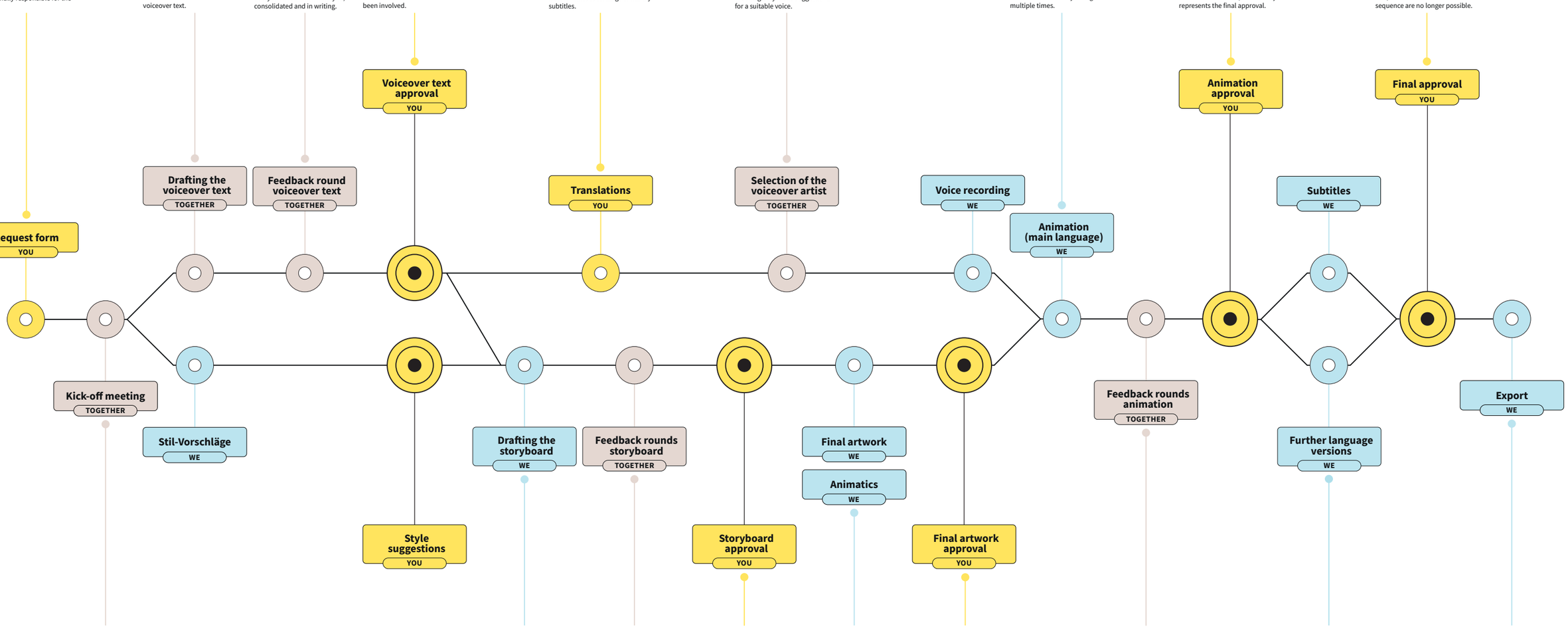
Step by Step
From Idea to Finished Animation



After receiving the request form, we will contact you to discuss unclear points and arrange a kick-off meeting. On your side we need one person who is operationally responsible for the project.

We have a lot of experience in storytelling and the creation of straightforward texts for animations. However, since you are the expert in your field, we need the content for the animation at least roughly summarized to draft the voiceover text.

When providing feedback, please keep in mind that this is a spoken text. Simple and vivid language makes the text more lively and easier to understand. And as for the amount of information: less is often more.
We will be happy to receive everyone's feedback from you, consolidated and in writing.

An important milestone has been reached: the written approval of the voiceover text. We will now all adhere to it. Subsequent changes are time-consuming for everyone and lead to delays. Therefore, please make sure that all decision-makers have been involved.

We need your help for translations, be it for voice recordings or merely subtitles.

We will gladly make suggestions for a suitable voice.

First, we animate only the main language. This way we do not have to make any changes multiple times.

Have we implemented your feedback correctly? Then please confirm this in writing. If there are further language versions, later changes are time-consuming and lead to delays.
If there are no further language versions or subtitles, this already represents the final approval.

We are on the home stretch: You will receive the finished animation in all language versions. Please check if everything is technically flawless and if no errors have slipped in. At this stage, changes to text, illustration or animation sequence are no longer possible.

The kick-off meeting can take place online or on site and is the official start of the project. All important decision makers are present and available documents on the content are ready.

Among other things, we clarify the following:

- Is the animation suitable to achieve the goals?
- When must the animation be ready?
- Who is the target audience?
- Where and in what context will the animation be published?
- Are there examples of animations whose style you like?

We also agree on the distribution of tasks and determine the next steps.

We roughly sketch our ideas for the animation sequence.

Here you can place your objections or suggestions for the visualization. Keep in mind that these are still sketches. It is primarily a matter of assessing whether the visualizations are correct and comprehensible and whether they correspond to your ideas.
Again, we will be happy if you send us everyone's feedback consolidated and in writing.

Do you like our ideas and do the illustrations match the message? Then please approve the storyboard in writing.

Sometimes it is difficult to imagine the step from drawings to moving images. For larger projects we therefore create an animatic, i.e. the images of the storyboard and the voiceover are assembled into a very rough animation. This way you can better assess whether we are on the right track.

Another milestone has been reached: You have approved the final artwork in writing. Now we can start animating. Later changes are very time-consuming and lead to delays. Therefore, make sure that all decision makers have been involved.

Do you like the animation?
Do you have any objections or suggestions about music, timing or effects? Please send us your feedback consolidated and in writing. Changes to text, illustration or the animation sequence should not be necessary any more at this stage.

We adapt the animation to other language versions.

We will export the animation in the requested format.

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