

Animation Project Checklist: Ensure Your Project's Success

A comprehensive animation project checklist to ensure your project has all necessary elements in place for maximum success.



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Animation is a powerful tool to tell stories and share ideas. However, creating an animated video is a complex task that requires careful planning and execution. Use this checklist to facilitate each step and ensure a high-quality video that resonates with your audience.

The Value of the Animation Project Checklist

By following this checklist, you will:

- Define your message, target audience, and desired emotions for your video
- Gather information about your topic, audience, and competitors to create a compelling video
- Brainstorm creative ideas and formats that align with your message and audience
- Organize your ideas into a clear, structured outline
- Validate your outline with colleagues or friends to get feedback and refine your message
- Ensure that your project stays on track with a well-defined budget and timeline
- Create a video that is optimized for the aspect ratios and languages your audience consumes
- Stick to the campaign and/or brand colors, characters, and styles to create a cohesive video

Animation Project Checklist: Essential Steps for Success

Successful animation projects require careful planning and execution. Use this checklist to guide you through each step of the process, from gathering information to promoting and distributing the final product.

- **Brief:** Gather information on the project goals, target audience, and stylistic preferences.
- **Script Writing:** Write a script that clearly communicates the key message and tone.
- **Style Frames:** Create a visual reference for the overall look and feel of the video.
- **Storyboard:** Create a series of drawings that show the sequence of events in the video.
- **Character Designs:** Create character designs that align with the video's message and target audience.
- **Animation:** Produce the video, incorporating all of the visual and audio elements.
- **Voiceover:** Record a professional voiceover to accompany the video.
- **Sound and Music Elements:** Add sound effects and a soundtrack to enhance the video.
- **Additional Derivatives:** Create additional versions of the video for different purposes.
- **Post-Launch Strategy:** Plan how you will promote and distribute the video after it is completed.
- **Video Marketing Campaigns:** Create a comprehensive marketing campaign to reach your target audience.
- **Conclusion and Call to Action:** End the video with a clear message and call to action that aligns with the project goals.

The Value of the Animation Project Checklist

1

Maintain On-Budget Spending

Creating an animated video can be a complex and expensive process. Our checklist helps you stay on track and estimate the total cost of your project. By prioritizing tasks and resources, you can avoid unnecessary expenses and ensure that your budget is used effectively.

2

Quality Stratification

Organizing your approach to animation is a key component of our checklist. We provide you with a step-by-step guide to ensure that all necessary elements are in place before you start animating. By following our quality stratification, you'll be able to create a high-quality video that resonates with your audience and achieves your goals.

3

Efficient Scheduling

Creating an animated video requires careful planning and execution. Our timeline checklist helps you reserve your deadlines and get a grasp of what needs to be done by when. By following our efficient scheduling, you'll be able to avoid delays and ensure that your video is completed on time.

Brief

1 Target audience

Define your target audience to create relevant, relatable storytelling components.

2 Distribution Locations

Mark the online and offline platforms on which you plan to launch the video.

3 Goals

Track and determine the success of your video with clearly defined goals.

4 Overview

Briefly introduce the key premises of the video and how the core message impacts the audience.

5 Running Length

Determining a running time helps with scheduling objectives and budgeting.

6 Deliverables

List the required deliverables needed to finalize the project.

7 Must Haves

Ensure the essential ingredients for a high-quality video are in place before the final process commences.

8 Core message

Decide on a clear and concise message to engage your audience and achieve your goals.

9 Tone of Voice

Determine the right tone to effectively communicate with your audience.

Script Writing

The script serves as the foundation for the animation. Here are some things to keep in mind when writing your script:

1 Brand tone and messaging:

Make sure the narrative aligns with the brand's tone and messaging. Consider the brand's personality, values, and voice.

2 Audience:

Think about the target audience. Who are they? What do they want? What motivates them? This will help to shape the messaging and tone of your script.

3 Problem and solution:

Identify the problem that the product or service solves, and how it solves it. This should be the central idea of your script.

4 Structure:

Think about how to structure the script. Consider using a three-act structure: setup, confrontation, and resolution. This can help to create a compelling narrative.

5 Visuals:

Consider how the visual elements will complement the script. What kind of visuals will help to convey the message? What kind of shots will help to tell the story?

6 Brief needs:

Think about how the brief needs shape the script content. What are the key messaging points that need to be conveyed? What is the overall objective of the animation?

Remember to keep the narrative concise and engaging. Having a clear idea of the story you want to tell will help to create a narrative that resonates with your audience.

Style Frames: Define the Look and Feel of Your Video

Choose a style

Aligns with your video's message and your brand's vibe. The style frames should capture the essence of your brand and create an emotional connection with the audience. Consider the mood, tone, and message you want to convey and communicate that through the style frames.

Color palette

Reflect your brand's essence. Use your brand's colors to create a cohesive look and feel throughout the video. Consider the psychology of colors and how they affect emotions. Use colors that align with your brand's personality and message.

Keep it simple

Style frames should be simple and clear to keep the viewer engaged. Avoid clutter and distractions that can take away from the message. Use minimalistic designs and clear imagery to enhance the video's message. Remember, less is more.

Budget and timeline

The style frames and overall video style are linked to your budget and timeline. A more complex and detailed style may require more time and resources, which can affect the budget and timeline of the project. Be sure to consider these factors when creating the style frames and choosing the overall style of your video. Keep in mind that a simpler style can still be effective and engaging, while being more cost and time-efficient.

Storyboard: The Blueprint for Your Video

Plan Ahead for Efficient Filming and Editing

A storyboard is a visual representation of your script, used to plan and organize your video before filming and editing. It's essential for creating a successful video, as it helps you identify potential issues and make necessary adjustments before production. By breaking down your video into sequences and visualizing each scene, you can ensure efficient filming and editing, saving time and money in the long run.

Align Visuals and Message for Maximum Impact

A clear message starts with a clear vision. By aligning your visuals and messaging, you can create a cohesive and impactful video that resonates with your audience. Use the storyboard to ensure that each scene and visual element supports the message and tone of the video. Consider the color scheme, imagery, and transitions used in each scene to create a seamless and engaging story that captures your audience's attention.

Collaborate and Iterate for a Better End Result

Storyboarding is a collaborative process that involves constant communication and iteration. Work closely with your team and stakeholders to ensure that the storyboard captures their vision and aligns with the project goals. Use the storyboard to identify gaps in the story or areas that need improvement, and make necessary adjustments before production. By collaborating and iterating on the storyboard, you can create a video that meets or exceeds expectations.

Character Designs: Bringing Your Animated Video to Life

Animated videos are a powerful tool for storytelling, and likeable characters play a crucial role in capturing your audience's attention and conveying your message effectively. To create engaging characters, it's important to ensure that they are relatable and well-designed.

- **Relatable characters:** Your characters should be relatable to your audience, allowing them to see themselves or someone they know in the character. Consider the age, gender, interests, and other characteristics of your target audience and design your characters accordingly.
- **Well-designed characters:** Your characters should be visually appealing and well-designed to convey your message effectively. Consider the mood, tone, and message of your video and design characters that align with them. Pay attention to details such as color, shape, and expression to create characters that are memorable and impactful.

By creating characters that are relatable and well-designed, you can bring your animated video to life and capture your audience's attention. Take the time to carefully design your characters and consider their role in the story to ensure that they effectively convey your message and engage your audience.

Animation: Bringing Your Story to Life

Animation is a critical stage in bringing your story to life. It's essential to ensure that the animation aligns with the storyboard and effectively conveys your message and brand's style. Here are some tips to help you create great animation:

- **Stay true to the storyboard:** Use the storyboard as a blueprint for animation to ensure that the visuals align with the story and messaging. Deviating from the storyboard can lead to reworking during post-production, which can be time-consuming and costly.
- **Focus on details:** Pay attention to every detail in the animation, from character movements to background elements. Details can take your animation from good to great and create a memorable experience for your audience.
- **Plan for adequate time:** Animation can take weeks or even months to complete, depending on the complexity of the project. Be sure to plan for adequate time to avoid rushing the animation and compromise the final result.
- **Collaborate and iterate:** Work closely with your team and stakeholders during the animation process to ensure that the animation aligns with the project's goals and effectively conveys your message. Use feedback to iterate and improve the animation until it meets or exceeds expectations.

By following these tips, you can create great animation that brings your story to life and engages your audience. Take the time to plan and execute the animation stage carefully to ensure that it aligns with the project's goals and effectively conveys your message.

Voiceover: Bringing Your Story to Life

The right voiceover can be the difference between a mediocre video and a great one. It's essential to ensure that the voiceover aligns with the video's tone and messaging and effectively conveys your message.

Here are some tips to help you create great voiceovers:

- **Choose the right narrator:** Pick someone to narrate the video whose voice matches the tone and messaging of the video. Consider the age, gender, accent, and vocal style of your target audience when selecting the narrator.
- **Focus on tone and enthusiasm:** A voice that connects with your target audience, delivering the intended message well, and creates an engaging viewing experience. Ensure that the voiceover has the right tone and enthusiasm to keep your audience engaged throughout the video.
- **Avoid jargon and technical terms:** Keep the language simple and understandable to your target audience. Avoid using jargon and technical terms that may confuse or alienate your audience.
- **Match the voiceover to the visuals:** The voiceover should complement the visuals and help convey your message. Ensure that the tone and pacing of the voiceover match the visuals and the intended message.
- **Collaborate and iterate:** Work closely with your team and stakeholders during the voiceover process to ensure that the voiceover aligns with the project's goals and effectively conveys your message. Use feedback to iterate and improve the voiceover until it meets or exceeds expectations.

By following these tips and taking the time to plan and execute the voiceover stage carefully, you can ensure that your video effectively conveys your message and engages your target audience. Don't underestimate the importance of the voiceover in bringing your story to life!

Sound and Music Elements: Enhancing Your Brand's Message

Sound and music elements can be just as important as visuals in conveying your brand's message and creating a memorable experience for your viewers. This is especially true in animation, where sound and music can contribute to creating a cohesive, engaging, and immersive experience for your audience. Here are some tips to help you create great sound and music elements in animation:

- **Start with the storyboard:** Consider sound and music elements early on in the animation process. Use the storyboard to plan and visualize how the sound and music elements will complement the visuals and help convey your message.
- **Choose music and sound effects carefully:** Pick music and sound effects that match the tone, mood, and messaging of the animation. Consider the genre, tempo, and pacing of the animation when selecting the music and sound effects.
- **Use sound design to enhance the visuals:** Sound design can help bring your animation to life and create a more immersive experience for your viewers. Use sound effects that complement the visuals and help convey your message. Consider adding ambient sound, foley effects, and other audio elements to create a rich soundscape.
- **Avoid overwhelming the viewer:** Be careful not to overwhelm the viewer with too much sound or music. Use sound and music elements sparingly and only when necessary to enhance the viewing experience. Consider using silence and minimalism to create contrast and emphasize key moments.
- **Collaborate and iterate:** Work closely with your team and stakeholders during the sound and music element process to ensure that they align with the project's goals and effectively convey your brand's message. Use feedback to iterate and improve the sound and music elements until they meet or exceed expectations.

By following these tips, you can create great sound and music elements that enhance your brand's message and create a memorable experience for your viewers in animation. Take the time to plan and execute the sound and music element stage carefully to ensure that they align with the project's goals and effectively convey your message.

Additional Derivatives (Edits, shorts, extracted assets)

1 Reframing the Video

Creating additional derivatives of your video, such as shorts, teasers, and edited versions, can help you stay ahead of the game in future marketing campaigns. By reframing the video into shorter, more digestible formats, you can reach a wider audience and keep your brand top of mind. For example, a 2-minute explainer video can be repurposed into a series of 15-second shorts for social media or a 30-second teaser for a pre-roll ad. These derivatives can be used across various marketing channels, including social media, email marketing, and paid advertising, to drive traffic and increase engagement.

2 The Gift that Keeps on Giving

Extracting animation assets, such as characters, can provide you with endless possibilities for future marketing campaigns. By isolating these assets, you can use them in a variety of ways, including creating custom illustrations, social media graphics, and even merchandise. For example, a character from an animated explainer video can be used in a series of custom illustrations for a blog post or social media content. By repurposing these assets, you can save time and money on future marketing campaigns while maintaining brand consistency.

Post-Launch Strategy

- **Invest in Sponsored Social Media Posts** After your animation video is complete, invest in sponsored social media posts to ensure it reaches the right audience. This can help you target specific demographics and increase your video's visibility on social media platforms.
- **Incorporate Your Video into Email Newsletters** Consider including your video in email newsletters to your subscribers. This can help increase engagement and provide your audience with an opportunity to watch your video at their convenience.
- **Make Your Video Easily Shareable and Accessible** Make sure that your video is easily shareable and accessible on sites that target your audience. This can help increase your video's reach and encourage viewers to share it with others.
- **Consider Traditional Advertising Mediums** Don't forget about traditional advertising mediums like print publications, which can still be effective in reaching your target audience. Consider advertising your video in relevant print publications to increase its visibility.

By following these post-launch strategies, you can ensure that your animation video reaches the right audience and achieves its intended purpose.

Video Marketing Campaigns

- **Use Paid Advertising on Social Media Platforms** Consider using paid advertising methods on social media platforms like Facebook, Instagram, and Twitter to make the most of your video marketing campaign. These platforms offer a variety of targeting options to help you reach the right audience.
- **Research Your Target Audience to Determine the Best Video Hosting Platforms** Research your target audience to determine the best places to host your video. For example, if your audience is primarily on LinkedIn, consider hosting your video on that platform or running sponsored content there.
- **Incorporate Video into Email Newsletters** Don't forget about email newsletters! Including videos in your newsletters can help increase engagement and reach with your subscribers.

By following these video marketing campaign strategies, you can ensure that your brand message is communicated effectively to your intended audience.

Conclusion and Call to Action

Animation can be an effective and entertaining way to communicate your message to your intended audience. By following the Animation Project Checklist, you can ensure success for your next animation project.

Next Steps

Head over to animationstrategy.com for more information or to get in touch with us about your next animation project. We would love to hear from you!