

HUXLEY

www.thisishuxley.com

HELLO FROM HUXLEY

HUXLEY is full-service film production studio. We combine contemporary film making and animation to create brave, 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, and you have to do them in a specific order. If you lay the foundations, build the walls, and then decide that you want your house to be a few metres longer, it's way more expensive to change it than it would have been during the blueprint stage!

Animation can be a meticulous and time consuming task, but if you follow the right procedure it needn't be difficult. Our approach to animation is to build in steps that allow plenty of opportunity for feedback along the way, catching anything you might want to change **before** it becomes costly to do so.

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

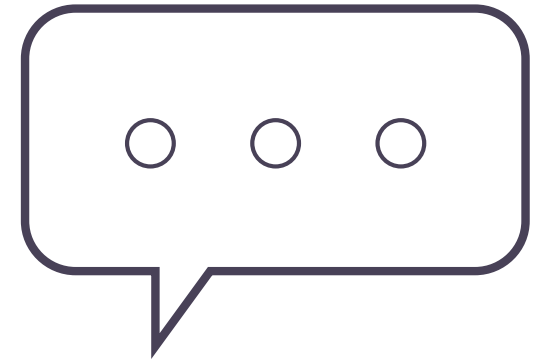


STEP 1. BRIEFING

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? Who is the target audience? Is it part of a wider campaign? Where will it be shown? It's about return on investment - get it right and your animation will pay for itself in no time.

Once we fully understand why you want to make an animation 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 clearly presenting the 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. However, we find it's best to treat your animation as an introduction to a subject, catching the viewers' attention and leaving them keen to learn more. You can steer them to a more detailed source of information once they're hooked.

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



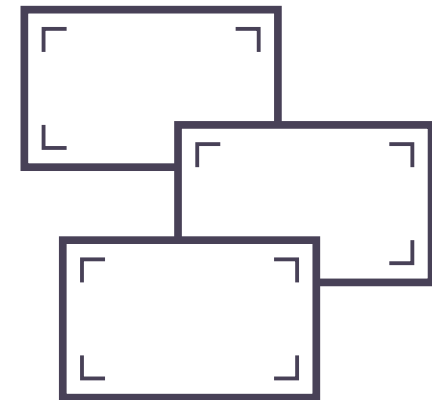
STEP 3. TREATMENT

Once the visual script is approved, we pull together a storyboard to help you visualise your animation.

We then select a few key points in the script and use them to design some style frames to show you how your animation could look once all the bells and whistles are added. We experiment with colour, typography, character design, and illustration style.

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.

The storyboard often consists of rough sketches, so the style frames give you an opportunity to feedback on a more polished visualisation before we start the heavy lifting.



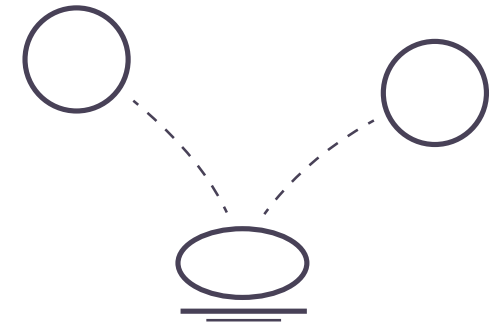
STEP 4. ANIMATION

This is where the magic happens. We take one last look at the visual script and storyboard, 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', meaning we take an illustration of a character and turn 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 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 signed off, as making big changes once this final stretch is underway could be costly.



STEP 5. VOICE OVER

We start by finding a voice that will fit the brief and compliment the look and feel of your animation.

It's really important to get this right, as it's often 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 make sure the delivery is just right.



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 output formats that you will need in order to share your animation with the world.

Huxley can also help you with the distribution of your animation, be it offering advice on Google Adwords landing pages or helping create targeted Facebook or Instagram ad campaigns.

Once your animation has gone live, we'll touch base with you to find out how the project went and give you the opportunity to feedback on anything we could improve for next time – creating an animation should be a fun and rewarding process, so this final step is really important to us.



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