
Discussion and Dialog

We meet and figure out the scope and styles the client is looking for in the animation.

Boards Designed

These style boards will establish the look and feel the animation will take based on directions developed with the clients input.

Script Developed

Script is developed and reviewed, if not provided by the client, before moving forward with storyboarding.

Sound Design / Voiceover

Client signs off on sound design and VO talent choice based on prerecorded samples, then we can move forward with production.

Animatic Developed

An Animatic is a rough animation including script / VO to establish the pacing and accuracy of all presented material.

Animation

The animation process begins and we develop key frames of the important information and utilize the “look” to illustrate how it will be presented and storyboard out more complex stories. This is where we finalize exactly what information will be presented in the piece, and the client signs off as to the accuracy of all information.

This is where we add camera moves and flesh out how all the elements will be animated, and how we will move from key frame to key frame.

If 3D illustrations have been chosen as a style or look, rough/wireframe versions of the animation will be presented before a final version is animated.

FINAL DELIVERY

Final delivery in multiple file formats per clients needs

