

## Our Process

### Video & Animation

# >> step 1 Define Project Goals

Our design brief will be emailed to you prior to our meeting

A meeting will be set up to review the project goals and complete our design brief

#### >> step 2 Concept Development

All existing materials and content to be used in the project should be sent to us at this time

We will develop a rough storyboard concept based on the design brief and materials sent to us

If a launch strategy is needed, we will develop it at this time

A meeting will be set up to review the storyboard concept

Key decision makers in your company or organization will review the concept and provide us with feedback

Client Feedback

Sign-off required

#### >> step 3 Concept Finalization

If a script needs to be developed, we will do so at this time

The scrip will be sent to you for approval and sign-off

A new storyboard will be oreated based on the feedback we received from the initial concept and the scrip and timing will be added to the storyboard

We will send the updated storyboard to you for approval. Please have all key decision makers review and finalize the content for sign-off

(this is the time when the majority of changes should be made)

Client Feedback

Sign-off required

## >> step 4 Prep for Production

Any filming, photography, audio recording, illustrations and sound will be done at this time

These elements will be sent to you for sign-off before we begin production.

Please have all key decision makers review this content for sign-off

Client Feedback

Sign-off required

# → step 5 Production

Motion graphics, animation, effects, audio and sound will be combined at this time to create the video

The video will be sent to you for your final approval and sign-off

(only minor changes should be being made at this point)

Client Feedback

Sign-off required

# >> step 6 Final Output

Final rendering, uploading and all required file formats will be provided to you at this time.

#### Feedback

Our process has been developed in order to streamline the video & animation process. Client feedback and sign-off stages are clearly marked and we will require feedback from all key decision makers in a reasonable time frame in order to keep the project moving forward.

NOTE: For rush projects, we will require same-day feedback.

#### **Project Changes**

A general rule of thumb to keep project costs to a minimum and meet your project deadline is to have all key decision makers review the project at each stage.

NOTE: Excessive changes exceeding the original quote, or changes being made after sign-off will be subject to our hourly rate.