

in five easy steps

by

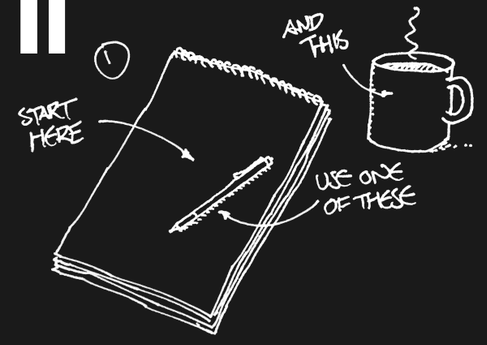
STOKENBRAND

MAXIMISE YOUR ANIMATIONS

in five easy steps

1 BE PREPARED





Working out a detailed storyboard is essential to developing a successful animation. Get it right at the start and you're good to go.

2 SHORT & SWEET

Time is money my friend, so don't waste it on lengthy videos.

Keep it as brief as possible and you'll keep the viewer's attention for longer.



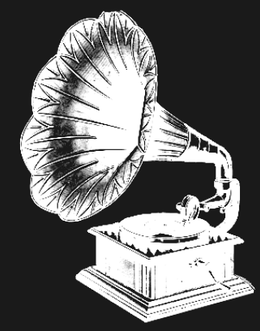
3 CHARACTER *reference*

Creating a protagonist for your piece can give the work a personal touch that can resonate with the viewer.



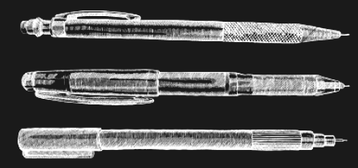
4 Music *to your* EARS

The right score and audio treatment can make or break the tone of voice for your animation. Choosing the best fit for voiceover and sound effects early on will also help speed up the process.



5 ILLUSTRATE *your point*

Getting back to basics and creating bespoke elements for your work is a great way of setting you apart from the competition.



For more information, or to see the Five Steps work for you, contact us on +44 (0)1273 970 161 or email us at **interested@stokenbrand.com**

FOR MORE INFORMATION

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