

**Producti**

**VALEN+IN**  **on**  
**GALL●ONE!**  

**Process**

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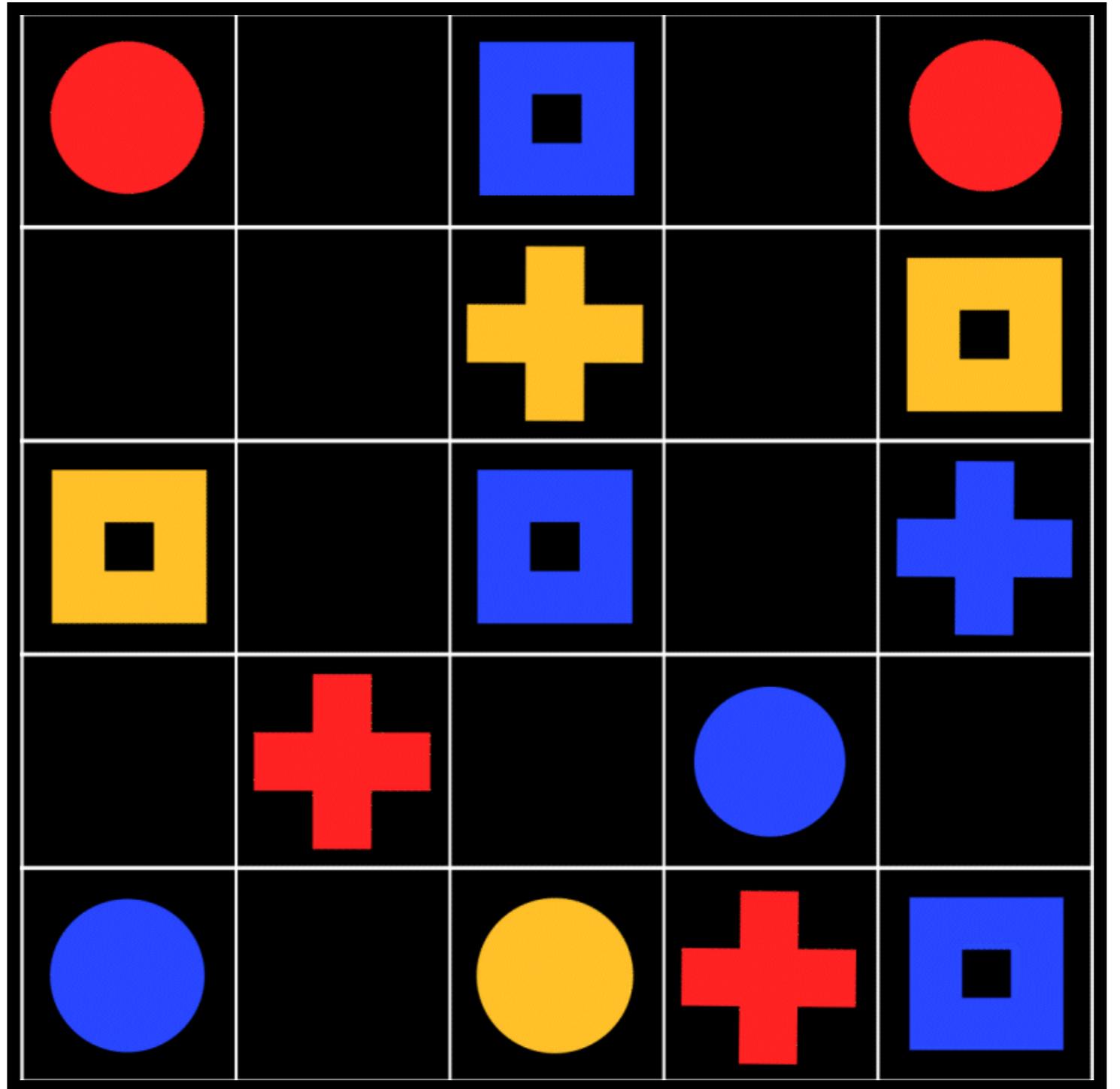
**Before diving into how to create animated videos, it's often useful to take a quick look at the main types of productions we specialize in. Just so we are all on the same page moving forward!**



# Types of Animation

## 2D Animation

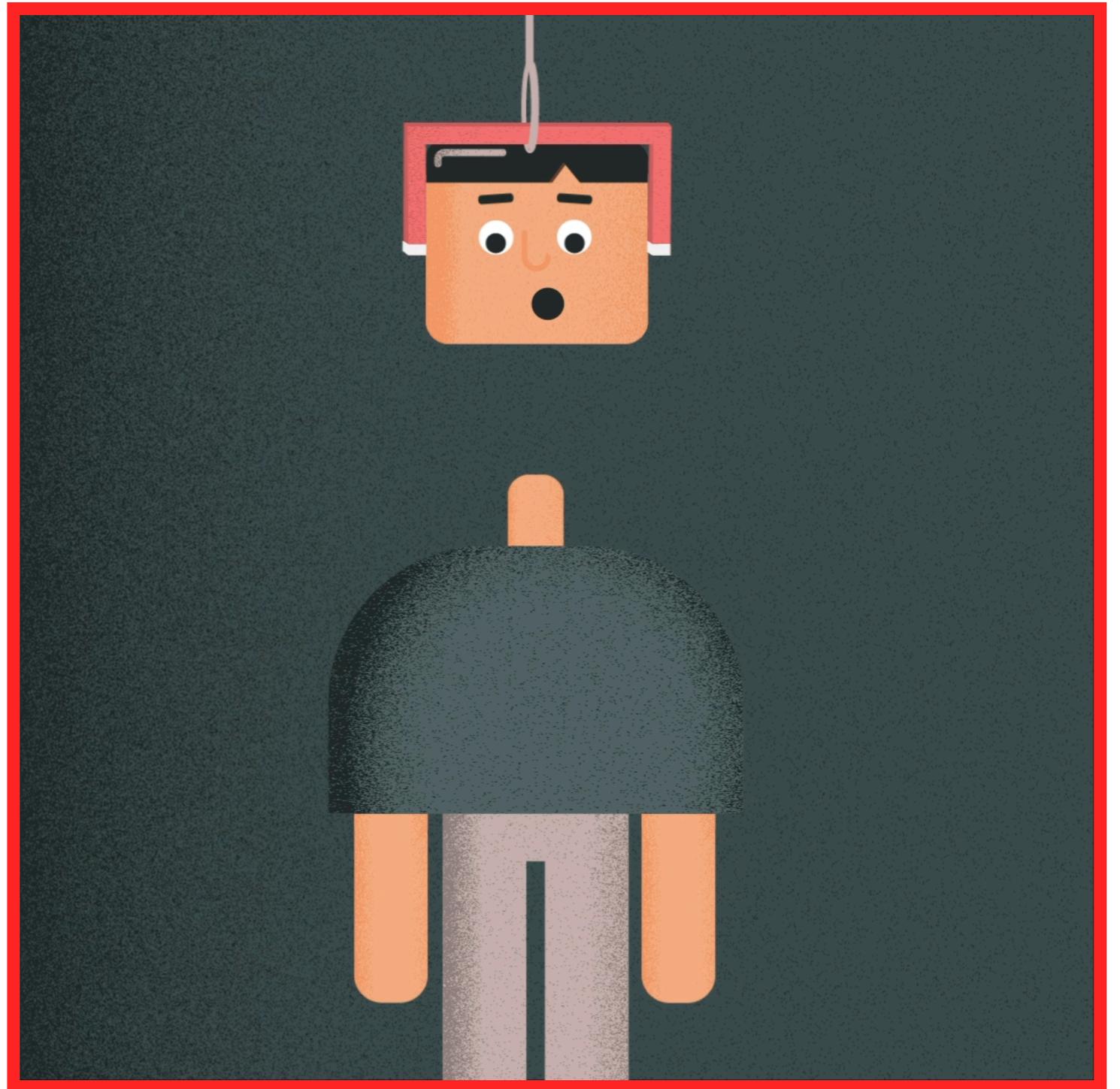
The ultimate animation style to give movement to text, numbers, charts, and symbols. It's the go-to option to communicate hard data in a clear and dynamic way or create overlays for live-action videos.



# Types of Animation

## 2D Character Animation

Two-dimensional animation consists of flat characters, objects, and scenarios – *flat* being the keyword here. This process is more time-intensive than simple 2D motion graphics as it also involves rigging characters.



# Types of Animation

## 3D Animation

In a 3D animated video, the elements on the screen have not only height and width but also depth. Unlike a 2D animation process, 3D characters and objects are modeled from a digital mesh instead of illustrated.

This is the ideal style for showing the inner workings of a mechanical product or offering viewers an immersive visual experience. That said, 3D animation phases are often highly expensive.



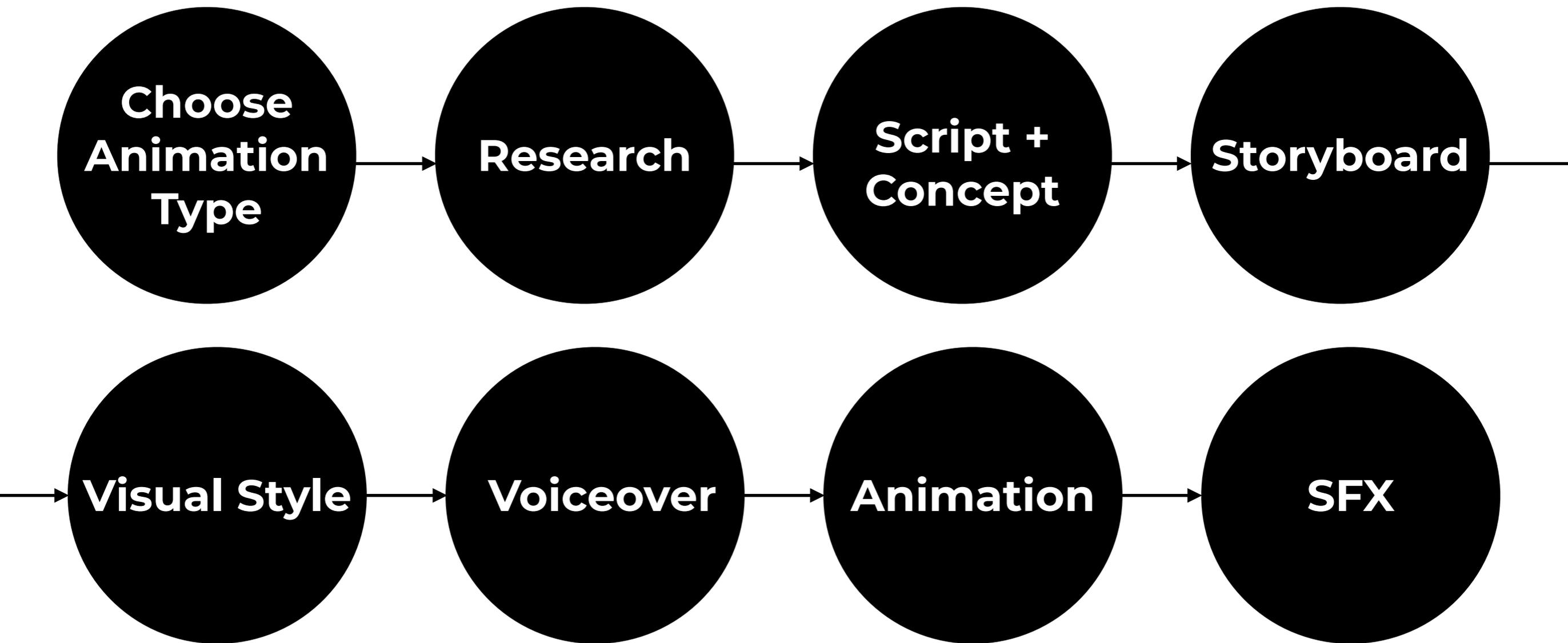
# Types of Animation

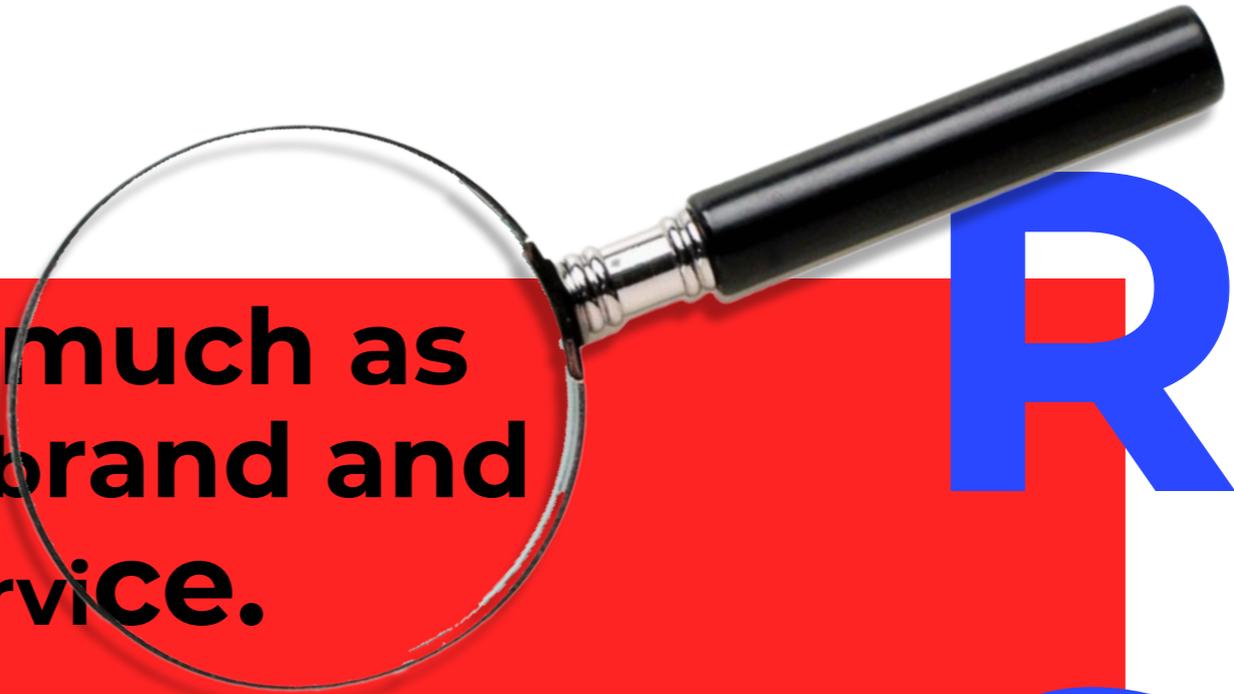
## Mixed Media

**Making a mixed media video involves adding animated elements onto live action footage. This can be useful when hunting for realistic reactions and feelings in conjunction with motion graphics or VFX. This can be done using stock footage or involving a production company to shoot your content.**



# Process





**First off, we learn as much as possible about your brand and your product and service.**

**How? We send clients a brief with questions about their brand's values, identity, and target audience. We also ask about the video's goals and the tone it should have.**

**Then we take it from here: with all your information in mind, we put our heads together and start working on the following stage of the animation process.**

# Research

# Defining the Concept/Script

What's the message you wish the video to transmit? That's what the second animation step is all about: defining the core message of your piece and writing a cohesive script around it.

No matter which concept we are working on, we develop a simple and understandable script that lets your message shine through. We can't stress enough how critical this animation phase is.

The script will be the foundation for the rest of your video, and there are no two ways about it: a poor script can never result in a quality piece. Following the script, we will discuss 2-3 visual concept paths we can take and set timelines and budgets for each.

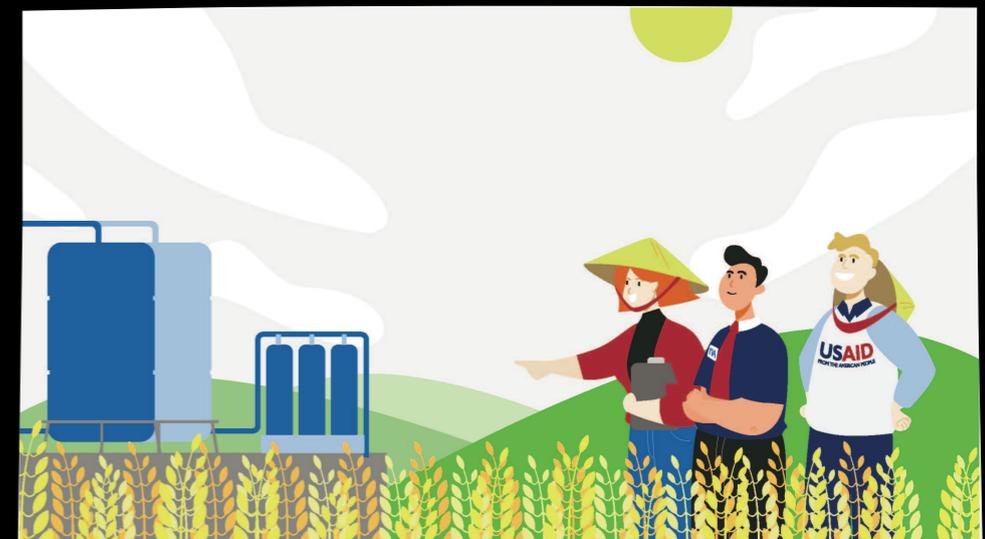
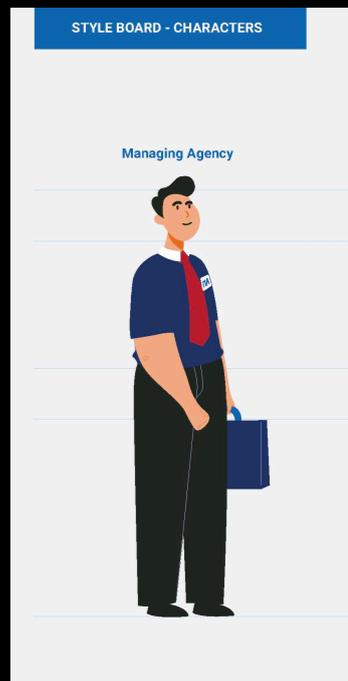
# Creating the

In this stage of the animation process, we focus on your videos' style frames.

These are illustrations that portray the video's aesthetic. They include the art design of every important element that appears on screen: the characters, product, color palette, typography, and the keyframes of the video.

Thanks to this animation phase, our clients can visualize their video's look and vibe. Needless to say, we pay special attention to deliver style frames that match your brand's identity.

# Style Frames

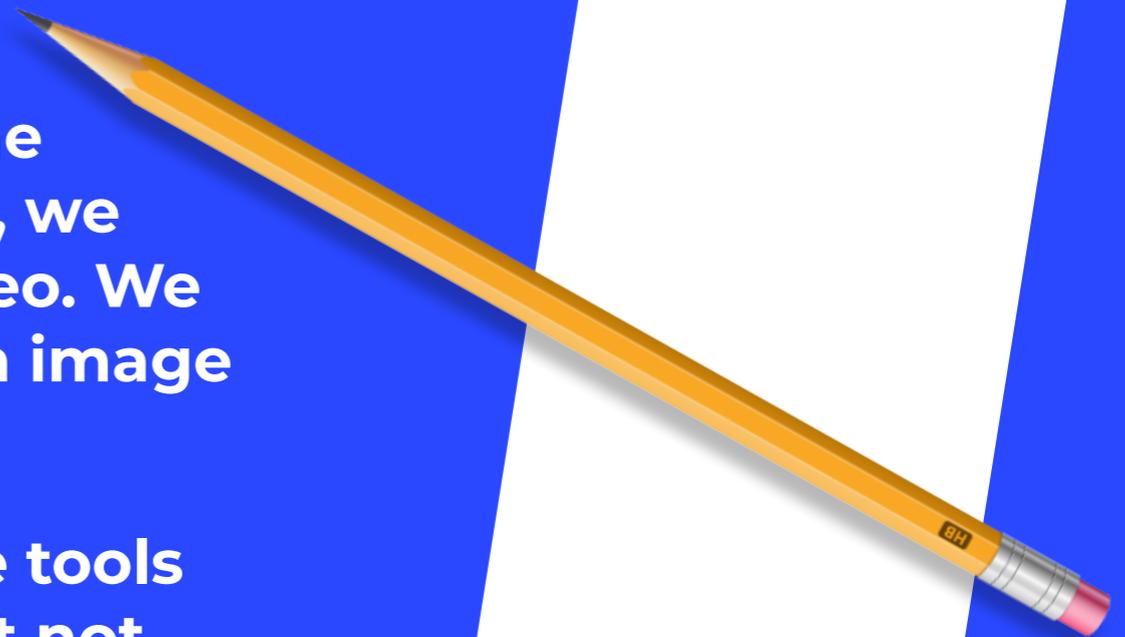


# Crafting the Storyboard

The third step of the animation production process is crafting the storyboard.

Put simply, that's like a visual version of the script. Following a comic book-like format, we illustrate the keyframes of your future video. We also add a caption of the script under each image to use as a reference.

The storyboard is one of the most valuable tools of our animation production workflow as it not only helps clients realize and check how the video will look – it also helps us prevent mistakes.



The lady eyes appears as if she is a bit angry and the gent is a bit defensive. Can we have something to show that they are working/looking toward some common target to show alignment of goals and collaboration.

7- Step Two: The Project Document  
The second step is to develop your Project Document with the Managing Agency. This is the key document you will need to submit to the DVN to obtain project approval.  
The Managing Agency will assign personnel to work with you on the Project Document and provide the technical topics you need to complete it. Some awards may work with more than one Managing Agency to seek approval to work in several provinces.  
The most common challenge in seeking project approval is the time it takes to build consensus with your Managing Agency on the activity's objectives, components, and activities.  
The IP and MA are seated at a desk, both working very hard. Lots of papers and technology around. They are right: changing the bottom of the screen, a "progress bar" appears, signifying the IP's approval process.  
Sound Proposal: upbeat and energetic music that rises up from IP, MA, and then fades out.

8- As you work on the Project Document, make sure you follow the template outlined by Decree 58 from the Government of Vietnam. You can find a link to the template in the video description below.  
Other smaller bubbles float in and out as IP/MA call other MA departments for input. Bubbles have sound waves coming out of them. IP and MA each have their own cursor on the screen that they're using to edit the PD.  
Sound Proposal: phone picking up sound and mumbled voice in the background. Music is happy and positive.

9- The Managing Agency may offer suggestions and changes throughout the process. Manage expectations and build trust with the Managing Agency throughout the process.  
The rest of them pour tea for each other and occasionally see they agree on things.  
Sound Proposal: a male and a female "toss" sounds, pouring tea sound. Music is happy and positive.

10- If certain requests cannot be accommodated, explain why. Involve USAID when dealing with tough issues.  
Above their heads they have two different thought bubbles. IP bubble shows the construction of a water plant (in fact just a generic plant) and the DVN bubble to show the creation of a management plan or capacity training to accompany it.  
Sound Proposal: cup putting down sound effect. Music is energetic.

11- USAID guy comes in, overheard work, takes another they all nod to each other.  
Then these two bubbles merge together, forming a light bulb. The two characters smile and nod while at the table with tea.  
Sound Proposal: a "big" sound. Music is energetic.  
I think we need to show that both MA, IP, and USAID agree on the project document. This picture does not convey this. This looks like they invent something new. We need to bring in USAID character in here. We need something to indicate agreement/happiness of MA, IP, and USAID over the PD.

12- Step Three: Submission  
When everyone agrees the Project Document is ready, your Managing Agency will send the document to Vietnam's Ministry of Planning and Investment, Ministry of Finance, and other relevant agencies for review.  
On the screen, the cursor clicks the "SEND" button.  
Sound Proposal: a clicking sound. Music is energetic.  
This step is consultation not submission.

13- If these ministries have comments or reactions, you should work with your Managing Agency and USAID to address them.  
The PD document floats in a tray, collecting green checkmarks. Finally arriving at MA, getting a big green checkmark/sign of approval.  
From her bubble, IP watches the process carefully and reacts at each step.  
Sound Proposal: Music is energetic.

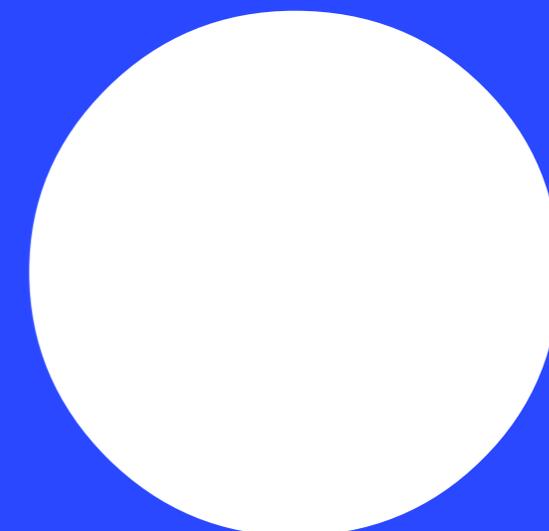
14- Step Four: Approval  
Once you have updated the Project Document based on the DVN's inputs, the Managing Agency will make the decision to formally approve it, and it will then inform the relevant ministries, agencies and donor that the activity is ready to go.  
Future amendment of the Project Document will require the approval of the Managing Agency following similar procedures. This should be easier given the working relationship developed over time.  
The woman receives the approved document in her bubble, and she sees her expression change from curiosity to happiness as she sees the approval seal.  
And the process approval progress bar at the bottom of the screen is now complete.  
Later, she goes back in the bubble and goes out to her garden. It's all green and sunny.  
Sound Proposal: Energetic music that rises up from MA and then fades out.

15- The process of project approval is as much about developing a lasting partnership with your managing agency as it is about building consensus on mutual objectives.  
The characters are shown working together, in the water plant with clip boards or something similar.  
Sound Proposal: happy and bright music.

16- As you implement your activity in Vietnam, you will need to maintain close and regular communications with your Managing Agency. They will be your partner in making your activity a success!  
The USAID, IP, and MA characters celebrate with cake and tea.  
Sound Proposal: happy and bright music.

17- When the camera pans up to a blank screen that shows the USAID logo, the USAID character reappears on the right side and gives a thumbs up to the audience.  
Sound Proposal: Music fades out.

18- Disclaimer  
The guidelines presented in this video were developed based on our best knowledge of Vietnam's laws and regulations as of December 2018. USAID does not warrant the accuracy of the information presented in this video. The USAID logo is a registered trademark of USAID. The USAID logo and the USAID name are trademarks of USAID. The USAID logo and name are used under license from USAID. All other trademarks are the property of their respective owners.



# **Recording the Voice-over Narration**

**It's time to bring the script to life with the help of the right narrator.**

**In this phase of the animation production process, you'll listen to our pool of talented voiceover artists and select your favorite one.**

**This is, hands down, one of the most impactful (and fun!) animation steps, as the voiceover talent you pick will help set the tone for the video. That's why it's critical to choose an actor that delivers the script in a style that represents your brand's attitude.**

# Animation

The moment we were all waiting for! Once we got your approval on all the previous animation phases, our skilled animation artists set out to bring the illustrations to life. Using sophisticated software, they give movement to the characters and other elements that appear on the screen.

To no one's surprise, this stage is one of the most complex parts of the animation process, so it can take some time to complete it.



# Adding Sound Effects

**We are almost there! The visual part of the video is over and done with now, so it's time to buckle down and focus on the audio.**

**In this step of the animation production process, we edit and synchronize the voiceover recording, sound effects, and music with the visual counterpart.**

**We are well aware that the music and audio quality can make or break your animated video, so we pay close attention to getting the best result possible.**

**Finally! The animation process is over.**

**All we have left to do now is adjust the video to your liking. We are committed to satisfying our clients to the fullest, so, as part of the animation production workflow, we'll send you a deliverable, and you'll let us know what you'd like to change.**

**Including the round of changes, the animation steps can take up from four to nine weeks in total.**

**... And then you have it!**

**A custom animated video of the highest quality**



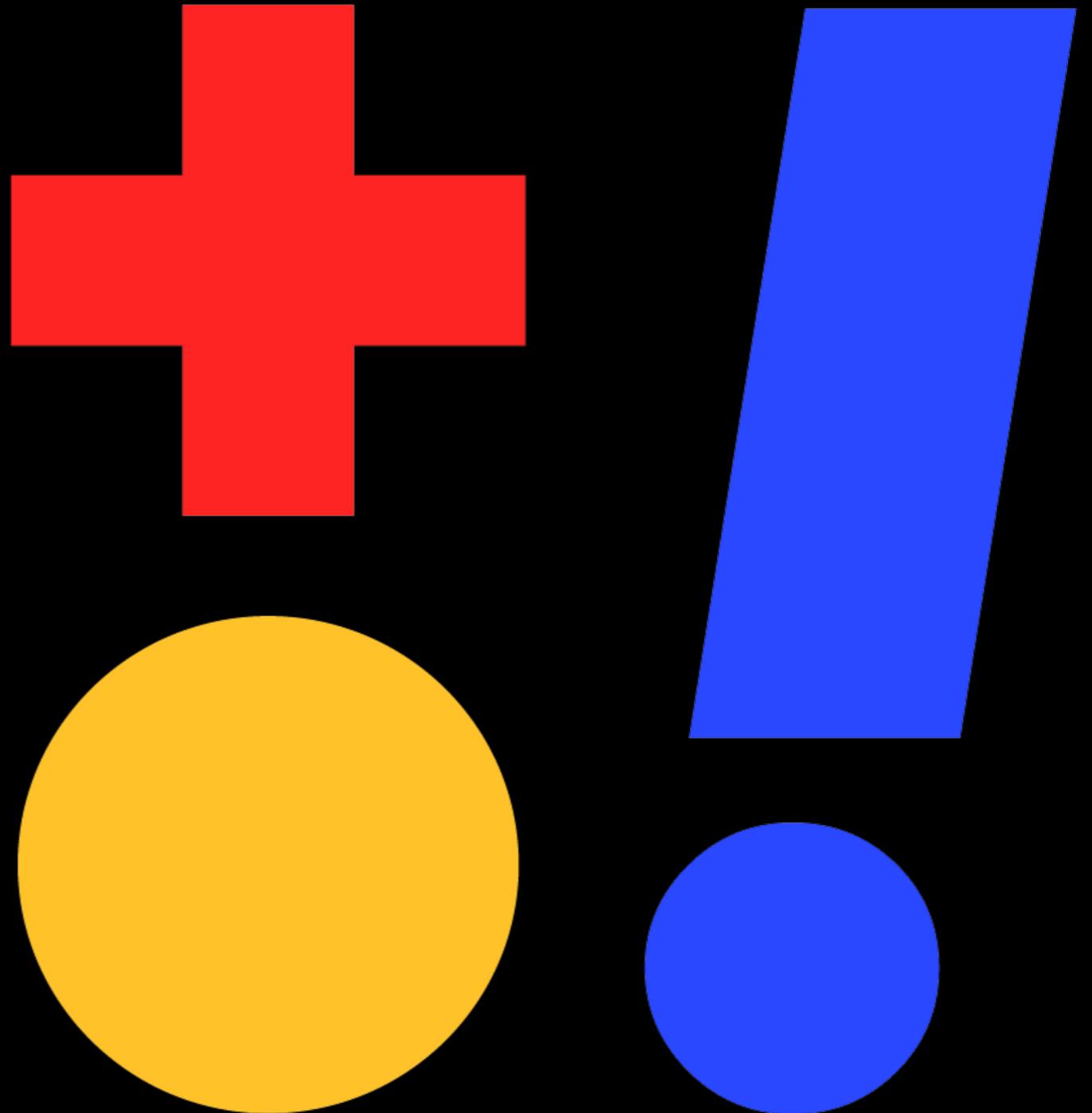
# Our

# Process

**Our animation production workflow might not differ much from other top companies in the market. However, there are many other aspects that set us apart.**

**For starters, our endless dedication to meet our clients' needs and expectations. We believe that truly listening and understanding what they need is the main ingredient of a successfully customized animated video.**

**Our animation process is also distinguished for our close attention to detail. We can't help it! We are hardcore perfectionists who work on all the animation steps with a detail-oriented mindset. We firmly believe this is the only way to deliver top-notch results. Watch our reel and see our work's quality for yourself!**



# **GUARANTEE**

- + A fully customized video from beginning to end.**
- + A flexible motion graphics and 2D animation process.**
- + The best price-quality guarantee.**
- + Unlimited revisions at every stage**
- + A smooth communication flow – no leaving you in the dark during any of the animation phases!**
- + Satisfaction guaranteed!**



# Meet Valentin

**Valentin is an expert in graphic communication, motion design and video production. He specialises in creating clean and minimal animations and explainer videos for apps, electronics, social media and other digital platforms. His clients include Nike, Bosch, Dyson, Bayliss, Philips and Ironman.**

**Valentin is originally from Switzerland but has spent most of his life outside of his home country, living and working in Canada and in Thailand, where he is currently based.**

