

# GOLDEN RULES TO PRODUCE GOOD 3D POST PRODUCTION

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## OUR S3D PHILOSOPHY

- In Stereo 3D there is the world of the story and the world of the audience, separated by the stereo window.
- The story unfolds behind the stereo window as if we were looking through an actual window.
- The space in front of it is our personal space and only in moments of high emotional connection, should the world of the story breach the boundary of the stereo window and reach into our own world.

# RHYTHM

## RULE #1

*"The length of an edit is derived from it's emotional content and context, the appeal of the shot and the audience's freedom of spatial (eye-) movement within the scene."*

# GUIDANCE OF THE EYE

## RULE #2

*"Guidance of the audience's eyes must be executed very precisely in every spatial axis."*

# THE COMFORT ZONE



## RULE #3

*"No random off-screen effects for mere reasons of attraction. A breach of the story world into our comfort zone should always be the emotional climax of a scene."*

# PERFECTION

## RULE #4

*"S3D images must fulfill the highest standards in terms of color balancing, geometric matching and synchronicity - almost perfect doesn't exist."*

# THE IMPACT ON THE FINAL FILM

## RULE #5

*"The impact of the edit on the final film begins in the concept stage."*

# THANK YOU