



MOVIE PROJECT PROCESS

CLIENT BRIEF



DRAWN STORYBOARD



ANIMATED STORYBOARD



RENDERED MOVIE



FINAL DELIVERY



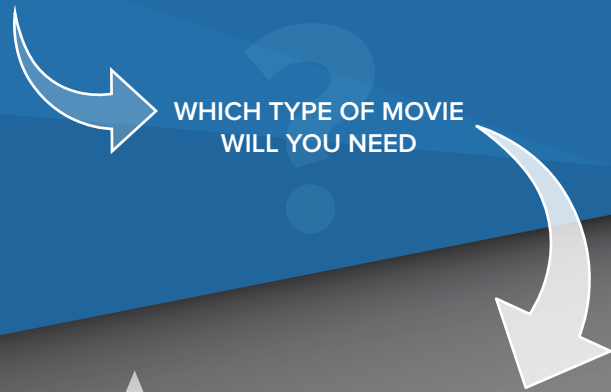
CLIENT BRIEF 01

ETL provides the client with a questionnaire. The client is required to complete a small number of questions which covers the important information we need to proceed

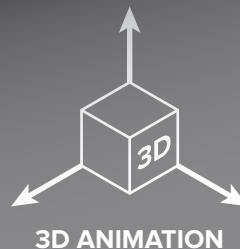


INFORMATION WE NEED

- The important **Key Points** that need to be shown
- **Flow & Order** of the key points
- Any input the client wishes to add for the **Style or Theme**
- Aproximately **How Long** will the movie need to be
- Who is the **Target Audience**
- **Where & When** the movie will be displayed
- **Brand Guidelines** for colours, fonts & brand image
- Is a **Voice Over or Music** required

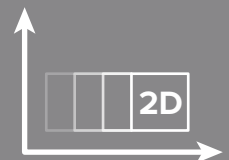


Range £xx - £xx
PRICE ESTIMATE
 BASED ON CLIENT BRIEF



A full 3D animated movie or mixture of 3D with 2D Motion Graphics lends itself well to **product showcasing, training videos or scenarios**

2D Motion Graphics tends to be best for explaining **services or software** where there normally isn't something physical that can be shown



02

DRAWN STORYBOARD

Using the client brief, ETL creates a drawn storyboard (DSB) showing the written ideas in a visual, stepped & easy to understand format

STEPS

○ DSB INITIAL DELIVERY

Price £xxxx
PROVISIONAL QUOTE

○ CLIENT FEEDBACK

○ DSB REVISION 1 DELIVERY

○ CLIENT FEEDBACK

○ DSB REVISION 2 DELIVERY

○ CLIENT FEEDBACK

○ DSB REVISION 3 DELIVERY

Price £xxxx
FINAL QUOTE



Large changes to the project can be made during the drawn storyboard stage, of which there are **three revisions** if required. We provide a final quote after all changes have been completed

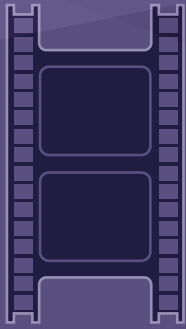
It's important at this stage to make sure the **story, flow of the movie and messaging** are as **accurate** as possible. Any **big changes to the project later** will likely effect the **deadline** and might lead to **additional costs** for the client

ANIMATED STORYBOARD

03



The animated storyboard (ASB) will be timed up as closely as possible to the final movie, but will contain mostly preliminary animations and footage



Smaller changes to the project can be made during the animated storyboard stage, of which there are **2 revisions**

Text, colours and **small animation** changes are accounted for in the project cost, but any **larger changes** that could have been identified at the Drawn Storyboard phase (such as changes to the **3D scenes** or **core messaging**) could alter the **deadline of the project** and might lead to **additional costs** for the client

! If the movie requires a **voice over**, we may need this recorded before we start any work on the animated storyboard. This is to make sure we are able to match the animations to the voice over

STEPS

ASB INITIAL DELIVERY ○

CLIENT FEEDBACK ○

ASB REVISION 1 DELIVERY ○

CLIENT FEEDBACK ○

ASB REVISION 2 DELIVERY ○

90-95% COMPLETE

75-95% COMPLETE



04

RENDERED MOVIE

The rendered movie (RM) is now delivered, complete with all footage and animations. At this stage the movie will be close to completion, concluding with any final changes if required



STEPS

○ RM INITIAL DELIVERY

○ CLIENT FEEDBACK

○ RM REVISION 1 DELIVERY

○ CLIENT FEEDBACK

○ RM REVISION 2 DELIVERY

For **3D movies**, **small changes** can be made to **text** and **simple graphics** if necessary. The client will usually be making **final checks** to the movie to make sure everything is up to expectations

For **2D movies**, most of the animation is in its final stage on creation. **Some changes** can be made at this stage to the **graphics, animations** and **text**, but any **larger changes** that could have been identified at the drawn storyboard phase (such as changes to the **story** or **core messaging**) could alter the **deadline of the project** and might lead to **additional costs** for the client



05

FINAL DELIVERY

Once any last changes have been made to the movie, we will deliver the final version in any formats and sizes that are required

After final delivery, ETL will provide a sign-off form that we request filled out and returned to us to complete the project



ETL | VISUALS



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