

Video

# Jump Start



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

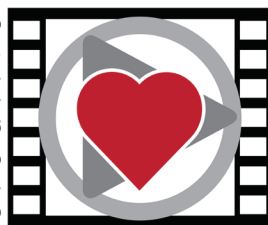
A focus group can help provide different viewpoints and point out rough spots in your animation. Listen carefully and consider the input.

## 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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