video JumpStart

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The inside scoop to making animated videos people love to watch

1 Set a goal & make a plan
Define the purpose of the video. What's the best way to show it? Who is the target audience?

2 Write down your vision
High energy or laid back? How do you want the animation to run? What emotions can be incorporated?

3 Develop a focused script
Keep it as short and as simple as possible. Every sentence needs to support the purpose of the project.

4 Put a voice to the words
Who is best to relay your message? Someone inside your organization? Outside voice talent? Or maybe words on screen act as the voice?

5 Draw up a storyboard
Scratch out a series of images to accompany the script. This isn't an art project...even stick people will get the job done. Concentrate on ideas.

6 Pick a setting or two
What kind of background works best? Company HQ? Exotic locale? Video footage, photos, or illustration?

7 VFX? SFX? IDK. UP2U.
Do you want to include sound and visual effects? What would help relay your message? What wouldn't?

8 Orchestrate your music
Music can add mood to your video. High-energy or low-key? Music throughout, just in parts, or none at all?
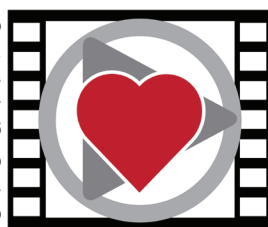
9 Get the gang together
A focus group can help provide different viewpoints and point out rough spots in your animation. Listen carefully and consider the input.

10 Plan the delivery
How will your audience see the animated video? Social media? Trade show? Email campaign? Check the delivery platform for proper specs.

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We Make Videos People Love to Watch

Company Story • Promotional
Corporate Training • Explainer

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