

Motion Design Process

A guide to navigating the mountains of motion design

If you're a first-time buyer of motion design, the process can seem like climbing a mountain range with no end in sight. So, in order to demystify the process a bit, we created this guide as a map to show you the way and track your progress. There's quite a few more details that would be included in a proposal (specific dates and deadlines), but our goal was to create something easily digestible. Enjoy!

WEEK 1-2

Discovery

We'll send you a questionnaire to learn about the goals and requirements for your video. Once we have those answers, we'll jump on a phone call to talk through the details and learn everything we can about your business.

Scriptwriting

After we learn about your business and the goals of the video, we'll write a first draft of the script. That draft will be followed by more drafts and revisions until we've created the perfect script.

WEEK 3

Storyboarding

Once the script is locked, we create sketches of each scene in your video, which you approve or ask to be revised.

Voiceover

We'll give you a few options for voiceover artists and have your first choice record the script.

WEEK 4-7

Illustration

Our team of artists will work with your existing brand style and start creating all the illustrated elements for your video.

Animation

The keyboard wizards get to work on your video and bring it to life through motion.

WEEK 8

Sound Design

After the visuals are finished, we add small sound effects that make a huge impact.

Revisions

By this point you've approved storyboards and seen the video come to life, but you can still request some minor changes free of charge.

Final Delivery

We provide you with a high-resolution digital file for uploading to your favorite video streaming platform.



FAQ

Do you write the scripts?

Yes! We've written nearly every script we've ever animated and it's included in the price of every project. It's our belief that the creative process starts in scriptwriting and that any video will be better when written and developed through a cohesive team.

Do you plan or manage video marketing campaigns?

In short, no—we do not manage media buys or campaigns. However, we do have plenty of trusted partners who would be glad to discuss developing and managing your video campaigns. Let us know if that's something you want and we'll introduce you.

Is two weeks enough time for scriptwriting?

In almost all cases, two weeks is plenty of time for scripting. We're able to produce new drafts and make revisions very quickly. As long as you can provide feedback in a timely manner, we can "lock" a script in about a week. If you think you'll require more time, let us know and we'll schedule a larger block of time for your script.

Are there any fees involved if I decide to delay my project?

In short, yes. Scheduling is a big part of how we create consistent work and keep our services as affordable as possible. We schedule projects in blocks and reserve time in our schedule for each team member to work on your project one after another. This means that if you delay your project after it begins, our team doesn't have anything to work on in that time, so we have to charge a penalty. This fee varies based on the scope of your project.

Where do your previous clients use their videos?

A lot of places! Where our clients use their videos depends a lot on the marketing strategy behind them. Common uses are on website landing pages, sales presentations, web and broadcast advertising, and more. We enjoy working with clients to create the perfect video for their specific use-case.

Sometimes our product marketing changes, can I make changes to the video after it's finished?

Absolutely! In fact, one of the biggest advantages of motion design is that it's very easily customizable with new logos, color, messages, etc. These changes do have a cost associated with them, but it's—on average—about 10-20% the cost of the original video.

How does the proposal process work?

Once you decide you want a motion design video, we'll send you a formal proposal with a lot of details and an exact cost for your project. It will also include some style references to give you a better idea of the art direction we think would work best for your video.

What happens if I need to change my script after you start animating?

As soon as we "lock" the script, we record a voiceover and get to work with animation. Once we begin animating, everything we do is tied to that voiceover and changing the voiceover/script requires a lot of retiming of animation. This is possible, but would incur additional costs and delay your project depending on the amount of changes made.