

SCI ANI

Science Animated

House Style Animation Process

www.sciani.com



Understanding Your Animation

Our goal is to make the process behind creating **your animation as clear and concise as possible for you.**

Here is a simple step-by-step outline to help you understand the processes involved during the creation of your animation.



1 Complete your information capture form

Your editor will contact you via email and ask you to complete an information capture form.

2 Introductory Chat

Once you have emailed the form back to your editor, they will arrange an initial call with you, to discuss your requirements, ask any questions, and ensure that you are happy with the process.

3 Animation script, including voiceover and scene descriptions

Once the editor is confident that they understand your requirements, they will commission the script for your animation. This will consist of a voiceover script and written descriptions of the visuals for each scene.



4 Script Review

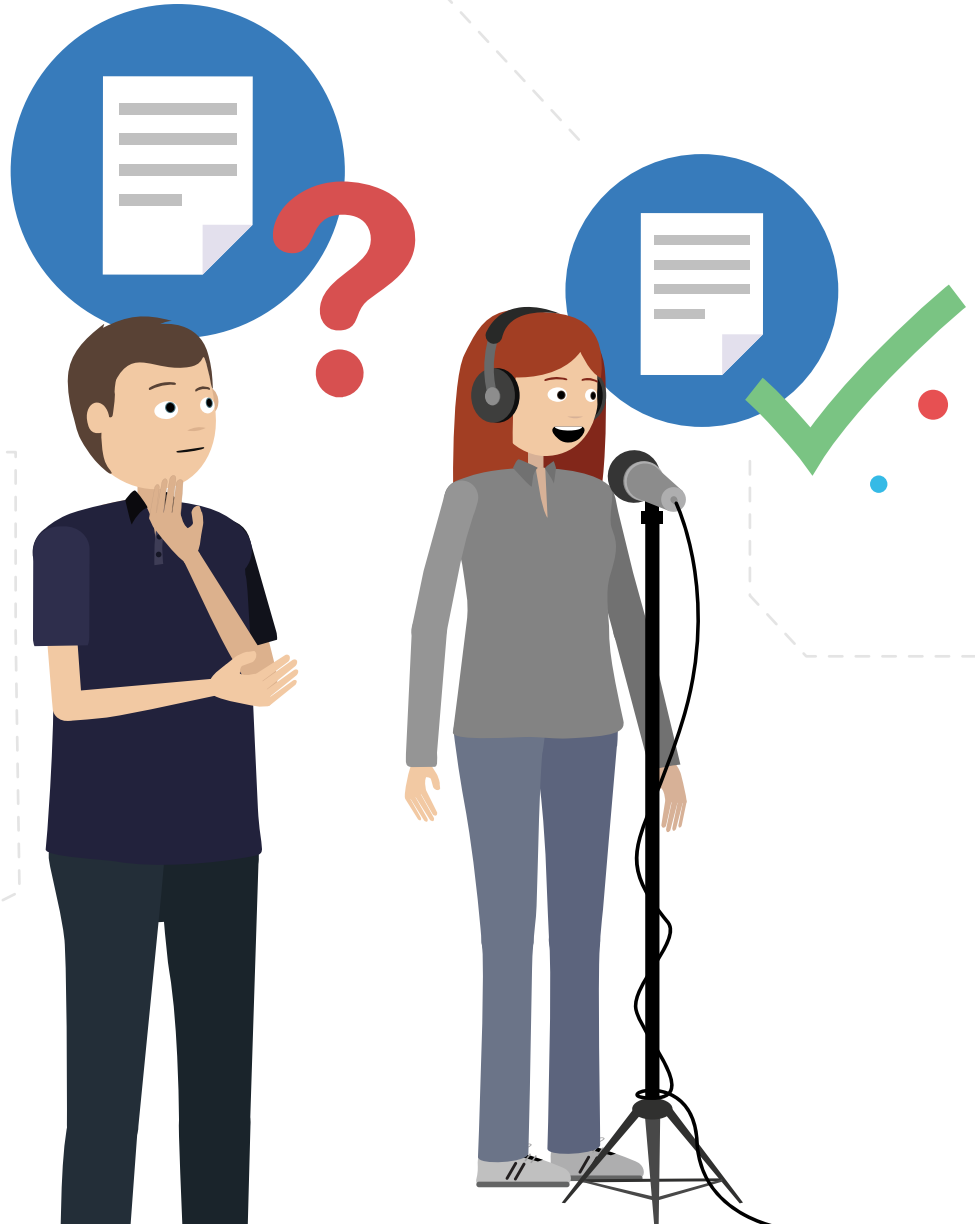
The voiceover script and scene descriptions will be sent to you for your approval. The editor may include a few requests for example images or clarification. We request that you check both the script and scene descriptions carefully. At this stage, we can make as many changes as you like.

5 Script Approval

Once your approval is given, the script and scene descriptions are considered finalised and **no further changes can be made to them.**

6 Voiceover Recording and approval

The approved script will be recorded by a professional voice actor. We can provide you with a selection of voices to choose from. When it is completed, the editor will send you the voiceover to review. You may request changes to the tone or cadence of the voiceover.



7

Transfer to animation for artwork and animation production

Your editor will then send the approved script and voiceover recording to the animation team, who will review the script with the editor.

We aim to complete the animation process in no more than a few weeks, but this can vary depending on the complexity of the animation required.

8

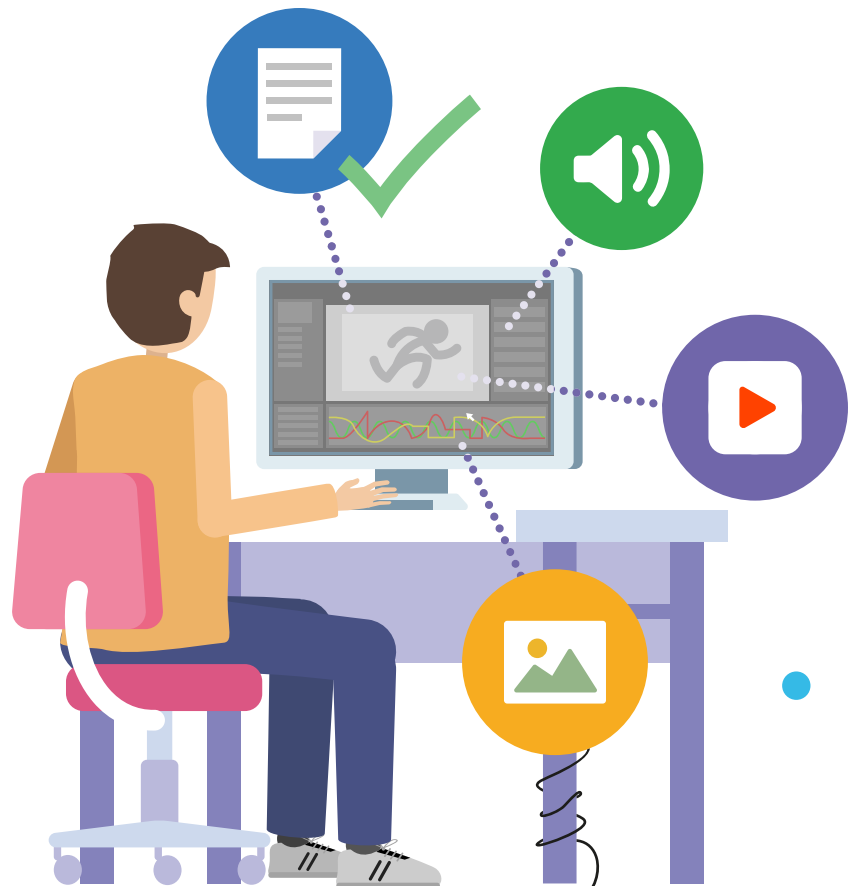
Storyboard Production

We produce a storyboard, a detailed scene by scene, static visualisation of your animation, that we can produce before we develop the animation itself. It is, in effect, an enhanced preview of your animation which we will send to you to review and provide your feedback. If necessary, we will make **one** round of changes to the storyboard.

9

Animation review and approval

The editor will send the first draft of the animation to you for your initial feedback and approval. At this stage, we can make only **one** round of minor amends to the animation. Once any changes have been made and you are happy with the animation, the editor will ask you to confirm approval.



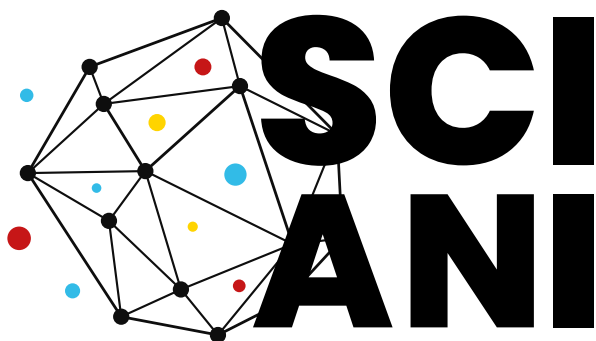


10 Finalisation of video, publishing and aftercare

Once you have given your approval, the animation team will finalise your video and pass it on to our social media team, who will give you detailed publishing information: Your animation will be published across the Science Animated social media channels; YouTube, Facebook, Twitter and LinkedIn, and will be hosted on the SciAni website. If you require help embedding the animation in your website or a personal blog, please ask one of our editors or social media team.

Our social media team will continually monitor your video's statistics, including demographics and viewer count for each of our social media platforms, which will be collated and provided to you as an 'Impact Report'.





Suite 22
Westend Courtyard
Westend
Stonehouse
Gloucestershire, GL10, 3FA, UK
Telephone: +44 1453 826 895

www.sciani.com

