

How to produce an animation

Timeline



Script writing /Research & Development

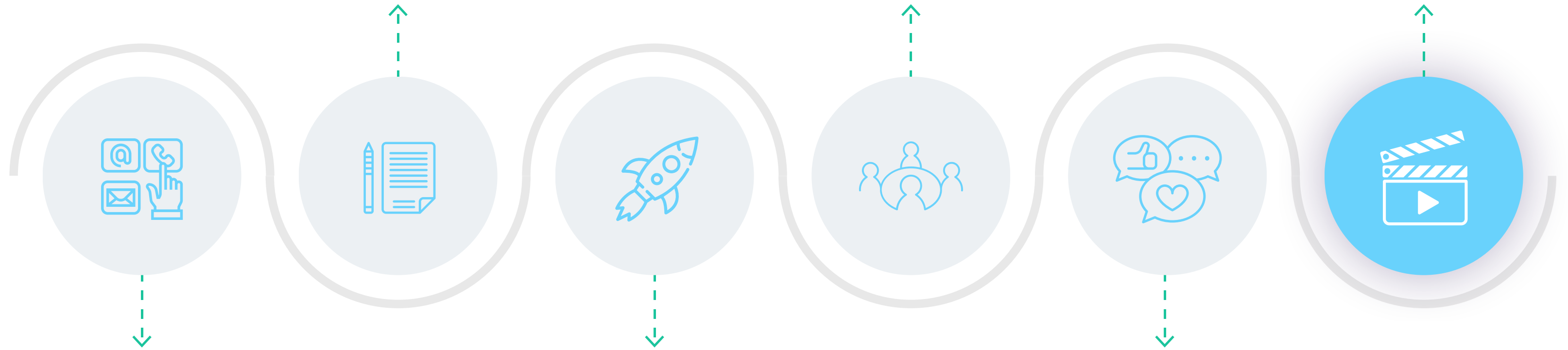
After receiving your script we will start our Research & Development.

1st Review meeting

We will send you a reviewlink to the firstmoving storyboard. During the meeting we discuss the feedback in order to make improvements together.

Share your animation!

You will receive your final high quality animation with a professional voice-over.



Contact

Contact us to produce an animation together.

Kick-off meeting

Together we discuss the script, the artwork and moodboard to make sure we are moving in the right direction.

2nd Review meeting

To check if all improvements are made correctly will send you a second reviewlink. If needed we can fix the final small improvements together.





Step 1 Contact

What can you expect from us:

- We will invite you to a short (online) meeting to discuss your wishes.
- We will create a customized quotation for you.
- After approval on the quotation we will start the planning of the project.

The planning of the project includes:

- Setting dates for the kick-off meeting, 1st and (possible 2nd) review meeting, and off course de deadline for delivering the final animation. These are based on your deadlines and our availability in planning.

What we expect from you:

- Get in touch or reach out
- Having a clear purpose/goal for the animation.
- Having specified a defined target audience.
- Having important dates available in case we need to work with a specific deadline
- Having the names, e-mail addresses and telephonenumber available of the contactpersons of the project.
- one "teamleader" on your side with the mandate for go/no go decisions





Step 2 Script writing / Research and Development

What can you expect from us:

- A standardized document for you to start writing the script.
- We will start with the Research & Development for your animation, based on your script with the look and feel images, after our first short meeting to come to the best possible end result.



What we expect from you:

- In the standardized document of the script you will be able to:
 - > Write the voice-over script, which contains the literal sentences of what the voice-over will say per scene.
 - > use short sentences, easy words, avoid passive voice
 - > 250 words = 2 minutes (less is more)
 - > Add visual suggestions per scene (images. links, pdfs)
- To share your logo(s) (fileformat: .eps, .ai or .png).
- To share 3D files of your assets (fileformats: .OBJ .FBX .STL)
- To provide us with your preferred fonts/ brandbook.
- Choose your preferred voice actor from our provided casting.





Step 3 Kick-off meeting

What can you expect from us:

- During the kickoff meeting we will show a preliminary storyboard/artwork/moodboard based on your script.
- We will elaborate on this together with you.
- We will decide on the style, characters, assets and scenes.
- After this meeting we will start on the first moving storyboard incorporating your input from the kick-off meeting. You will receive a first moving storyboard before the 1st review meeting.

What we expect from you:

- To be as specific as possible.
- To appoint a “teamleader” for your organisation, which can make go/no go decisions.
- Provide extra background information when needed.
- After the kick-off meeting you have done the work and we will take over! Sit back, and enjoy the ride!





Step 4 1st review meeting

What can you expect from us:

- Before the 1 review meeting we will send you a reviewlink. In this link you can make comments and suggestions
- The first moving storyboard will be rendered in low quality (noisy) and produced without smooth animation (blocking).
- The voice-over will be a generated voice-over.
- During the meeting we will review the moving storyboard together and propose improvements.
- After the meeting we will create a second moving storyboard with all the improvements and your suggestions.



What we expect from you:

- Before the 1 review meeting we will send you a reviewlink. In this link you can make comments and suggestions.
- We will discuss the voice-over and script with you.
- We will discuss the scene order and lay-out with you.
- We would like you to be aware this is the most important moment to discuss the feedback. Only in this phase we still have the freedom to make bigger changes in script, audio and scene lay-out or even the scene order.
- Changes in script, scene order or lay-out after the first review meeting, may lead to extra costs.





Step 5 2nd review meeting

What can you expect from us:

- Before the 2nd review meeting we will send you a reviewlink. In this link you can make comments and suggestions
- This moving storyboard will still be rendered in low quality (noisy) and produced without smooth animation (blocking).
- The voice-over will also still be a generated voice-over.

What we expect from you:

- Make your comments in the review link.
- We will discuss the latest moving storyboard with you and elaborate on the finishing touches. Please make sure that the feedback is in the reviewlink so we can prepare the meeting.
- During this meeting only small changes can be discussed and added to the moving storyboard (around +/- 5 smaller changes). More or bigger changes will lead to extra costs.





Step 6 Your animation is produced

What can you expect from us:

- Your animation is rendered in high quality.
- Your animation is produced with smooth animations.
- Your animation has a professional voice-over.
- We will share the final animation via a Vimeo/JW player link.
Other sharing options, like embedcodes are optional.

What we expect from you:

- Cheers, enthusiasm and clapping hands!
- A final approval on the delivered animation.
- Of course we would really like to hear what you think of the end result!
- Feel free to share the animation on the socials and, if possible, mentioning our great collaboration.

