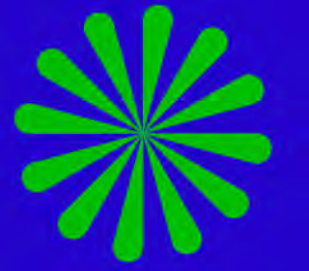


**MAGNETIC.**







# MAGNETIC + MOTION

**Motion drives us.** It is central to animation, a dynamic force that propels characters and objects through time and space. It conveys emotions, actions, and narratives, connecting the audience as one. Our process requires meticulous attention to detail and a deep understanding of creativity, timing, and storytelling.





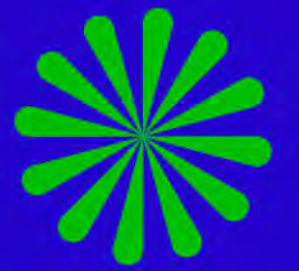
## Your champion of motion – and partner

We are expert at visualising and reimagining new new ways of creating motion for a range of different and diverse clients. Our strength lies in our working knowledge and appreciation of what performs in the real world.

Here's a few businesses that we've helped.





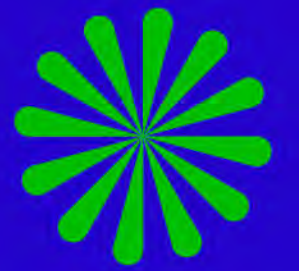


# OUR EXPERTISE

**Effective animation requires an understanding of the user and careful attention to the details,** using various techniques and tools to bring characters, objects, and scenes to life through movement and storytelling.







# OUR EXPERTISE

Here are some key areas of **our expertise**:



- Explainer videos
- Learning animations
- Health & Safety videos



- Character animation
- Character design
- Animated icons



- Logo stings
- Social snippets
- Corporate promos
- Promotional trailers



- Product photography
- Event & corporate photography



# OUR PROCESS





**1**

**Research  
the  
sector  
and  
audience**

**2**

**Brief  
and kick  
off  
meeting**

**3**

**Research  
and  
defining  
the  
concept  
and script**

**4**

**Produce  
storyboard  
from  
script**

**5**

**Does the  
job need  
a voice  
over?**

**6**

**Once  
storyboard  
is approved  
begin  
creation of  
animation  
or video**

**7**

**Work  
through  
sign off  
process on  
Frame.io**

**8**

**Once  
approved  
output  
for the  
correct  
platform**

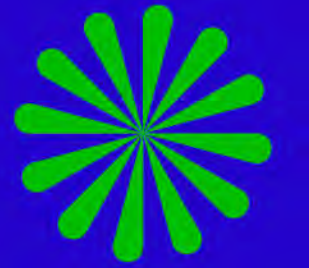
**9**

**Extra  
elements  
we can  
provide**





# OUR PROCESS



**1** ▶▶▶

## Research the sector and audience

First off, we learn as much as possible about your brand, the sector you operate in and your products and services.

Once happy we schedule a kick-off meeting with you to listen to your requirements and to ask questions about how you want the animation to work for you.



**2** ▶▶▶

## Brief and kick off meeting

We will ask about the video's goals and target audience, and what tone it should have.

At this stage we will also ask whether you would like to use a voice over artist or subtitles and also about the possibility of translated versions for different markets down the line. This can influence decisions made early on in the process.



**3** ▶▶▶

## Research and defining the concept and script

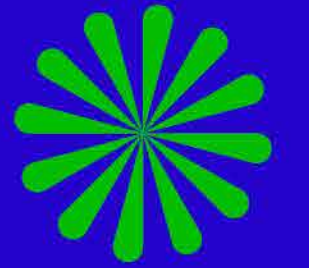
What's the message you wish the video to transmit? That's what the second animation step is all about: defining the core message of your piece and making sure there is a cohesive script around it.

We can't stress enough how critical this phase is. The script will be the foundation for the rest of your video, and there are no two ways about it: a poor script can never result in a quality piece, we will help you nail down this step in the process.

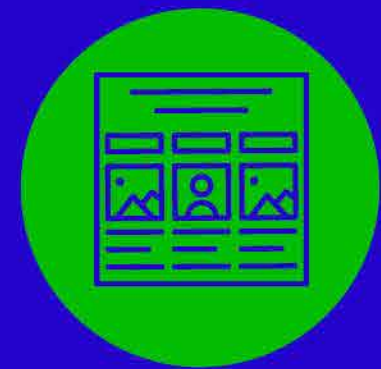
Once you are happy and the script is signed off we will move onto the next stage of the process.



# OUR PROCESS



4 >>>



## Produce storyboard from script

The next step of the animation production process is crafting the storyboard.

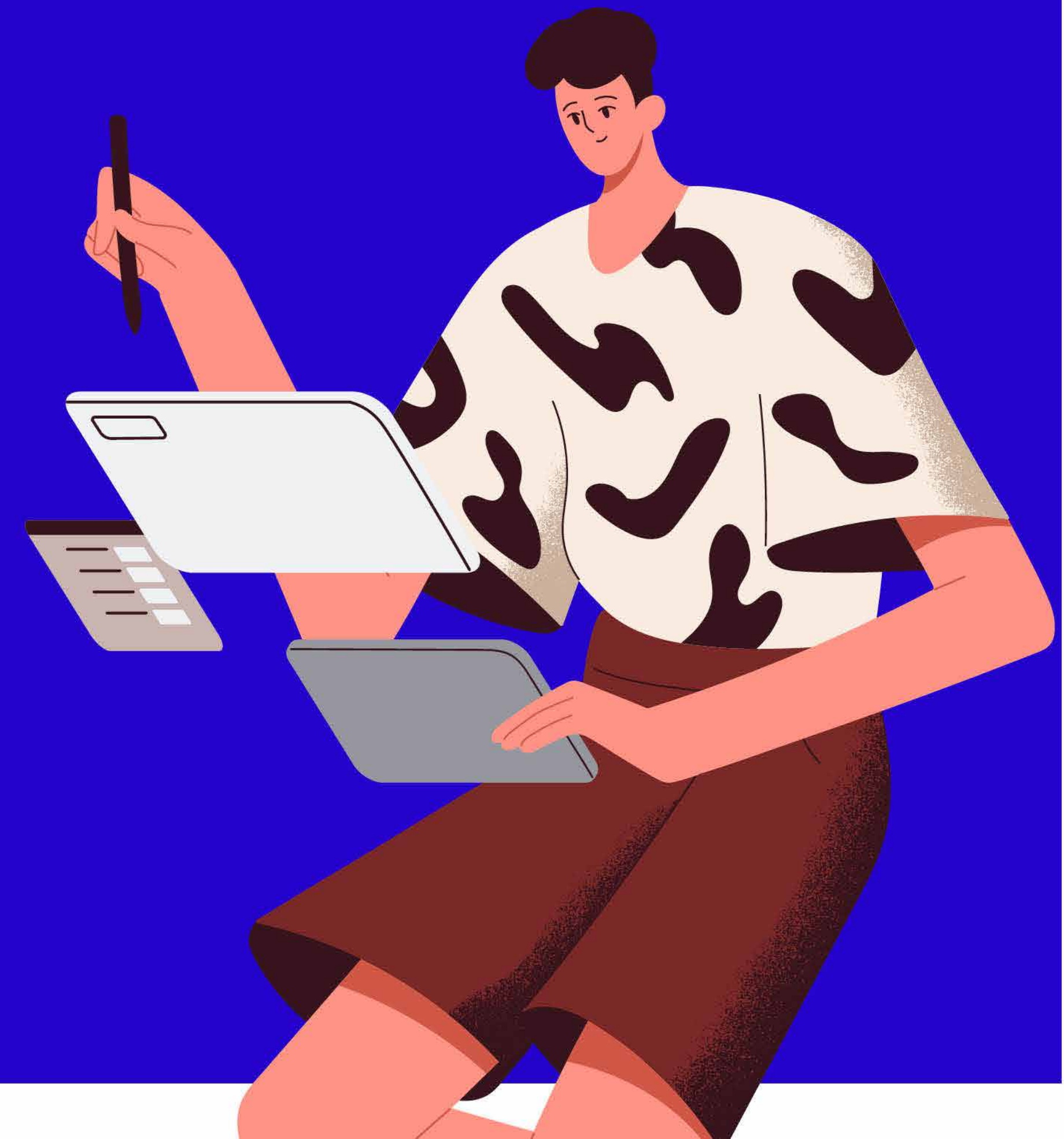
Put simply, that's like a visual version of the script. We illustrate the keyframes of your future video. We also add the appropriate part of the script under each image to use as a reference.

These are illustrations that portray the video's aesthetic. They include the design of every important element that appears on screen: the characters, product, colour palette, typography, and the keyframes of the video.

Thanks to this phase, our clients can visualise their video's look and feel. We pay special attention to deliver frames that match your brand's style and identity.

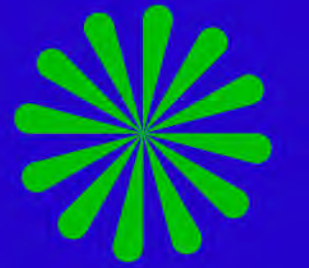
The storyboard is one of the most valuable tools of our animation production workflow as it not only helps clients realise and check how the video will look - it also helps us prevent mistakes.

Once you are happy with the storyboards and they are signed off we will move to the next step in the process.





# OUR PROCESS



## 5 >>>



### Does the job need a voice over?

If the project requires a voice over then it's time to bring the script to life with the help of the right narrator.

In this phase of the animation production process, you'll listen to some carefully selected examples and select your favourite.

This is, hands down, one of the most impactful (and fun!) steps in the process, as the voiceover you pick will help set the tone for the video. That's why it's critical to choose an actor that delivers the script in a style that represents your brand's attitude.

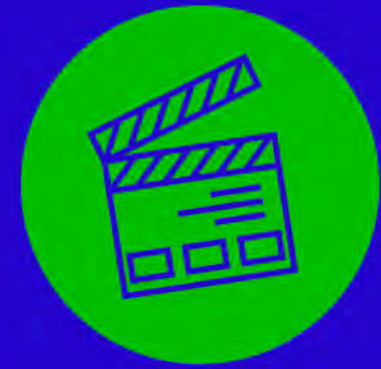
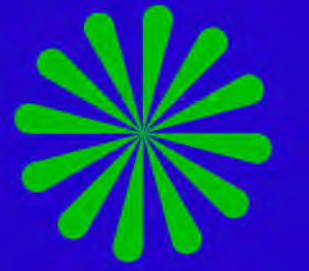
It's also important to remember that if there are going to be multiple language versions these also need to reflect your brand in that region as well and put across the message in the same way.

To accomplish this we will have the script translated into the language or languages that you require and then allow you time to have these signed off before we move on. It is important to note that word for word translations don't necessarily work and aspects of the script will be re-written to make sure that they make complete sense in the languages you require.





# OUR PROCESS



6 ▶▶

**Once storyboard is approved begin creation of animation or video**

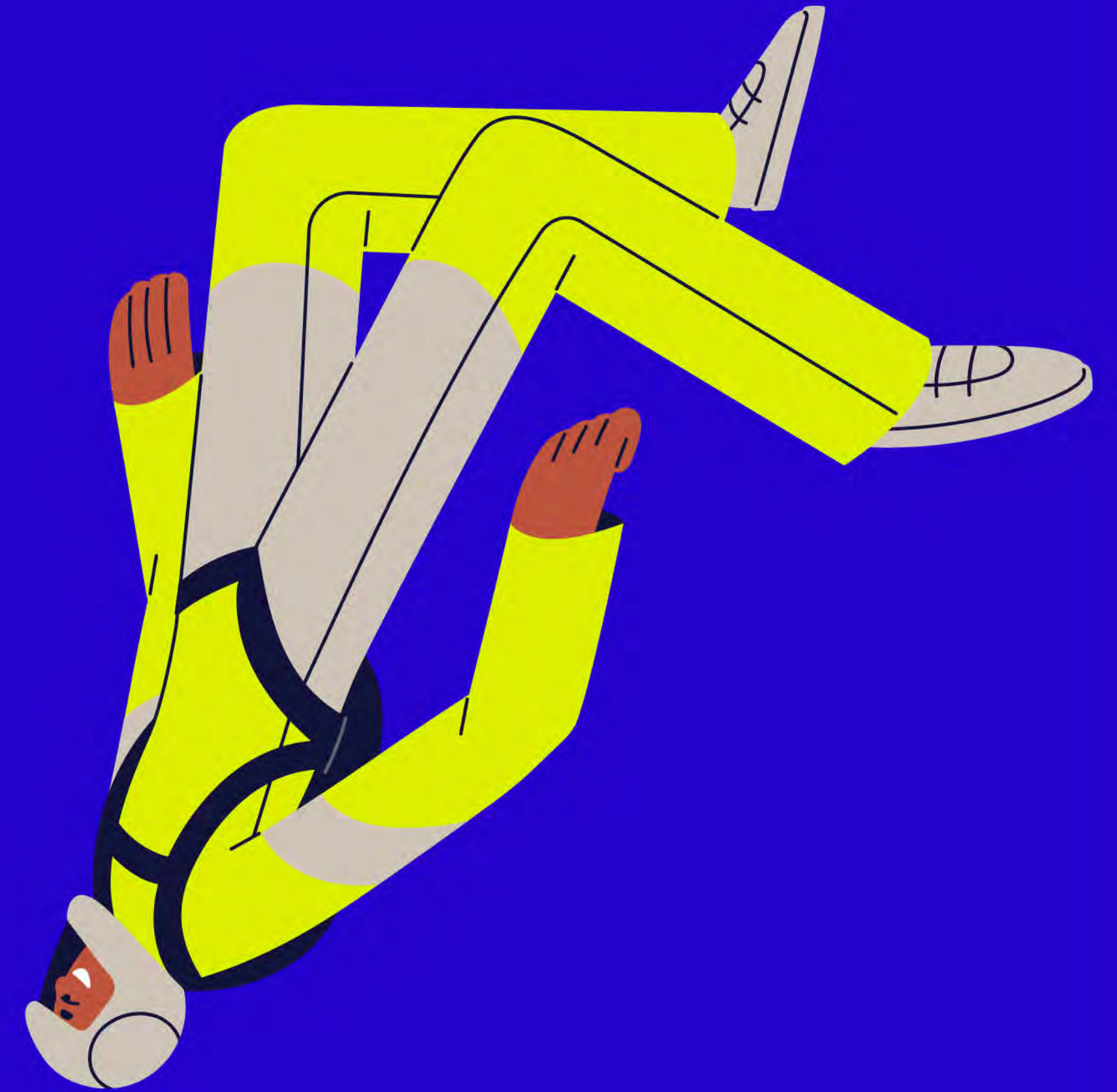
## **The moment we have all been waiting for!**

Once we get your approval on the proceeding phases, our skilled animation artists set out to bring the storyboards to life, giving movement to the characters and other elements that appear on the screen.

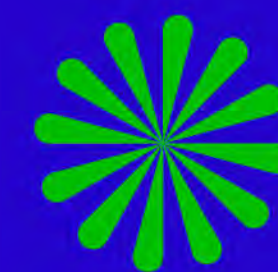
In this step of the animation production process, we also edit and synchronise the voiceover recording or subtitles, sound effects, and music with the visual counterpart.

To no one's surprise, this stage is one of the most complex parts of the animation process, so it can take some time to complete, depending on the size of the project there is also a substantial amount of time allocated to the rendering of the animations.

All we have left to do now is adjust the video to your liking.







# OUR PROCESS

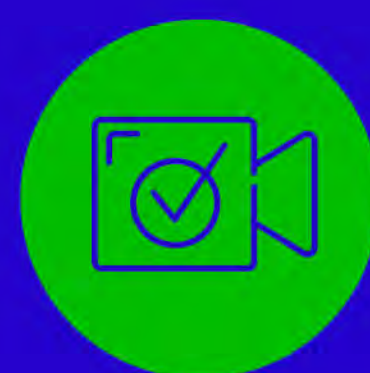


7 >>>

## Work through sign off process on Frame.io

We are committed to satisfying our clients to the fullest, so, as part of the animation production workflow, we'll send you a version of the animation for review in frame.io, and you'll let us know if you would like to change anything by simply adding comments to the link given.

It is important to remember that any changes to the script at this point could have knock-on effects to timeframes as well as add in additional costs, which is why we like to get sign off before storyboarding to limit the chances of this happening.



8 >>>

## Once approved output for the correct platform

Once you are happy with the animation, we will deliver a final file in mp4 format.



9 ●●●

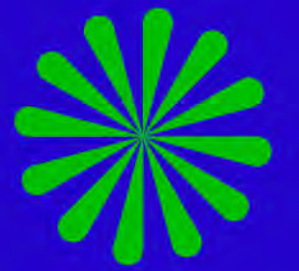
## Extra elements we can provide

When the animation is complete we can offer extra services if required:

- Translating your video into alternative languages, whether they be voice-over or subtitle based.
- Creating an e-learning project or language selection document/portal based on your content







# GET IN TOUCH

Please don't hesitate to reach out for assistance, questions, or just a chat. We look forward to talking with you about your animation requirements.





**MAGNETIC.**