Animation & Visuals Briefing template

This template isn't exhaustive, but it should provide all the information you need to create a solid brief.
If you're feeling stuck or would like guidance building your brief, feel free to get in touch: **stu@ecmstu.com**

Aims and objectives

What are your goals? E.g. reach more people, promote a product.

Who is your target audience?

What do you want the viewer to do? E.g. get in touch, buy a product.

What does success look like?

Do you have a way of measuring this success?

Style and references

What do you need, 2D, 3D or a bit of both?

Can you provide any examples of the kind of thing you'd like to create? E.g. a pinterest board, youtube links etc.

Is there an existing project to base the style off? (Can you provide links?)

Do you have any brand guidelines? (are they easy to share?)

Deliverables

How many animations or visuals are you looking to create?

Do you need any cutdowns or additional outputs for socials. E.g. Instagram stories.

What outputs do you need?
(for example an .mp4 for an animation or hi-res printable jpegs for a product launch.)

Animation specific

How long does it / they need to be?

Is it voiceover or on-screen text led?

Do you need a voiceover sourcing?

Do you require sound design? If so, what kind of music do you need and can you provide any examples?

General considerations

What countries do you need rights for?

What is your budget?

What is your deadline?

When will the project go live?

Feedback

How long will you need to get feedback from everyone involved?

Can you collate feedback or will it come from multiple people?
(note, collating feedback is far more efficient and helps save time and budget)

Content, have you got:

Brand guidelines (including packaged fonts and swatches etc. The more you can share the better).

A rough script or key messages.

A storyboard. (you can provide this or ask for it to be created as part of the project).

Voice over or Music.

Any existing assets (logos, fonts, photography, templates etc).

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Congratulations,
you've nailed the brief!

Let's chat and make
your project happen.

get in touch

stu@ecmstu.com

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