

HUXLEY

www.thisishuxley.com

HELLO FROM HUXLEY

HUXLEY Huxley is full-service film production studio. We combine contemporary film making and animation to create brave, bodacious branded content.

Our work is authentic and culturally driven, and enables brands to move into fresh and interesting places. Great things happen when we pluck up the courage to try something new, and that's what Huxley is all about.

HUXLEY

PRODUCING
AN ANIMATION

THE SEVEN STEPS OF ANIMATION

Producing an animation is a little like building a house; there's lots of different stages to the job, but if you want to stay on budget you have to do them in a specific order. For example, if you lay the foundations of a house, build the walls, and then decide that you want the house to be a few meters longer, it'll cost a lot more to change it than it would have during the blueprint stage.

Animation is a meticulous, detailed and time consuming task, but if you follow the right procedure it needn't be difficult. Our approach to animation is to build it in steps, allowing you plenty of opportunities to offer feedback, make sure that the messaging and tone is right, and ensure that we are sharing all of the key information you're trying to get across. This way, we catch anything that you might want to change before it becomes costly to do so.

Let's take a look at the seven steps...

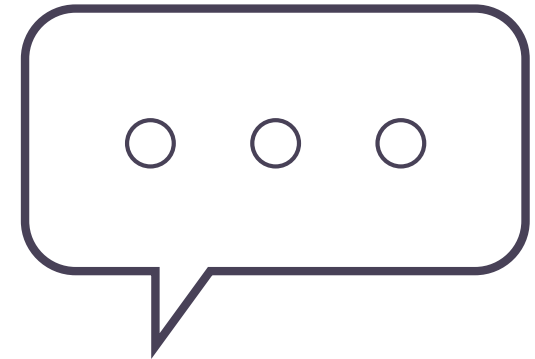


STEP 1. BRIEFING

We ask you a load of questions, listen, and understand your project. We nail down all of the key messaging that you are trying to get across, and establish a 'tone of voice' for the project.

We focus on outcomes; what do you want to achieve with this film? Is there a key call-to-action? What is the target audience? Is it part of a wider campaign? Where will it be shown?

Once we full understand why you want to make a film and what you're trying to do, we can move on to the next stage...



STEP 2. SCRIPTING

We write a script that delivers your messaging in a tone of voice that fits the brief. This stage is important, as we have to strike the balance between providing information and creating something that's engaging to watch.

When it comes to content, it's tempting to throw everything but the kitchen sink at an animation, but it usually works best when you treat it as an introduction to a subject that gets your viewers interested and keen to learn more. You can then steer them to a more detailed source of information, such as a website.

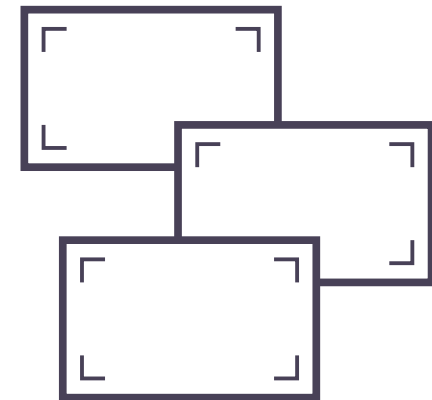
Next, we use the brief and the script to create the visual script - this is a written description of what's going to be happening on screen throughout the animation. This is your opportunity to make sure that we're correctly showing all of the important messaging or stats and figures in support of the script.



STEP 3. TREATMENT

We take some key points in the script, and use them to design you some style frames that show you how your animation could look. We experiment with colour, typography, character design, and illustration style. This gives you an opportunity to feedback on the design before we start doing the heavy lifting.

Think of it like a branding exercise, where we lock down the overall look and feel of your animation so that there's no surprises when you see it all in glorious motion.



STEP 4. VOICE OVER

We start by finding a voice that will fit the brief and compliment any animated characters that will appear in your animation.

It's really important to get this right, as it's the only real human element for your audience to engage with. It has to fit the script, the tone of voice, and the treatment.

Once we find the right voice, we record the VO at a studio with one of our directors to ensure that the delivery is just right.



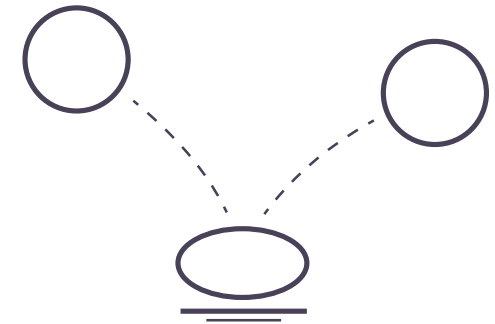
STEP 5. ANIMATION

This is where the magic happens. We take one last look at the visual script, and sign it off. We use the style frames from the treatment as a reference to create all of the illustrations, characters and graphics (assets) that will feature in the animation.

Any animated characters are then 'rigged'. This involves taking an illustration of a character and turning it into a virtual 'puppet' that we can move into different positions to create poses and movement.

Next, we block out the animation, creating an animatic. This is like a 'rough cut', in that we see all the assets in situ, appearing on screen with the VO in the correct timing, but the animation is very minimal. Think of it like a slide show of the key moments in the animation. This is your last chance to make any small tweaks to the content!

Finally, we animate all of the movement. This is a lengthy process with a lot of fine tuning, so we have to make sure that everything prior to this stage is meticulously signed off, as making changes once this final stretch is underway can be costly.



STEP 6. SOUND DESIGN

We start by adding carefully chosen music to compliment the VO and the tone of voice. We'll take care of all the licensing to make sure that you can use your animation where you wish without running into legal problems.

We then add sound effects to further bring the animation to life - all the swooshes, impacts, blips and bleeps that take an animation to the next level.

This is often a surprisingly transformative process!



STEP 7. SIGN OFF

We draw a line under production, and create all of the different outputs that you need in order to share your new animation with the world.

Huxley can also help you with the distribution of your animation, be it offering advice on a Google Adwords campaign, or bringing in social seeding services to guarantee a certain number of views on YouTube.



NEXT STEPS

We hope this document provides an introduction to our animation and motion graphics work flow, and gets you excited about working with us.

We'd love to hear more about your project and how you'd like to take things forward.

Thanks for your time,

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THANKS