOUT CREATING THE ENVIRONMENT AND THE SURROUNDING 3D AREA WHEN NEEDED, BUT IT IS MUCH MORE IMPORTANT WHEN RELATED TO CREATING 3D SOFT CHARACTERS AND REALISTIC CREATURES FOR BOTH, COMMERCIALS AND FEATURE FILMS.

WE ARE AN IMPORTANT TECHNICAL SUPPORT FOR MOST OF THE 3D SOFTWARE COMPANIES SUCH AS AUTODESK MAYA, 3DS MAX HOUDINI AND OTHER VFX TOOLS WHICH ARE THE MAIN TOOLS USED IN CREATING ANY 3D CHARACTERS OR VIRTUAL ENVIRONMENT. 3Q IS ABLE TO CUSTOMIZE AND DEVELOP THE REQUIRED TECHNIQUES NEEDED FOR ITS ANIMATION WITH A HIGH LEVEL ARTISTIC BACK GROUND IN DRAWING, SCULPTING AND DESIGNING PROCESSES. 3Q WILL RELEASE ITS FIRST 3D TV SHOW SOON FEATURING PAPAS IN A CG/ LIVE ENVIRONMENT.



## CASE STUDY

BSF DUMMIES THE BANK SAUDI  
FRANCE COMMERCIAL



### BANK SAUDI FRANCE CASE STUDY

WE WERE THERE IN THE FIRST STAGES OF STORY DEVELOPING AND CREATIVE BRIEF; WHICH IS IDEAL FOR EVERY ONE WITH THIS TYPE OF COMMERCIAL. THIS WAS SHOT USING RED ONE DIGITAL CINEMA, MOUNTED ON MOTION CONTROLLED RIG (MILO) TO CAPTURE 2 DIFFERENT TAKES FOR EVERY SHOT, ONE WITH THE ACTORS IN GREEN SUITS AND ONE WITHOUT (CLEAN BACKGROUND), THREE ADDITIONAL HDV CAMERAS WERE ALSO USED TO SHOOT EVERY ACTION FROM 3 DIFFERENT ANGLES PROVIDING US WITH ENOUGH DATA TO TRACK/CAPTURE

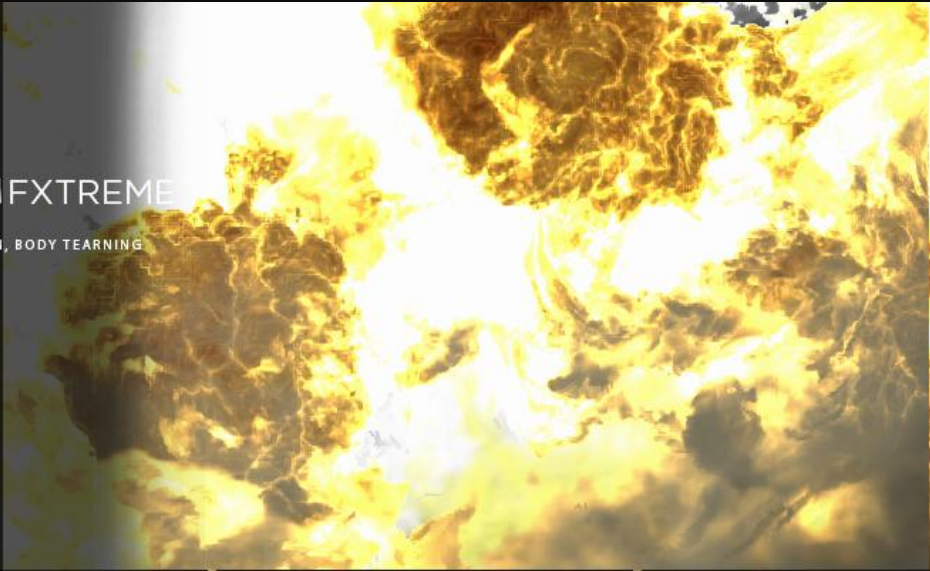
THE PERFORMANCE AND COPY IT TO THE CG CHARACTERS FOR SOME HARDER SHOTS WE USED ENDORPHIN (AI HUMAN BEHAVIOR SIMULATION SYSTEM) TO MIX THE LIVE PERFORMANCE WITH MORE VIOLENT BEHAVIOR LIGHTING THE 3D SCENES WAS DONE BY CAPTURING HDR MAPS FOR EVERY SHOT, ENSURING PERFECT THE BLEND OF THE CG CHARACTERS INTO THE LIVE SCENES. FINALLY NUKE AND AFTER EFFECTS WERE USED FOR COMPOSITING AND FINISHING.

THIS COMMERCIAL WAS NOMINATED FOR SEVERAL TECHNICAL AND CREATIVE AWARDS IN VARIOUS FESTIVALS SUCH AS IMF [WWW.MOTIONFESTIVALCYPRUS.COM](http://WWW.MOTIONFESTIVALCYPRUS.COM) BECAUSE OF THE WAY IT HAS BEEN DONE. THE CREATIVE BRIEF BECAME AN ACTUAL TREATMENT, AND THE MESSAGE THE CLIENT WANTED WE MANAGE TO DELIVER. YOU CAN WATCH THE AD AT: [HTTPS://VIMEO.COM/125404816](https://VIMEO.COM/125404816) ALSO, YOU CAN WATCH THE MAKING OF AT: [HTTPS://VIMEO.COM/124148219](https://VIMEO.COM/124148219)



# EXTREME

EXPLOSION, BODY TEARNING



## FACE PEELING (EXPLOSION) CASE STUDY

CGI EXPLOSION IS ONE OF THE HOTTEST SUBJECTS IN VFX WORLD, WHERE RECENTLY, ALMOST EVERY AND EACH NEW WAR FILM, DESTRUCTION FILM, SCIENCE FICTION OR HORROR FILMS REQUIRE AT LEAST ONE OR MORE EXPLOSION IN VARIOUS SHAPES, SMOKY EXPLOSION, BLOOD EXPLOSION, FIRE OR OR SAND EXPLOSION, BESIDE USING THIS TECHNIQUE IN BLOWING UP CARS, TRAINS, COLLISIONS, SPACE FIGHT, AIRPLANES AND MUCH MUCH MORE.  
AT 3Q, WE CAN DO IT VERY GOOD.

USING CGI FLUID SYSTEM, EXPLOSIONS BECAME MUCH MORE BELIEVABLE AND ACHIEVABLE THAN BEFORE, THAT INCLUDES .FIRE, SMOKE, DUST EX AND SAND EFFECT  
SOFTWARES SUCH AS FUMEFX, HOUDINI AND MAYA FLUID SYSTEM MADE IT POSSIBLE TO CONTROL THE CHAOS OF AN EXPLOSION WHILE KEEPING ITS NATURAL FLOW AND BEHAVIOR, SOMETHING WASN'T EASY TO ACHIEVE WITH PROCUDURAL PARTICLE SYSTEMS  
.BEFORE

3Q HAS ITS LONG HISTORY DEALING WITH SIMILAR EFFECTS, MOSTLY FOR DESTRUCTION SCENES, CAR ACCIDENTS, BUILDING COLLAPSE AND NORMAL EXPLOSIONS.



## CASE STUDY

VFX BURNING GIRL SHOT OF  
MARIAM FEATURE FILM



### BURNING GIRL "MARIAM FILM" CASE STUDY

THIS PRODUCTION HAS QUITE A FEW COMPLEX VFX SHOTS AND PRESENTS SOME NEW CHALLENGES FOR US, INCLUDING SETTING MARIAM (THE MAIN ACTRESS) ON FIRE IN SEVERAL SHOTS, CHURCH DESTRUCTION SHOTS AND SEVERAL HORSE DOUBLES. WE HAD BEEN CALLED EARLY TO SETUP EVERYTHING REQUIRED TO GET IT PERFECTLY DONE. WE RELIED ON CAMERA BASED MOTION CAPTURE TECHNIQUES IN A PIPELINE, INVENTED BY OUR TEAM USING TWO CAMERAS IN ADDITION TO THE MAIN RED

EPIC MAIN CAMERA, TO GET ENOUGH INFORMATION ABOUT THE GIRLS MOVEMENT SO WE CAN ADD A CG SKIRT WHICH WE CAN SET ON FIRE IN A LATER STAGE. IT HAD TO BE REAL AND WAS DONE INSIDE THIS SMALL ROOM; THIS WAS THE REASON WE USED CAMERA-BASED MPCAP FOR THE CHARACTER DOUBLE THEN WAS REPLACED WITH MARIAM AND FURTHER CLOTHES AND FIRE SIMULATIONS WERE DONE TO GET IT THE DIRECTOR VISION FOR THESE SHOTS. ADDING LIGHTS, SHADOWS, ASH PARTICLES AND EXTRA CG ELEMENTS

MADE IT POSSIBLE TO SEE THIS RESULT, AND THE FILM WON FIRST PRIZE IN MOROCCAN FILM FESTIVAL. 3Q HAS ALSO BEEN ASKED TO DO SEVERAL COURSES ABOUT HOW IT WAS DONE, AND WE RELEASED MORE THAN FIVE COURSES ABOUT IT THROUGH 3Q/ VFXXTREME WITH CMIVFX US/NJ YOU CAN WATCH THE MAKING OF SOME OF THESE SHOTS AT:  
[HTTPS://VIMEO.COM/125397938](https://vimeo.com/125397938)

# U EXTREME

## CASE STUDY

HEAD EXPLOSION, FACE TEARING



### FACE PEELING (EXPLOSION) CASE STUDY

HEAD EXPLOSION, FACE TEARING AND FLESH EFFECTS ARE SOME OF OUR CREATURES DEPARTMENT DAILY WORK, WHILE IN THIS CASE, HEAD TRACKING IS REQUIRED TO APPLY THE EFFECTS ON REAL ACTOR RATHER THAN HAVING COMPLETE CG CHARACTER DESTRUCTION EFFECT.

OF COURSE, A DIGITAL COPY OF THE ACTORS HEAD SHOULD BE READY BEFORE WE CAN APPLY MULTI-LEVELS OF EFFECTS, SUCH AS CONVERTING THE FLESH INTO TEARABLE CLOTHES SOMETHING WE CAN PEEL OFF DURING THE EXPLOSION

IN SUCH CASES, WE USUALLY NEED TO MODEL FULL UNDER SKIN SKELETICAL AND MUSCLES STRUCTURE, BECAUSE SOMETHING HAS TO SHOW WHEN OUTER SKIN PEELS OFF.

BLOOD, DEBRIS AND SMALL PIECES SHOULD ALSO COME OUT DURING THE EXPLOSION, IN ADDITION TO THE ACTUAL EXPLOSION DEBRIS AND CHUNKS.

AND AS IN ANY EXPLOSION, SMOKE AND FIRE ARE ALSO REQUIRED AS A SOURCE OF THE EXPLOSION ITSELF.

AS MENTIONED BEFORE, THE MOST IMPORTANT STEP TO MAKE IT

ALL BELIEVABLE IS TO TRACK THE ACTORS HEAD MOVEMENT, ELSE EVERYTHING WILL LOOK DEATTACHED AND FLOATING FAR AWAY FROM HIS HEAD.

CHARACTER-DOUBLE TECHNIQUES, MAKES IT EASY FOR FILM MAKERS TO PUT THE ACTORS IN EXTREME CONDITIONS AND DANGEROUS SITUATIONS, ELSE, IT WOULD BE ALMOST IMPOSSIBLE AND LESS BELIEVABLE WHEN USING OTHER METHODS.



EXTREME  
POST PRODUCTION  
HEAD AND BODY REPLACEMENT



## HEAD AND BODY REPLACEMENT

BODY AND HEAD REPLACEMENTS TECHNIQUES VARIES BETWEEN SIMPLE 2D COMPOSITING TECHNIQUES TO VERY COMPLICATED 3D AND 2D MESH WRAPPING, OF COURSE, TRACKING AND MATCH MOVING IS ALWAYS REQUIRED FOR SUCH SHOTS.

3Q USES A VARIETY OF TECHNIQUES TO ACHIEVE THIS KIND OF EFFECTS, SHRINK AND SCALE THE ACTOR IN THE PRINCIPAL PHOTOGRAPHY NO GREENSCREEN OR DIGITAL HEAD REPLACEMENT / FACE PROJECTION

SIMILAR TO THE TECHNIQUE USED IN THE SOCIAL NETWORK WHERE THE ACTOR IS FILMED WITH MULTIPLE CAMERAS AND THIS DIGITAL FILE IS OBJECT TRACKED ONTO A BODY DOUBLE'S BODY. OR BODY DOUBLE / ACTOR DOUBLING FOR THE ENTIRE BODY. THE BODY DOUBLE WAS A SKINNY GUY AS YOU MAY NOTICE. AN ADDITIONAL MODIFICATIONS ARE ALSO REQUIRED DURING THE REPLACEMENTS SUCH AS RESIZING FACE PARTS, CHIN, EYES, FOREHEAD AND HAIR, MUSCLES, NECK AND MOSTLY WE HAVE TO MODIFY THE SKIN COLOR, TO MATCH THE REST OF BODY.

IN THIS CLIP, MANSOOR AL DHAHERI (THE DIRECTOR) WANTED TO SHOW THE FAST CHANGE IN OUR HERO MUSCULAR STRUCTURE AS SHOWN IN THE ABOVE PICS.



# U EXTREME

## CASE STUDY

CG CREATURES PIPELINE  
THE HORSE SHOTS



### CREATURES PIPELINE "THE HORSE" CASE STUDY

ONE OF OUR MAIN PIPELINES IS THE CREATURES PIPELINE INCLUDING: HUMANS, ANIMALS AND ALIENS, WITH A SET OF TOOLS TO CREATE THE MOST BELIEVABLE LOOK AND FEEL INCLUDING MUSCLE SYSTEM, HAIR SIMULATION, DIGITAL SCULPTING TOOLS, REALISTIC ANIMATION PIPELINE, LIQUIDS AND FLUID FULL INTERACTION WITH CREATURE WHEN NEEDED AND CUSTOM SHADERS. WE ALSO HAVE OUR OWN CREATURES SIMULATION TOOLS CREATED INSIDE ENDORPHIN SOFTWARE WHICH IS AN ARTIFICIAL INTELLIGENCE AND

CHARACTERS SIMULATION & DYNAMICS, WHICH WAS ORIGINALLY DEVELOPED FOR HUMANS BY NATURALMOTION COMPANY, BUT WE MODIFIED IT TO FIT WITH ANIMALS AND CREATURES. WE ALSO CREATED A FULL DEDICATED COURSE AT CMIVFX UNDER THE TITLE: SIMULATING CREATURES IN ENDORPHIN, WHICH YOU CAN WATCH AT: [HTTPS://CMIVFX.COM/STORE/279-SIMULATING-CREATURES-IN-ENDORPHIN](https://cmivfx.com/store/279-simulating-creatures-in-endorphin) THE HORSE SHOT ABOVE WAS ONE OF SEVERAL SHOTS FOR MARIAM FILM, YOU CAN WATCH THE MAKING OF AT: [HTTPS://VIMEO.COM/125397938](https://vimeo.com/125397938)





FILM MAKING  
TALENT DEVELOPMENT  
VISUAL EFFECTS ONSET



## FILM MAKING

THE ACADEMIC DEPARTMENT OF 3Q/ FILM MAKING OFFERS PARTICIPANTS AROUND THE REGION AN OPPORTUNITY TO ATTEND INTENSIVE AND CREATIVELY DEMANDING FILMMAKING PROGRAMS INCLUDING: TOPICS THAT COVER ALL ASPECTS OF FILMMAKING CINEMATOGRAPHY, DIRECTING, SCREENWRITING COMPUTER/HAND-DRAWN ANIMATION & VFX FILM AND TELEVISION BUSINESS COURSES.

## TALENT DEVELOPMENT

WE BELIEVE THAT NEW GENERATIONS CAN TEACH US MORE THAN WE CAN DO FOR THEM, BECAUSE OF THIS ALL WE NEED IS TO OFFER THEM THE BEST TOOLS AND TECHNIQUES TO EXTRACT THEIR HIDDEN TALENTS AND TO MOTIVATE THEIR CREATIVITY. AT 3Q/ IQ, WE OFFER A LONG LIST OF PROGRAMS AND COURSES FOR INSTITUTES AND GOVERNMENTAL EDUCATION ENTITIES IN VARIOUS MEDIA AND VISUAL ARTS FIELDS.

## VISUAL EFFECTS ONSET

THROUGH VIOLET, OUR RESEARCH AND DEVELOPMENT DEPARTMENT 3Q/ IQ, WE RUN A SPECIAL KIND OF ONSET VFX SUPERVISION COURSES FROM DIRECTORS, EDITORS, AND PRODUCERS. POV (POINT OF VIEW) WHICH IS ESSENTIAL FOR EVERY DIRECTOR, EDITOR OR PRODUCER TO KNOW AS WELL AS FOR VISUAL EFFECTS ARTISTS WHO NEED TO SUPERVISE THEIR SET FOR LATER CG WORK.



## FILM MAKING

3Q OFFERS A FULL PACKAGE THAT CREATES A TOTAL IMMERSION EXPERIENCE UNLIKE ANY OTHER TRAINING ACADEMY IN THE REGION. OUR PARTICIPANTS HAVE GONE ON TO BECOME PRODUCERS AT MAJOR COMPANIES /STUDIOS, INDEPENDENT FILMMAKERS AND EVEN AWARD WINNING FILMMAKERS. THE PROGRAMS OFFERED: ART DIRECTION, THE ART OF THE CINEMATOGRAPHER, THE ASSISTANT DIRECTOR, DOCUMENTARY FILMMAKING

NARRATIVE FILM PRODUCTION, THE ART OF EDITING DOCUMENTARY, NARRATIVE, COMMERCIALS, THE ROLE OF THE PRODUCER, VFX FOR DIRECTORS DIRECTING ACTORS, COMMERCIAL DESIGN AND PRODUCTION, AND THE ROLE OF THE DIRECTOR.

OUR PROGRAM TEACHES A VARIETY OF OTHER FILM GENRES SO STUDENTS MAY CHOOSE TO FOCUS ON DOCUMENTARY FILMMAKING, CINEMA STUDIES, AND SCREENWRITING IN ADDITION TO NARRATIVE FILM PRODUCTION. EACH OF THESE CONCENTRATIONS IS TAUGHT BY PROFESSIONALS WITH STRONG ARTISTIC AND ACADEMIC EXPERIENCE.



ACADEMY

FILM MAKING

NARRATIVE PROGRAM



**FILM MAKING** NARRATIVE PROGRAM

3Q FILM PROGRAM OFFERS A UNIQUELY INTEGRATED CURRICULUM CENTERED ON FILM AS A STORYTELLING MEDIUM. THE PROGRAM OF INSTRUCTION COMBINES DIRECTING, WRITING AND PRODUCING WITH TECHNICAL TRAINING, HISTORY AND THEORY TO PROVIDE STUDENTS WITH A DEEP UNDERSTANDING OF THE PRINCIPLES AND PRACTICES OF DRAMATIC FILMMAKING.

THE CORE OF OUR PROGRAM IS THE PRACTICAL EXPERIENCE OF DIRECTING WITH THE EMPHASIS ON PERFORMANCE, MISE-EN-SCÈNE, AND AN EXAMINATION OF NARRATIVE WORKS IN CINEMA AND IN TELEVISION. 3Q INSTRUCTORS WILL ENGAGE IN A MENTOR/MENTEE RELATIONSHIP WITH STUDENTS. MOST OF THE WORK IS ONE-ON-ONE AND CLASSES ARE NO LARGER THAN 8-10 PEOPLE.

WE TAILOR OUR TRAINING PROGRAM TO FIT THE NEEDS OF A DIVERSE BODY OF STUDENTS WITH DIFFERENT LEVELS OF EXPERIENCE AS FILMMAKERS. THROUGH A CONCENTRATED PROGRAM OF BEST OUTCOME FOR LEARNING, OUR COURSES IN FILM MAKING AIM TO GIVE PARTICIPANTS THE CONFIDENCE TO HAVE A WORKING UNDERSTANDING OF ALL STAGES OF FILM PRODUCTION.



FILM MAKING

DOCUMENTARY PROGRAM



## FILM MAKING DOCUMENTARY PROGRAM

THIS PROGRAM EXPLORES THE KEY PHASES IN THE MAKING OF A CREATIVE DOCUMENTARY FROM SCREENPLAY TO SCREENING. THIS THEORETICAL-PRACTICAL ENCOUNTER WILL CULMINATE IN THE CREATION OF A 7 - 10 MINUTE DOCUMENTARY. 3Q DOCUMENTARY PROGRAM HAS YEARS OF EXPERIENCE IN TRAINING PEOPLE FROM VASTLY DIFFERENT BACKGROUNDS AND SKILL LEVELS IN HOW TO USE DIGITAL TOOLS TO EXPRESS THEIR PERSONAL VISION AND STYLE.

WE KEEP CLASSES SMALL AND FLEXIBLE AND INVEST A GREAT DEAL OF PERSONALIZED ATTENTION ON OUR STUDENTS, CUSTOMIZING WORKSHOPS TO MEET THEIR LEARNING PACE, STYLE, AND PASSIONS. WITH AN INTENSE PROGRAM, 3Q PROVIDES AN OPPORTUNITY FOR PARTICIPANTS TO RESEARCH, PRODUCE, SHOOT AND EDIT AN ORIGINAL DOCUMENTARY UNDER THE GUIDANCE AND INSTRUCTION OF A PROFESSIONAL FILMMAKER.

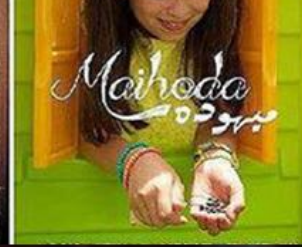
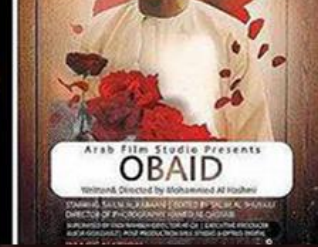
OUR "HANDS-ON" MYTHOLOGY CONCENTRATES ON DEFINING AND DEVELOPING EACH PARTICIPANT POTENTIAL AS A DOCUMENTARY FILMMAKER. EMPHASIS IS PLACED ON RESEARCH, DEVELOPMENT AND INTERVIEWING TECHNIQUES, SHOOTING TYLES AND STORY STRUCTURE DURING POSTPRODUCTION. IN ADDITION, HISTORICAL AND CONTEMPORARY DOCUMENTARIES ARE SCREENED AND DISCUSSED TO INSPIRE STUDENTS TO EXPLORE THEIR OWN STYLE AND VOICE.



ACADEMY

CASE STUDY

AFS 2015 DOCUMENTARY  
AFS 2015 NARRATIVE PROGRAM



FILM MAKING AFS 2015 DOCUMENTARY PROGRAM

3Q/ IQ WAS RESPONSIBLE OF DESIGNING/DELIVERING AFS 2015 THE ARAB FILM FESTIVAL (DOCUMENTARY) PROGRAM FOR IMAGE NATION. WE WERE ABLE TO TRAIN AND EMPOWER SIX PARTICIPANTS AND SCREEN THEIR FILMS AT MANY FILM FESTIVALS ACROSS UAE AND THE WORLD. WE WERE ABLE TO BUILD A NEW COMMUNITY OF ASPIRING ARTISTS AND LAY THE GROUNDWORK FOR POSITIVE CHANGE. THE SHORT FILMS WERE ABLE TO COLLECT AN AMAZING SET OF AWARDS FOR THE FIRST TIME AN EMARATI FILMMAKER, AMNA AL NOWAIS

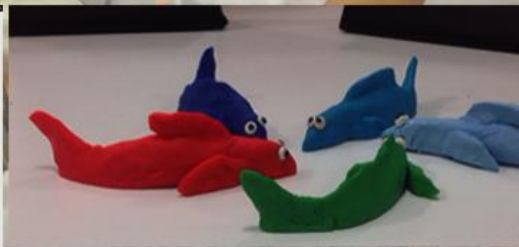
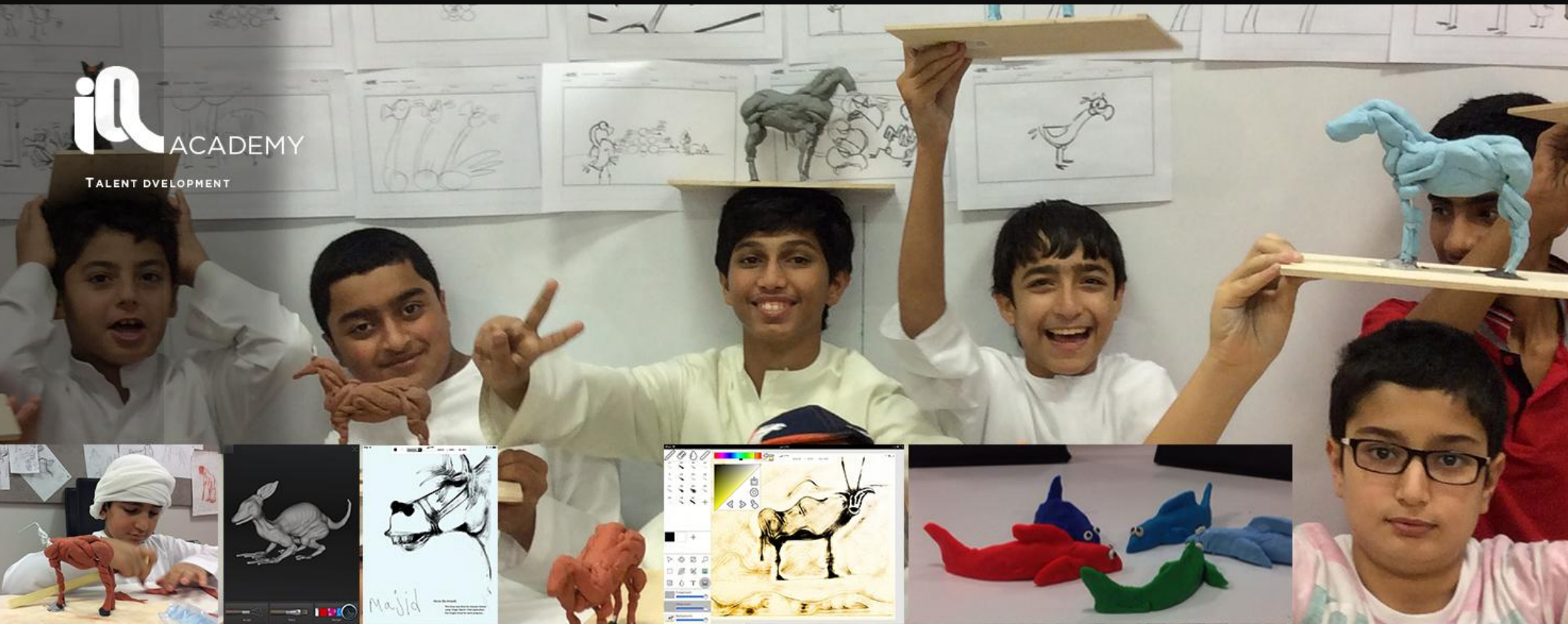
RECEIVED THE GRAND JURY'S AWARD FOR HER SHORT DOCUMENTARY "OMNIA" AT SAN FRANCISCO SHORTS 2015. HER FILM WAS ALSO SCREENED AT GREEN BAY FILM FESTIVAL AND WON THE BEST SHORT (ALMUHR EMARATI AWARD) AT DUBAI FILM FESTIVAL 2015. TWO OTHER FILMS (THE SHAEIKH OF MUSSFARH) BY WALED AL MADANI AND (MADE OF CLAY) BY FAISAL BIN SAHLI, WERE SCREENED AT THE ARAB FESTIVAL-SAN FRANCISCO AND DOC NYC, AND WON THE BEST PICTURE AND MUSIC AT (REAL STORY) FESTIVAL AND

FILM MAKING AFS 2015 NARRATIVE PROGRAM

BEST DOCUMENTARY AT IMAGENATION SHORT FILMS WE ALSO DESIGNED/ DELIVERED THE AFS 2015 NARRATIVE PROGRAM FOR IMAGE-NATION; WHICH PRODUCED 6 FILMS THAT WERE SCREENED RECENTLY AT YAS ISLAND IN ABU DHABI AND ARE ON THEIR WAY TO BE SCREENED AND DISPLAYED IN OTHER UPCOMING FILM FESTIVALS SOON. SOON 3Q WILL BE RUNNING THE FIRST DOCUMENTARY PROGRAM OF ITS KIND AT AL SHARJAH.



TALENT DEVELOPMENT



### TALENT DEVELOPMENT IPAD COURSES

3Q/ IQ DID RUN MORE THAN 15 CHILDREN/ YOUTH PROGRAMS IN VARIOUS MEDIA AND ARTS FIELDS, TARGETING MULTIPLE LEVELS OF SKILLS AND TECHNIQUES FOR STUDENTS DURING SUMMER. IN REGULAR PROGRAMS FOR ADEC (ABU DHABI EDUCATION COUNCIL) TWOFOUR54 TADREEB ACADEMY, SHARJAH JAWAHER CENTER, COMICON FESTIVAL. STARTING WITH IPAD FILM MAKING PROGRAM BY OUR OWN DIRECTOR FADI WAHBEH, 3Q/ IQ WAS ABLE TO DEVELOP A LIST OF SIMILAR COURSES USING SMART DEVICES SUCH AS

IPAD AIR TO RUN VISUAL ARTS IPAD PROGRAMS: IPAD MOVIE MAKING, STOP-MOTION, IPAD DRAWING IPAD PAINTING PHOTO EDITING, IPAD DIGITAL SCULPTING ,IPAD MATTE , PAINTING COURSES AND IPAD SOCIALS MEDIA PROGRAM STARTING WITH NYU UNIVERSITY, THEN WITH TWOFOUR54 AND ADEC AT ABU DHABI. WE WERE ABLE TO IMPRESS THE IMPORTANCE OF USING SMART DEVICES DURING THE EDUCATION PROCESS IN ITS DIFFERENT STAGES BY ALLOWING STUDENTS FROM 7- 17 YEARS

OLD TO PRODUCE HIGHLY DETAILED ART WORK AND SHORT FILMS. THE LEARNING CURVE WAS VERY FAST, THE INTEREST WAS HIGH COMPARED TO TRADITIONAL EDUCATION METHOD. THIS PUSHED ADEC TO CONSIDER HAVING IPADS FOR EACH STUDENT AT THEIR SCHOOLS, AND TO RUN SIMILAR COURSES ON A REGULAR BASIS. RECENTLY 3Q/ IQ RAN SIMILAR COURSES AT SHARJAH AND SOON IN THE GCC AREA.



RECREACH AND DEVELOPMENT  
VFX ONLINE TRAINING

## VIOLET

IT IS VITAL FOR ANY VISUAL EFFECTS COMPANY TO HAVE THE TECHNICAL SUPPORT REQUIRED INSIDE THEIR PIPELINE. OUR OWN VIOLET, STARTED AS AN IN-HOUSE R&D DEPARTMENT TO DEVELOP GROUND-BREAKING VFX TOOLS AND TO ENSURE THAT THE STUDIO REMAINS ON THE FOREFRONT OF CUTTING-EDGE TECHNOLOGIES OF GLOBAL VFX PRODUCTION. AFTER A WHILE, 3Q WAS ASKED TO OFFER THE SAME KIND OF SUPPORT FOR OTHER COMPANIES AND VFX ARTISTS TO DEVELOP THEIR VFX PIPELINES

3Q IS PUSHING THE ENVELOPE OF THE AVAILABLE 3D AND VFX (SOFTWARE SUCH AS; REALFLOW (LIQUIDS AND RBD SIMULATION) HOUDINI (FOR HIGH-END EFFECTS), MATCHMOVER (FOR CAMERA CHARACTER TRACKING), AND KRAKATOA (MANIPULATING PARTICLES). WE HAVE CUSTOMIZED A NEW SET OF TOOLS FOR CERTAIN VFX TASKS IN AUTODESK MAYA, 3DS MAX AND OTHER ON-SHELF 3D APPLICATIONS. OUR PARTNERSHIP HAS EXTENDED TO INCLUDE SOME OF THE MOST RESPECTED VFX SOFTWARE COMPANIES FOR TRAINING.

AND SUPPORT WITH OUR TRAINING PARTNER CMIVFX . UNIVERSE AT [WWW.CMIVFX.COM](http://WWW.CMIVFX.COM) USA/ NEW JERSEY . RECENTLY, WE CREATED THE FIRST VIDEO MANUAL FOR REALFLOW/ NEXTLIMIT COMPANY, THE LEADER IN LIQUIDS & RBD SIMULATION WHICH DEPENDS ON PROJECT BASED COURSES WITH REAL WORLD EXAMPLES OBTAINED FROM OUR OWN PROJECTS AND ASSETS.





VIOLET With

RECREACH AND DEVELOPMENT  
VFX ONLINE TRAINING

3 PAGES OF TRAINING

3D  
WORLD

REALFLOW 2015 . FUMEFX . PF

# THE CHURCH DESTRUCTION TACTICS article

Is an intro tutorial for the upcoming  
Church destruction tactics course at  
Cmivfx.com and Nextlimit webinar

ON MARCH 23 2016



Community  
VFX article & tutorial  
from 3Q to the 3D  
World readers

3 PAGES OF TRAINING  
WITH 1.5 HOURS VIDEO  
TUTORIAL

DESTRUCTION  
TACTICS FOR

# REALFLOW 2015

Develop your CG skills with a  
Complete destruction workflow  
from **Hashem Alshaer**

With REALFLOW 2015



**CARONTE**  
Master Multijoints  
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**SMOKE & FIRE**  
Create realistic smoke,  
fire and more...

AND PF PART



**DEBRIS**  
Control s  
effects &

KRAKATOA  
WORKSHOP VOL 1



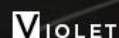
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MOTION



Article COMMUNITY



ONLINE COURSES

3Q/ VIOLET HAS ITS OWN LONG LIST OF THE BEST SELLING ONLINE PROJECT-BASED COURSES AND SERIES, INCLUDING 3D SOFTWARE TRAINING FOR; REALFLOW, HOUDINI, 3DS MAX, MAYA, KRAKATOA, FUMEFX, MATCHMOVER, PYTHON PROGRAMMING LANGUAGE INSIDE VFX SOFTWARES, ENDORPHIN. WE ALSO HAVE SOFTWARE TRAINING FOR OTHER AREAS OF VISUAL EFFECTS TOOLS AND EQUIPMENT, SUCH AS THE MOTION CONTROL MOTION CAPTURE TECHNIQUES, VFX DATA PROCESSING AND TOOLS DEVELOPMENT FOR VFX PIPELINES, BY OUR OWN VFX SUPERVISING ENGINEER HASHEM ALSHAER.

MOST OF OUR COURSES ARE RELEASED AND PUBLISHED THROUGH OUR TRAINING PARTNER CMIVFX, THE LEADING PROVIDER OF VFX COURSES WITH CLIENTS SUCH AS ILM, PIXAR, AND DREAM WORKS. WWW.CMIVFX.COM USA/NJ HAS PROJECT-BASED COURSES WHICH ARE THE BEST KIND OF TRAINING ANYONE CAN GET IN THE VFX FIELD. WE APPLY THE TECHNIQUES WE USE DIRECTLY ON ACTUAL HIGH-END MODELS AND SCENES, GIVING THE OPPORTUNITY TO WORK WITH REAL WORLD SCENARIOS OF OUR OWN PROJECTS.

3Q WAS ASKED TO DO THE SAME FOR ONE OF THE MOST RESPECTED VISUAL EFFECTS MAGAZINE, 3D WORLD. 3Q/ VIOLET, ALSO OFFERS THE VFX SUPERVISION & CONSULTATION FOR LOCAL/ INTERNATIONAL COMPANIES AND RECENTLY WITH BARAJOUN ENTERTAINMENT ON , THEIR FULL 3D FEATURE FILM BILAL.



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