



animated videos about your product, service, or concept

We help your story go where it needs to go

Quickstart Questions: Script & Requirements

Script

- How do your customers misunderstand your business/product right now? How do they feel about it right now?
- How do you understand your business/product? What is it really? How do you want your customers to feel about it?
- Who is the audience for this animation? Gender/Age/Occupation/Geographical location/Special character traits/etc.
- What voice-over would be more fitting for your audience? Male/female/child/accent/etc.
- What illustration style would be fitting for your audience? Black&white/color/clean/hand-drawn/etc.
- What music style would be fitting for your audience? Fast/slow/classic/modern/jazz/specific musical instrument/etc.
- Which animation style would be fitting for your audience? Monty Python cut-out photographs/Disney's early cartoons/Anime Transformers series/Wallace & Grommet claymation/any of our other animatons/etc.
- What call to action do you want to end on?
- Do you have a branding document with your logo/fonts/colors in vector file? If you do, please send it to us.

Requirements

- Who is the final decision maker? What is his/her full name/position name/email/phone? What time and via what medium can he/she best contacted to get an immediate response?
- Who else will be on the team? Please provide their first & last name/e-mail/phone number.
- What is your legal company name (if corporation, in what state formed), and address?
- What aspect ratio/size do you want for your animation? Please choose from the following:
- 16:9 ratio (HD TV, rectangle-like); size large 1920x1080, medium 1024x576 pixels, or small 960x540
- 4:3 ratio (square-like); size large 1440x1080, medium 1280x960, or small 720x540
- What file format do you want your source files to be delivered in? Flash/After Effects/Illustrator/Photoshop/etc.
- Do you have a specific deadline in mind for the animation launch?
- Are you interested in the distribution of your animation?
- Can you give us 3 names to contact to introduce our business?