



# Animation Process Guide

*Every project is different, and every animation studio has a different process, but there are similarities that we summed up for you.*

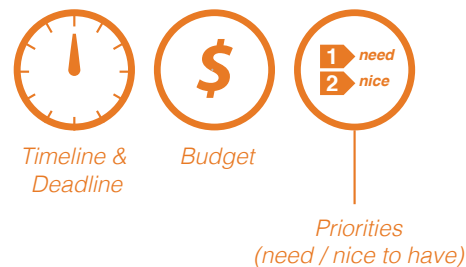
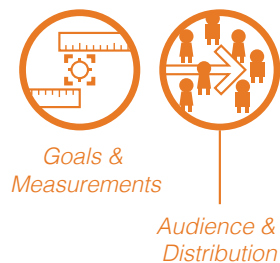
*This quick guide can help you to frame a standard process and perhaps start your project faster, run it more efficiently and save money.*

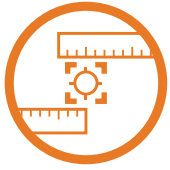


## The Pillars of Preparation

Making a film require mutual involvement and trust between you and the animation company you are working with. The more information and transparency surrounding the project the better. Sharing your thought process and conclusions is a great way to start a design process. Setting up clear boundaries and agreeing on terms and conditions is the basis for a solid project.

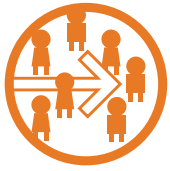
This quick guide outlines what you need to think about, what to communicate and what to expect. The following are what companies may need from you:





#### *Goals & Measurements*

*What is the project accomplishing and why. How is reaching this goal measured?*



#### *Audience, Launch & Distribution*

*Who is the target audience? Where and on what platform will it be seen? Is there a strategy for the launch of the film?*



#### *Timeline & Deadline*

*When does the project need to be done, the very latest, and why? Is the deadline connected to something fixed?*



#### *Budget*

*If you already have a budget for your film, sharing it with us will save you time, as companies then can provide estimates faster.*



#### *Priorities*

*Discussing what is the most important and what is perhaps a lower priority can be helpful: the so called “Need to have” and “Nice to have”.*



#### *Scope (Length & Quantity)*

*Longer films take more resources. If the film is part of a series planned for later, this is useful to know as assets can perhaps be re-use and create a more efficient project.*



#### *Scripts & Details*

*Films are based on scripts and companies in Arsenalet can help. Also: details fuel the design process making projects come alive, so any material is useful - even “bad” drawings.*



#### *Design References*

*Sharing the thoughts you have about design is really useful: it can for example be links to films you like. Anything goes. Really.*



#### *Contracts*

*Drafting and signing contracts early is key to any project. Agreements deal with terms, conditions and rights. Note that customers usually acquire the “right to use”, which covers most needs.*



#### *Decision Chain & Approvals*

*Understanding the communication flow in the project is crucial. Knowing how many parties are involved on your side, how and how fast approvals will happen, will ease planning and speed up workflow.*

## Making an animated film

*“Animated films are made, before they are made”*

*Producing animation involves series of steps. Below you can see a typical process. It's important to make decisions, approve and lock each steps before moving forward: - otherwise the film becomes more expensive. So in a way animation films become films, already before the actual animation step.*

