



VIDEO PLANNER



Animated videos allow us to tell detailed stories and explain complex concepts cost-effectively. Animated videos can have mass appeal if they are well planned and created.

However 'dry' your subject seems, you can always extract interesting aspects to keep your chosen audience engaged. Below are a few helpful pointers to aid you in creating a great brief for a motion graphics agency.



Who is the end viewer?

Clients, customers, existing employees?
What is their Age range?
Will they be watching the video projected, on a phone, tablet or desktop PC.
Is there a possibility they will view in a noisy environment?



Style

Do you have a Logo, website and/or brand guidelines? This helps create continuity between the video and your appearance as a company. If you have video examples that you like the visual style of, collect the links and show the agency.



Content

What is the main message, and what do you want the end viewer to do?
Pull together any other images or diagrams that will help explain your content.
Think about your 'call to action' at the end.



Writing the script

Think about having a voiceover. If you want a 2min video, make sure you can comfortably read your script in that time frame. Don't worry to much about how something will be visualised. The agency can always make suggestions when they come to storyboard your script.

Storyboard Template on the next page.

Feel free to use the template to rough out your ideas. It doesn't matter if you can't draw, it is always helpful to visualise your ideas no matter how basic.

It is a great way to start the ball rolling and thinking about how copy, visuals and voice over will interact.



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Script / Copy

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