

# How We Do It: Building an Animated Video

## Story Production Step-by-Step

- 1) **Research:** Collect historical organization information and brand assets. Gather examples of related subjects, style guide, logos, reference docs etc from client.
- 2) **Concept Generation:** Brainstorm ideas about ways to present the materials.
- 3) **Script writing and Editing:** Client submits rough draft of script or if no professionally-written script is available, submits an outline of the main points to cover. As needed, Uptown will construct and/or polish script to be suitable for animation.

A very tight script/outline with suggested graphic elements annotated will be approved by client before moving forward. (2 rounds of development max, proof 3 is signoff)

- 4) **Style Development:** We will explore and settle on Illustration and typographic styling and color palette.
- 5) **Create Storyboard:** Early comic book-like sketches presented in a sequence of panels that show the planned live action and narration segments plus any supporting graphic elements and typography.  
Client review and approval of storyboard logic, graphic styling and design including color and typography. (2 rounds of development max, proof 3 is signoff)

- 6) **Prepare artwork:** Finesse illustrations, rig for animation process (so pieces can move).

**IMPORTANT:** No edits beyond minor text corrections allowed after storyboard approval as the storyboard acts as the guide to build the logic, illustrations, typography, transitions and animations which involve many steps.

- 7) **Voiceover:** Contract artist and record narration. (client assists in choosing narrator)
- 8) **Initial Animation Pass/Rough Cut:** A proof with minimal effects to get pacing and initial synch to temp audio track.

Client review of rough cut and approval to move forward to finalize animated video.

- 9) **Final Cut:** Creation of a fully finessed animation with all transitions and final graphic elements and sound design in place).  
Client review/approval of Final Cut: (Only minor text corrections are allowed at this stage.)

- 10) **Final Production:** Render master and mp4s for online use.

- 11) **Delivery:** Final file package sent to client.