

HOW WE ANIMATE

If you are looking to capture your audience's attention and bring your brand to life, then animation is the answer. It's a proven fact that great video will drive your key messaging, command attention and leave your audience wanting more.

Our highly talented and experienced team of motion graphics artists are buzzing with ideas to bring your product, service or idea to life.

Prior to starting any animation project, we create a project plan with key milestones and sign off dates.

To request our briefing document please email engage@courtsdesign.com

STEP 1 RESEARCH

We research your brand and its product/service/solution to decide on the best method of animation for your target audience.



STEP 3 STYLEFRAMES

Because the storyboard is sketched, we provide 1-3 style frames to show you how the final piece will look like before heading into production.



STEP 5 PRODUCTION

Once the storyboard and style is approved, we move into production which involves animating, editing and sound design.



STEP 2 RUNNING ORDER

We work with you to draft a sequential list of all the information that you want to include in the animation.



STEP 4 STORYBOARDING

We take the provided running order and work out how to visually convey it in animation form. These are digitally sketched to keep the process quick and easy to amend.



STEP 6 PUBLISH

Following the first draft and amends your video is ready to shout about! Set it live and enjoy the proceeds.



Digital marketing campaign?

Speak to our experienced team to find out how we can help deliver the full service solution.

engage@courtsdesign.com