

Quickstart Questions: Script & Requirements

Script

- How do your customers misunderstand your business/product right now? How do they feel about it right now?
- How do you understand your business/ product? What is it really? How do you want your customers to feel about it?
- Who is the audience for this animation? Gender, age, occupation, geographical location, special character traits, etc.
- What voice-over would be more fitting for your audience? Male, female, child, accent, etc.
- What music style would be fitting for your audience? Fast, slow, classic, modern, jazz, etc.
- What call to action do you want to end on?
- Do you have a branding document with your logo/fonts/colors in vector file? If you do, please send it to us.

Requirements

- Who is the final decision maker? What is his/ her full name/position name/email/phone? What time and via what medium can he/she best contacted to get an immediate response?
- Who else will be on the team? Please provide their first & last name, email and phone number.
- What is your legal company name (if corporation, in what state formed), and address?
- What aspect ratio/size do you want for your animation? Please choose from the following:
 - 16:9 ratio (HD TV, rectangle-like); size large 1920x1080, medium 1024x576 pixels, or small 960x540 - 4:3 ratio (square-like); size large 1440x1080, medium 1280x960, or small 720x540
- What file format do you want your source files to be delivered in? Flash, After Effects, Illustrator, Photoshop, etc.
- Do you have a specific deadline in mind for the animation launch?
- Are you interested in the distribution of your animation?
- Can you give us 3 names to contact to introduce our business?