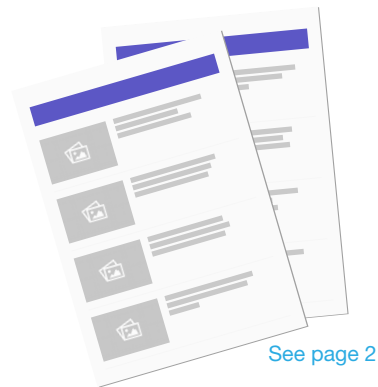
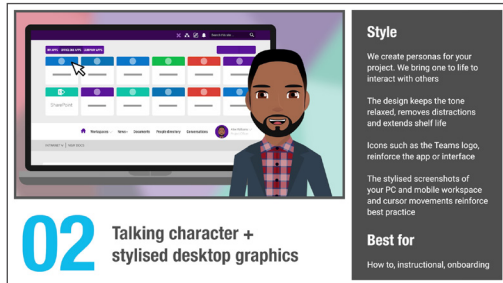


Animated videos - the process



CONCEPT

You'll tell us what you want to achieve and who the video is for so we can come up with ideas of what will work.

Watch our [showreel](#) for just some of the different video styles we can make for you.

We can guide you based on your budget and timing.

SCRIPT

We write a script packed with your key messages and a call to action. You review and sign it off so you're happy with the work before we go further.*

Read our [guide to approving scripts](#) to help in this important step.

From the approved script, we add a storyboard of draft graphics for you to approve and sign off.*

AUDIO

Based on your criteria, we sort out a voiceover and shortlist some backing music for you to pick from.

Our [quick guide to voiceovers and music](#) tells you how this part works.

PRODUCTION

We start full design and then our animators will work on your animation.

During the animation, we may make slight tweaks to the concept graphics or order to help flow. It's not possible to predict these at the start though they're never substantive changes.





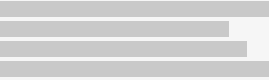

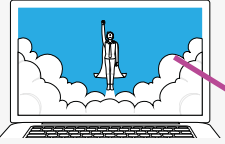


Filmed videos have a slightly different process. We'll review this with you.

*Two rounds of amends are included as standard. Further amends may be charged.

Your storyboard

The numbered layout shows the core scenes for your animation.

The rough images give an idea for what the visuals will be. We may add to them after your first review to emphasise something if needed.

Storyboard			
	Graphics	Visuals	Voiceover
1			
2			
3			

Notes about the animation should give you a sense of how the images will move and transition.

See how the script and subtitles match to the different scenes.

We'll send a link to your beautiful video for you to review and approve. We export videos in high def (HD) resolution (1920x1080) and also a 'Handbrake' version that's about 10% of the original size with no real drop in quality. Handbrake versions are quicker to load on an intranet for example.



Two rounds of amends are included for when you review the graphics with your agreed script.