

OUR ANIMATION PROCESS

We love helping our clients realise their vision and have developed a process to ensure that at each stage of the animation there is opportunity for feedback and client involvement. The stages we use for our projects are:

Brief

- We can work with our clients to refine and expand the details of the brief and establish the best way to approach the project.

Script

- Script outline based on research by client and/or National Park. This gives structure, identifies key points and guides the general direction of the script.
- Draft script.
- Final Script.

Moodboard

- 1-4 pages of visual research to refine the visual direction of the project.

Style frame

- 1-2 sample frames are produced to refine the final look of the project.

Draft Storyboards

- Draft illustrations are used to match imagery to the script.

Finished Storyboards

- Final illustrations/imagery to show what the animation will look like as a finished product.

Voice actor casting and music selection

- We select voice samples for review and provide music options to select from.

Voice recording

- You will be invited to attend the recording session at a professional recording studio and provide feedback.

Animatic

- This is a draft mockup of the video that uses the still images timed to the voice over and music. Opportunity to feedback on the timing and overall storytelling choices.

Final animation

- We provide the completed video in any digital formats you require.
- If final outputs include versions for social we normally design the animation to work both in 16:9 (wide screen) and 1:1 (square), and design/supply captions if required. This mostly for videos that will be viewed on phones with sound off.