

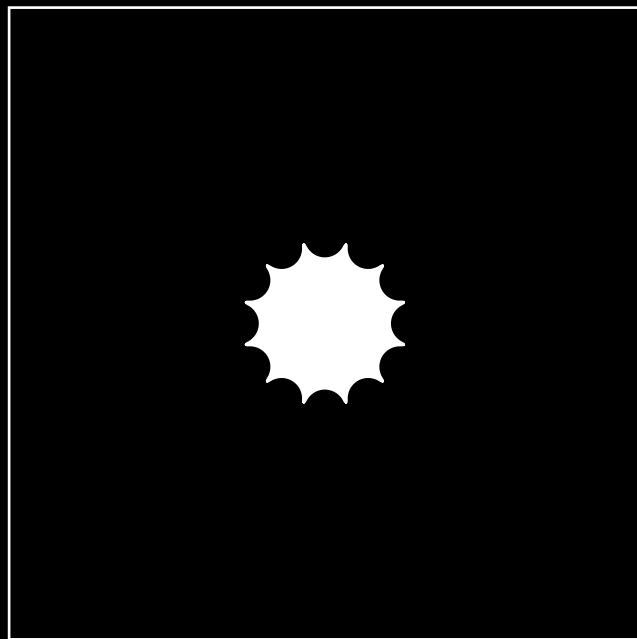
Creative Process

MOTION DESIGN

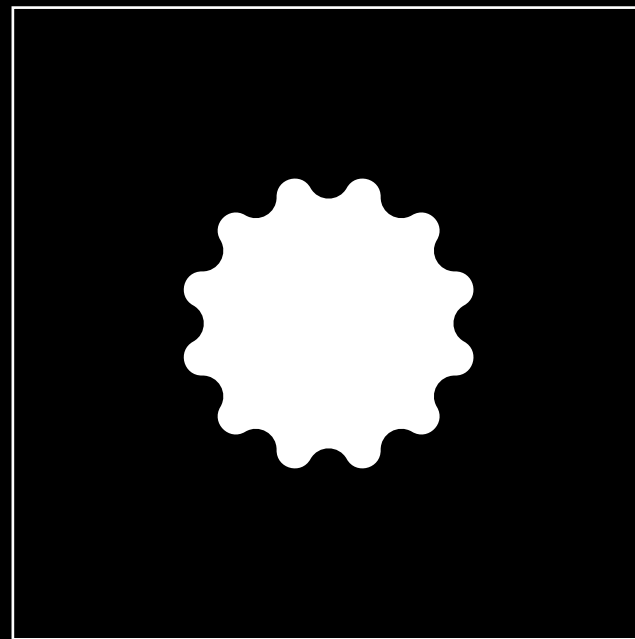
This **cooperative process** aim to meet and exceed your objectives.
They ensure that every aspect of your project is optimized to **captivate your audience,**
drive conversions, and ultimately reach your target goals.

Discovery

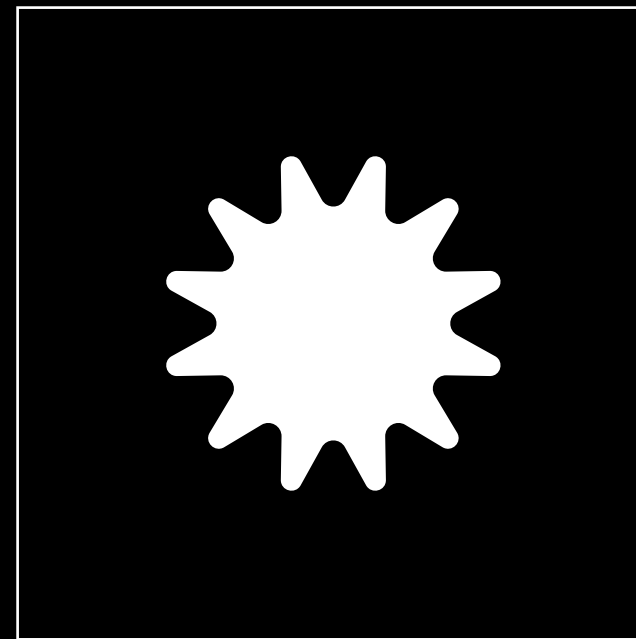
In order to achieve compelling and impactful results, it's crucial to understand who you are and what your primary goal is. Often, the quality of the results lies in the quality of the brief.



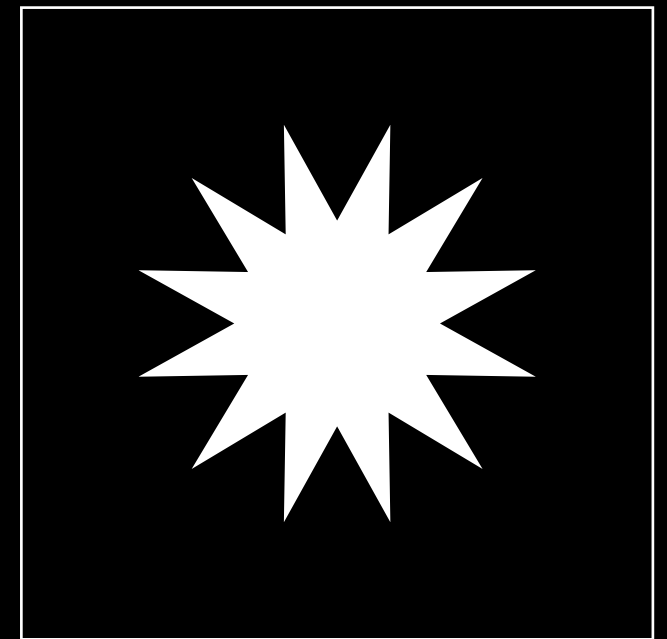
What do we need to know about your company?



Why is this a good time to focus on your brand?



Where are you hoping this animation will lead?



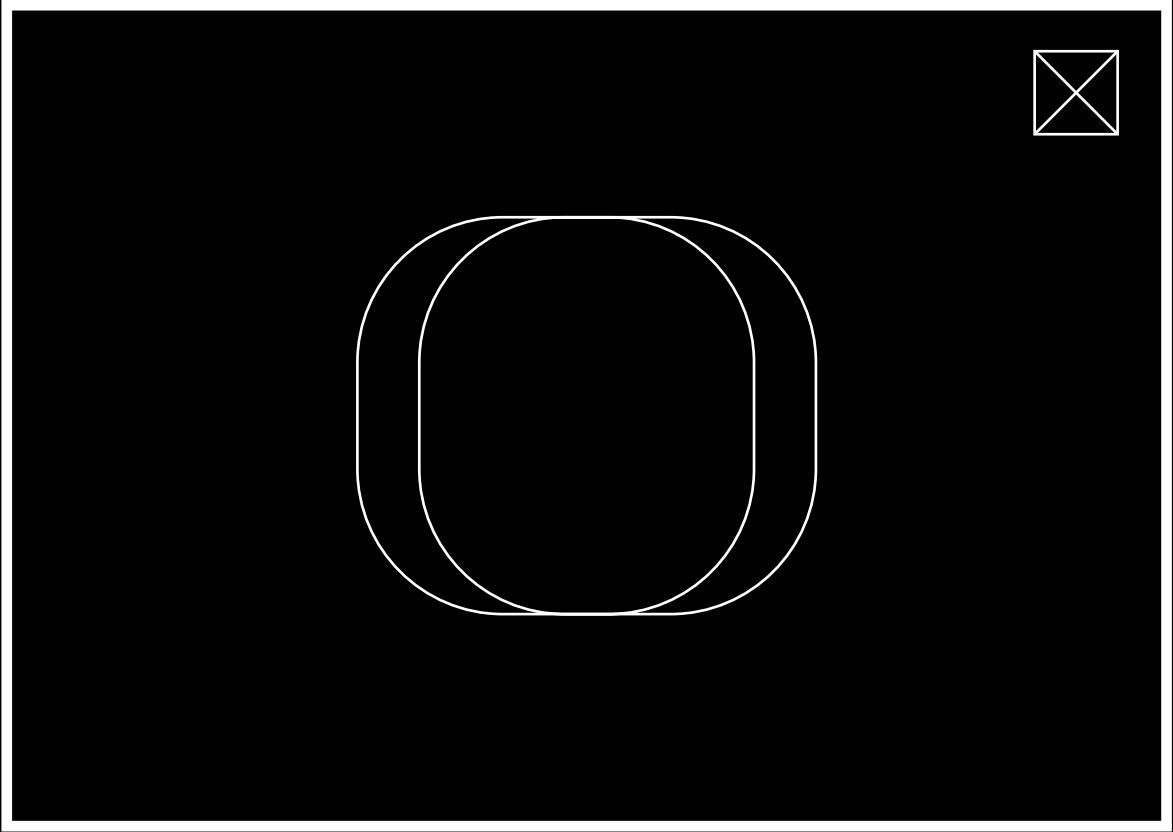
Are you aiming to showcase a new product, reach a new audience?



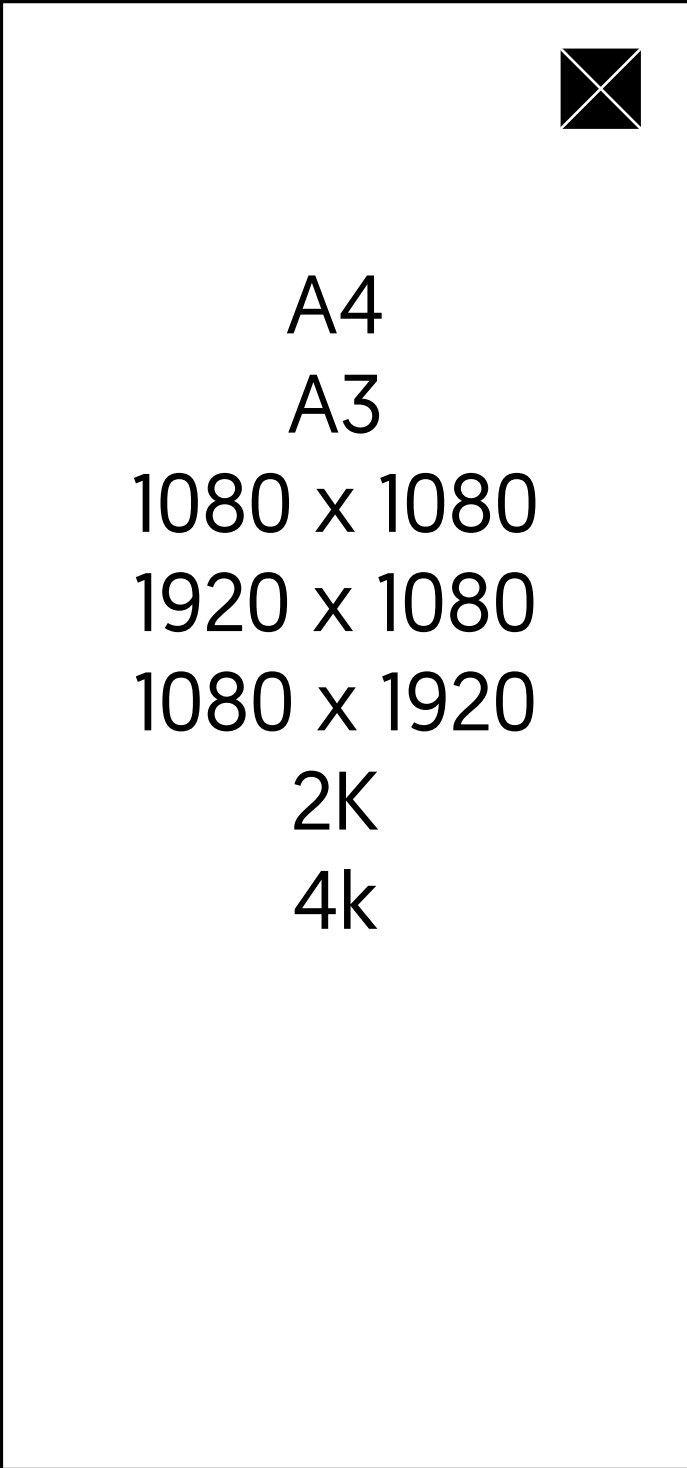
Deliverables

Let's find the adequate service.

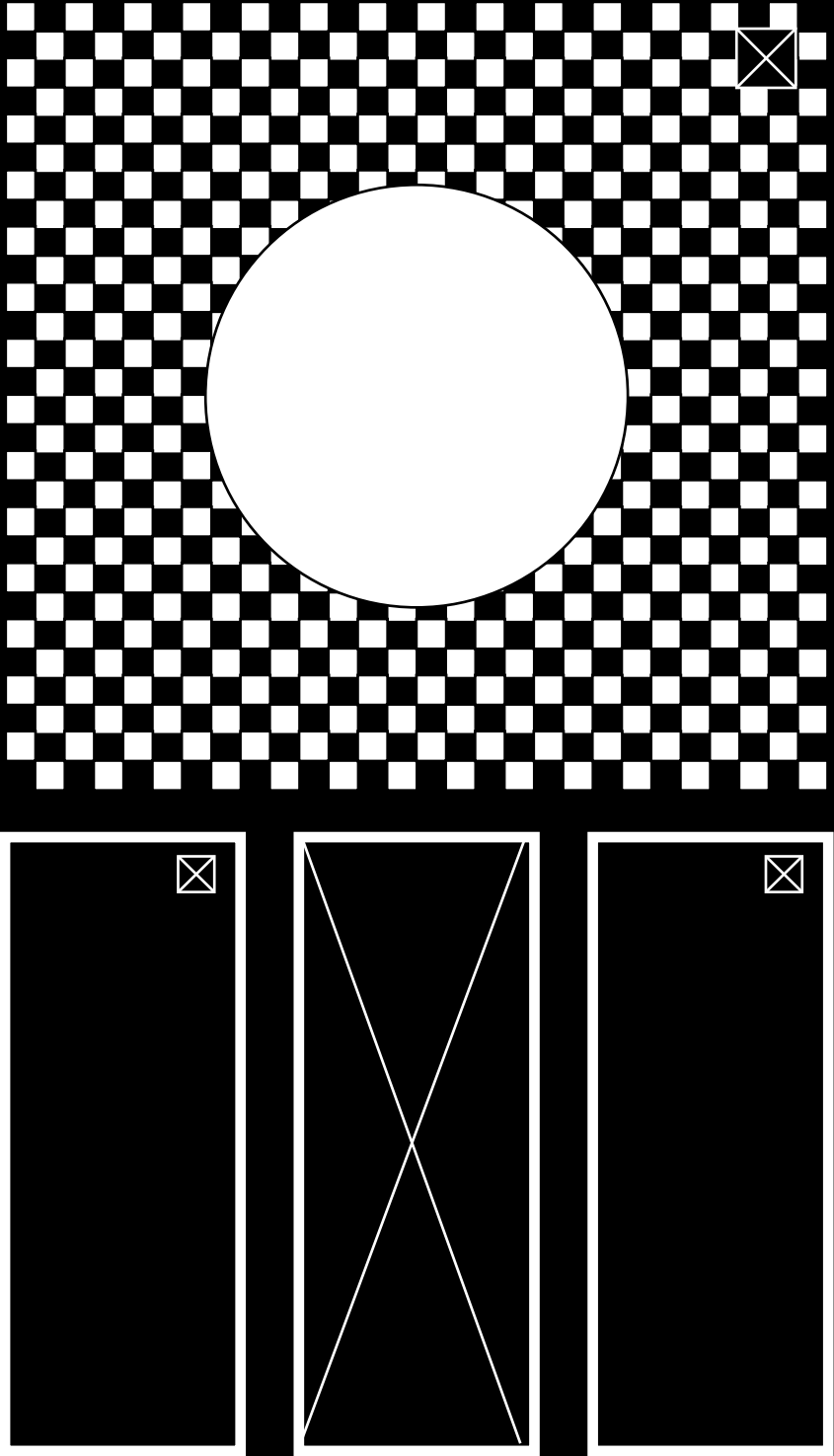
Web export ?



Social media assets ?



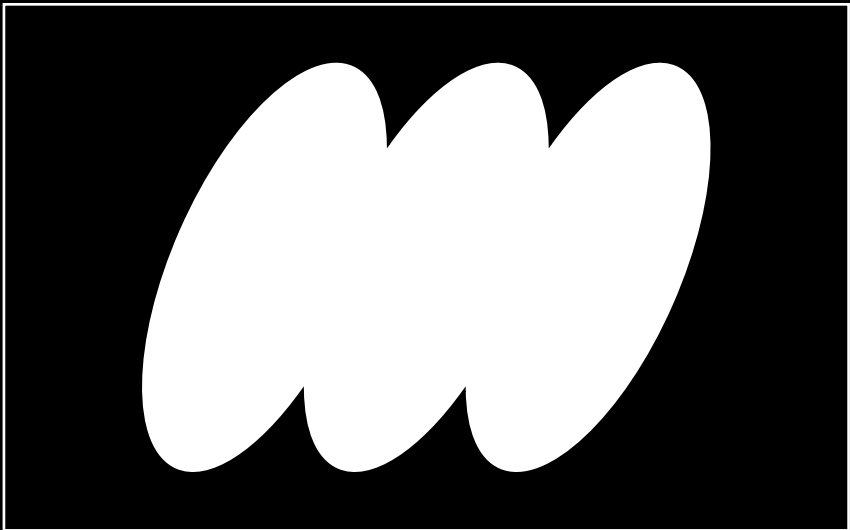
Logo Animation transparent Background ?



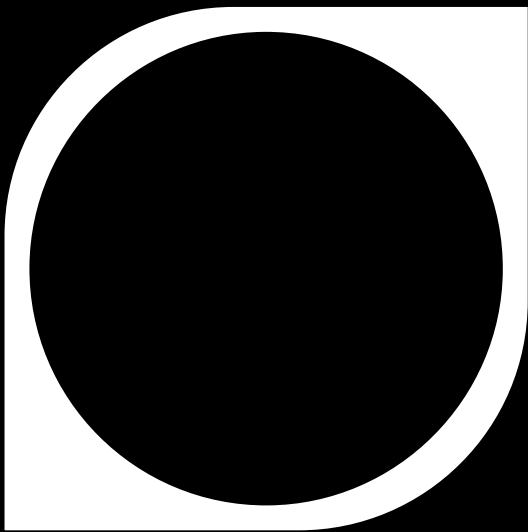
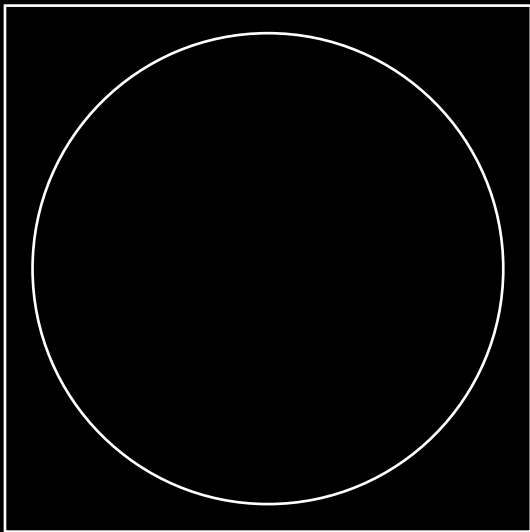
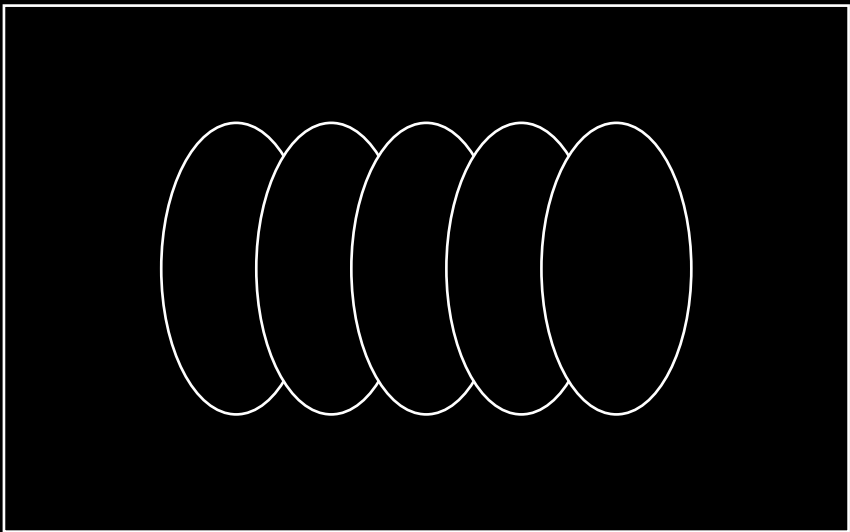
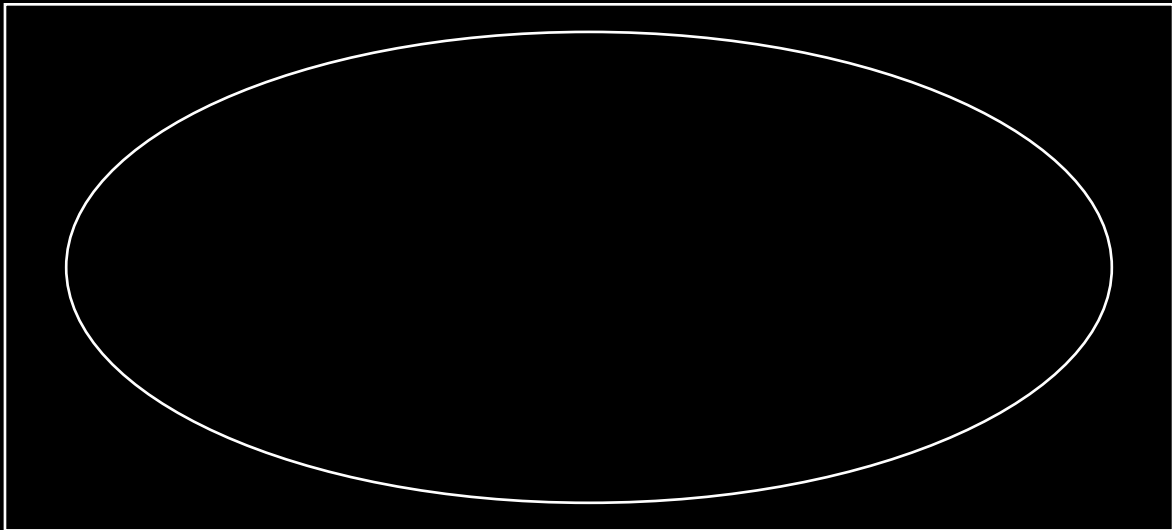
Tailored Proposal

As design, the process is flexible to adapt to any circumstances or characteristics
This operation can be adjusted depending **needs, budget and deadlines.**

Project timeline



Estimated Costs

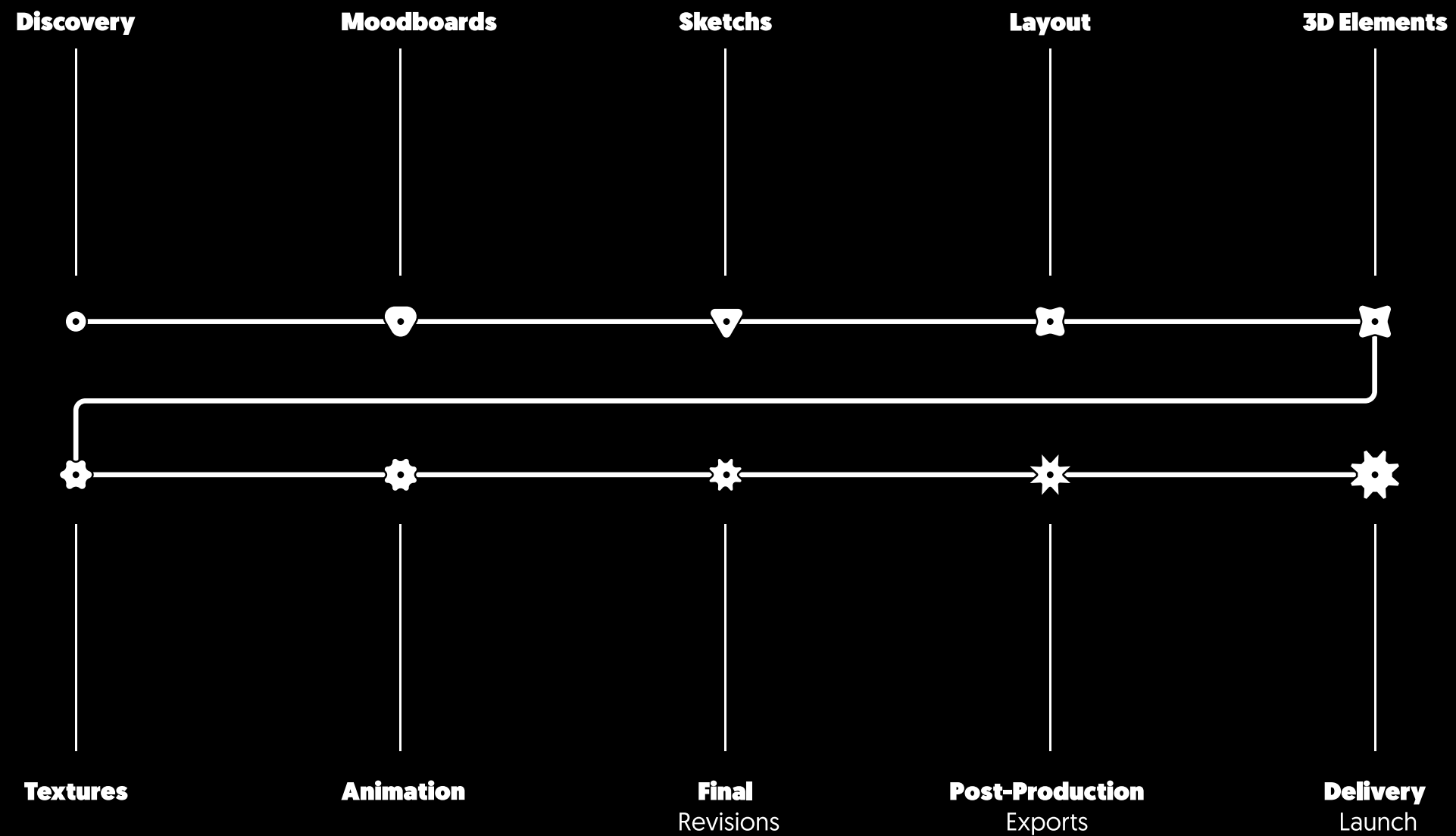


Outlined project scope

Study Case

Animated Poster for music event

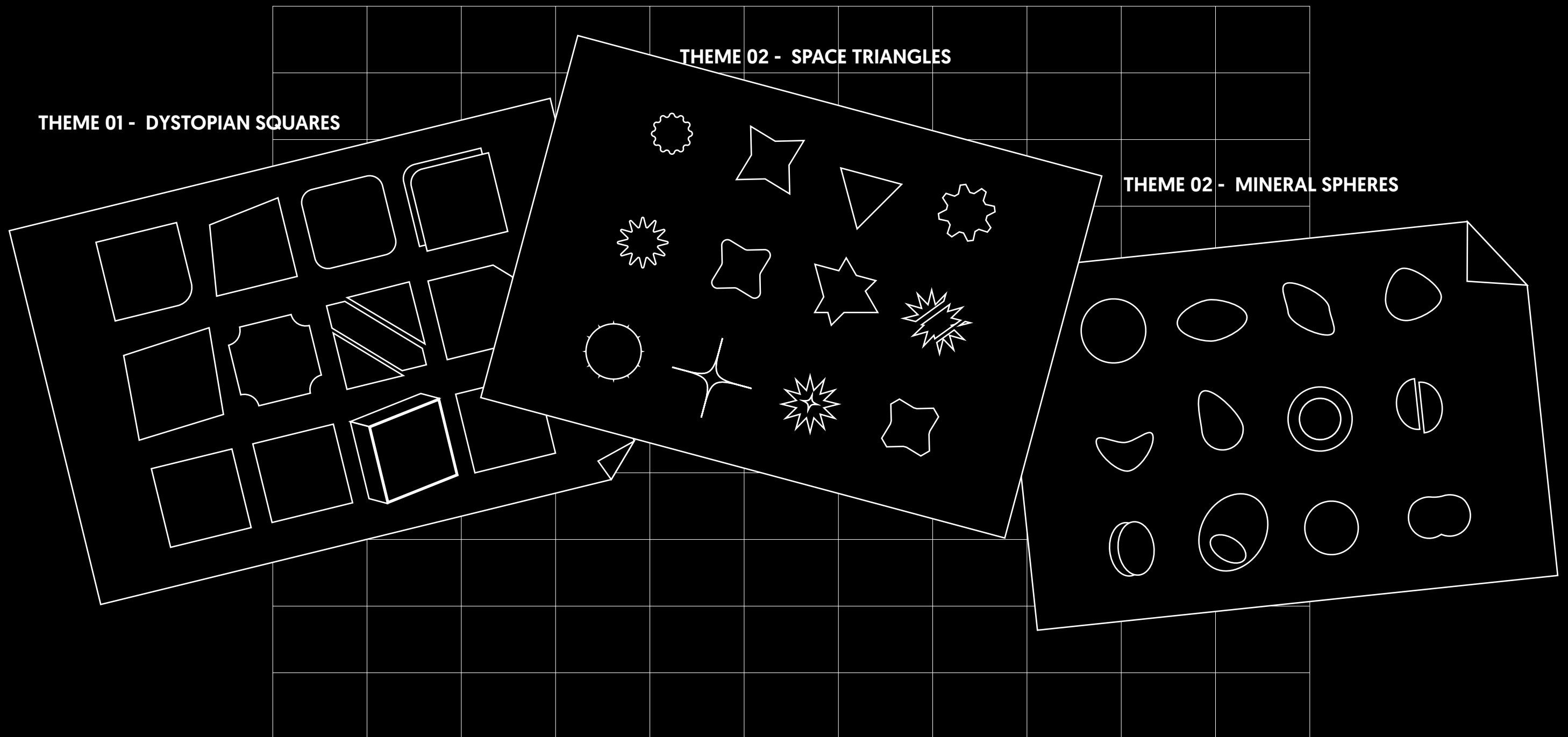
Deadline: 2 weeks
Formats: 1:1 / 16:9 / A3



Process: Step 01

INSPIRATIONS

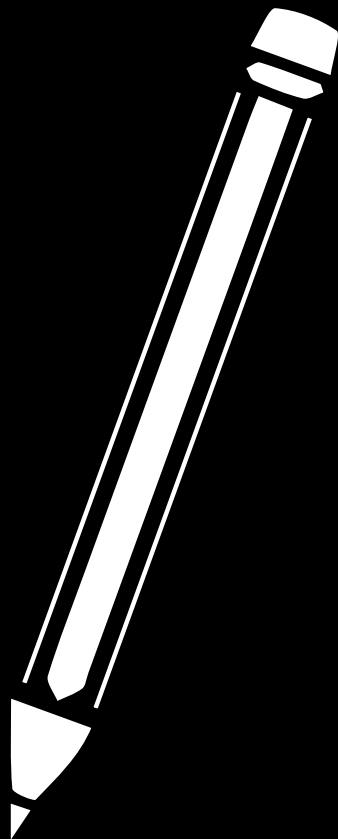
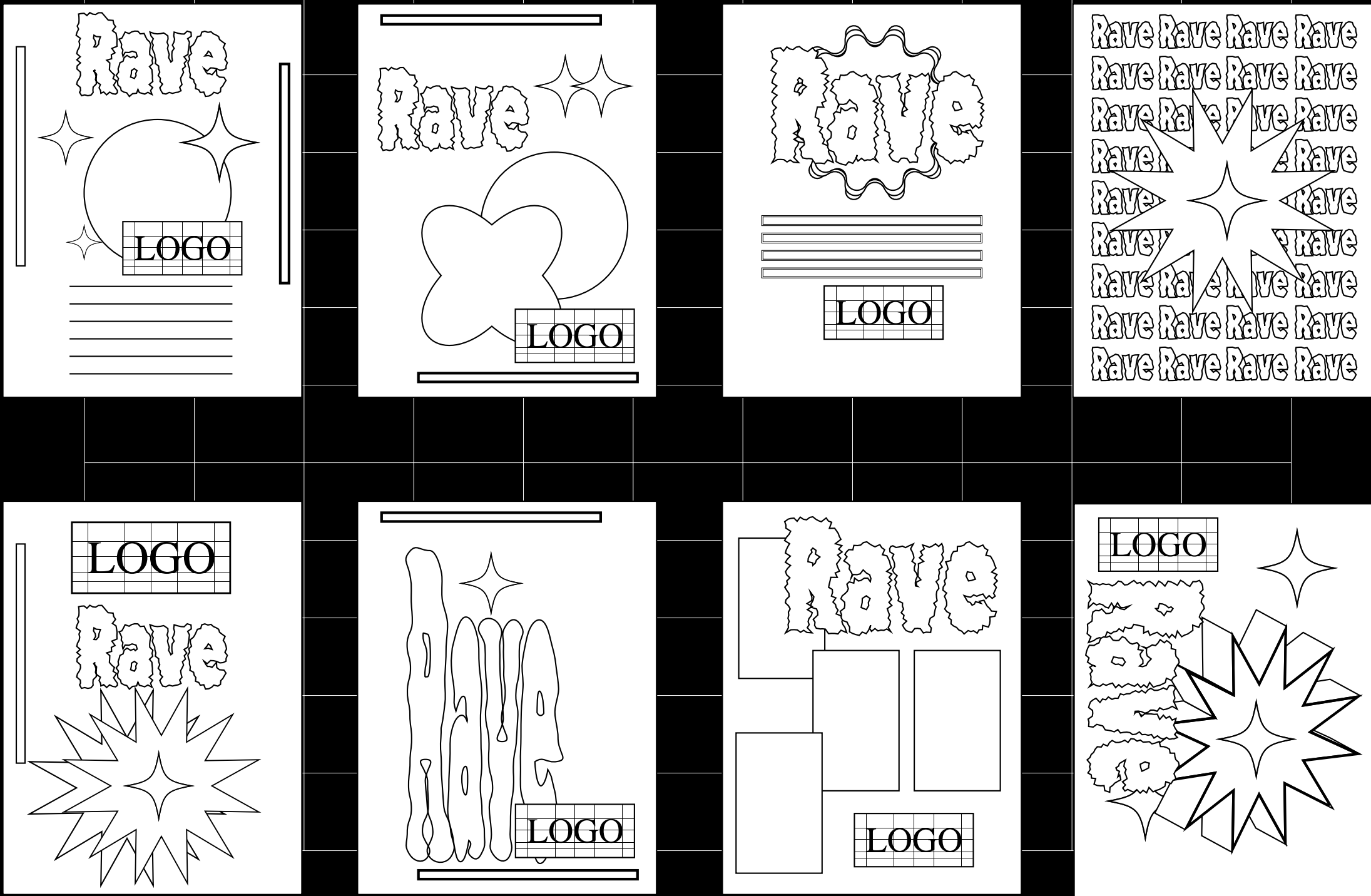
Finding our aesthetic, i will showcase mood-boards with visual inspirations for the project so we can find the best creative direction to follow.



Process: Step 02

RESEARCHES

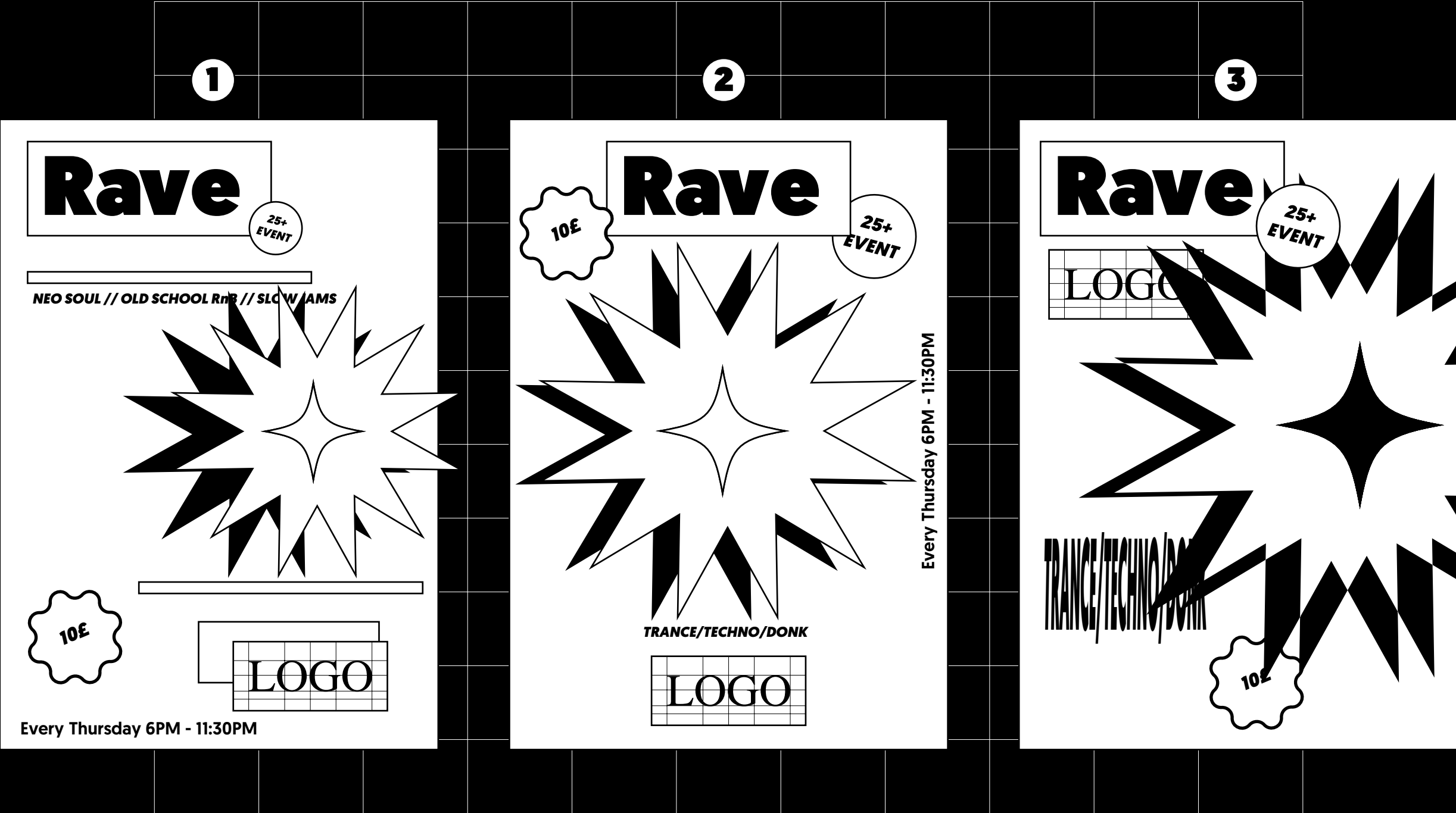
Suggesting an abundance of solutions for your event to find the perfect identity, exploring aesthetics and finding the right path.



Process: Step 03

LAYOUT

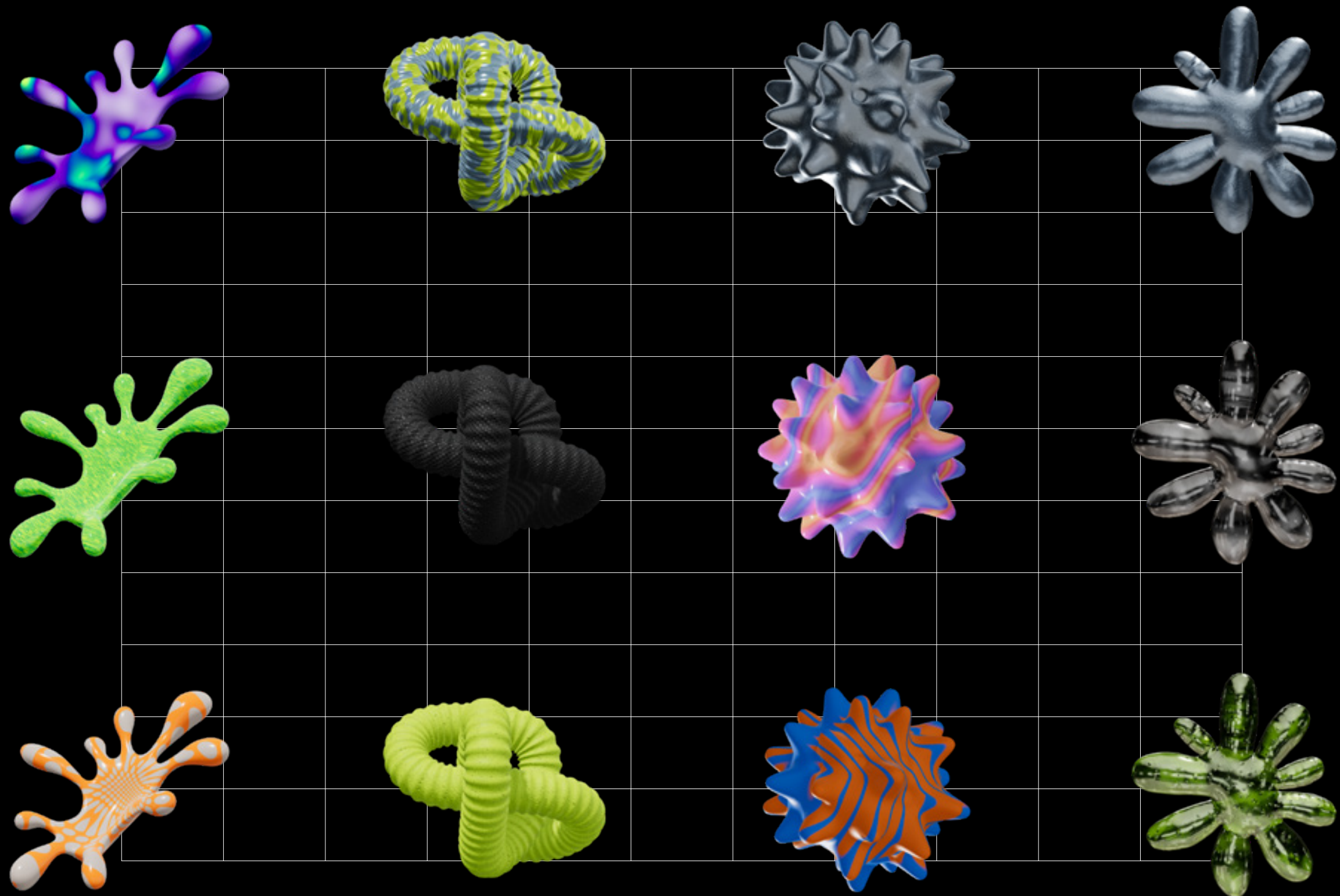
We will identify the best dispositions, select the optimal lecture, emphasize the most impactful message, organize a hierarchy, and utilize placeholder or draft elements.



Process: Step 04

3D Elements and Textures

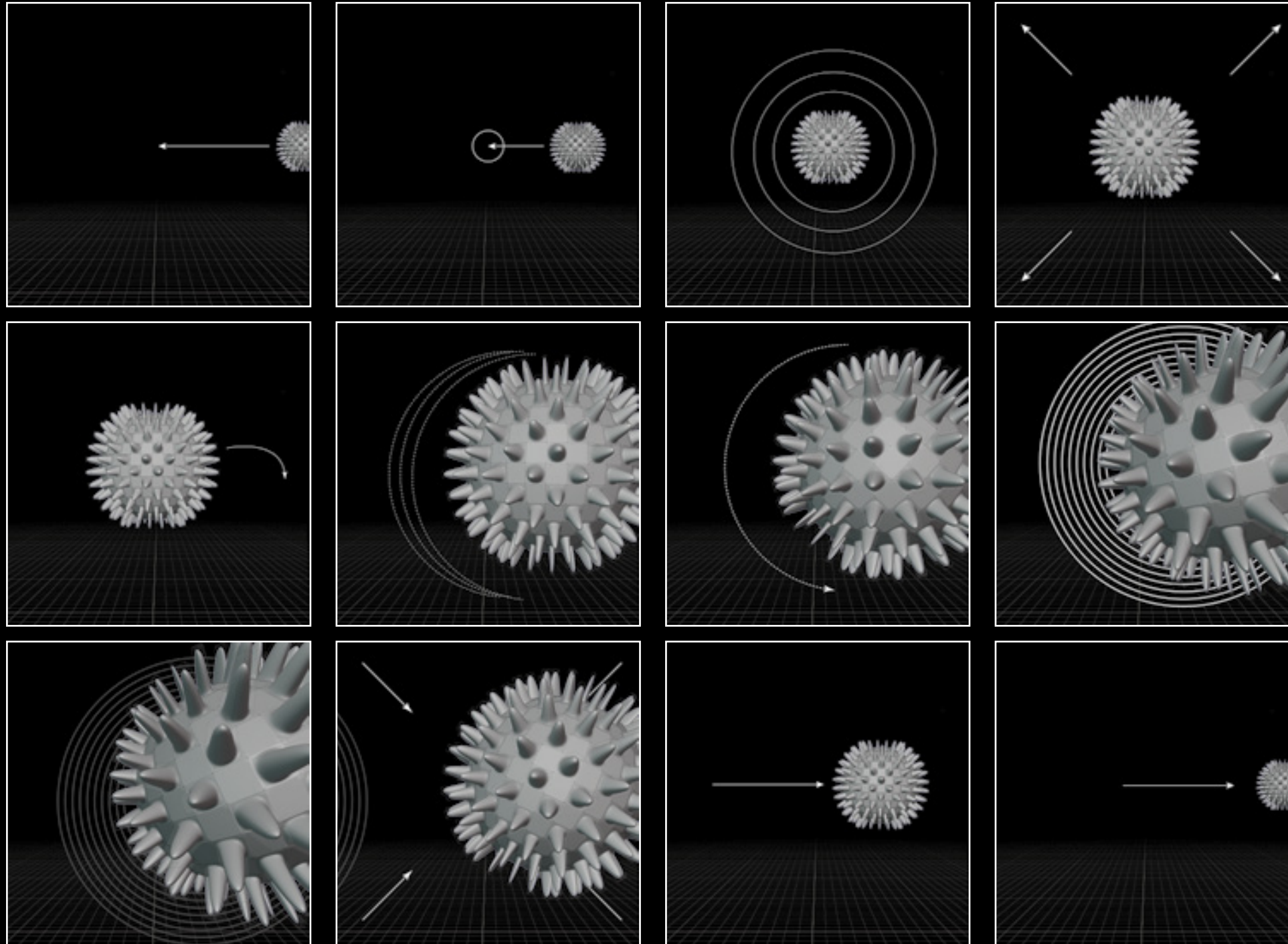
Research for the right characteristic that convey your message.



Process: Step 05

ANIMATION

The eye catching motion is hiding between smoothness and coherence, we'll work on building the most impactfull animation.



Process: Step 06

Finalisation

Research for the right characteristic that convey your message.

**MORE SMILLEY
FACE**

12 Pounds

Move this up

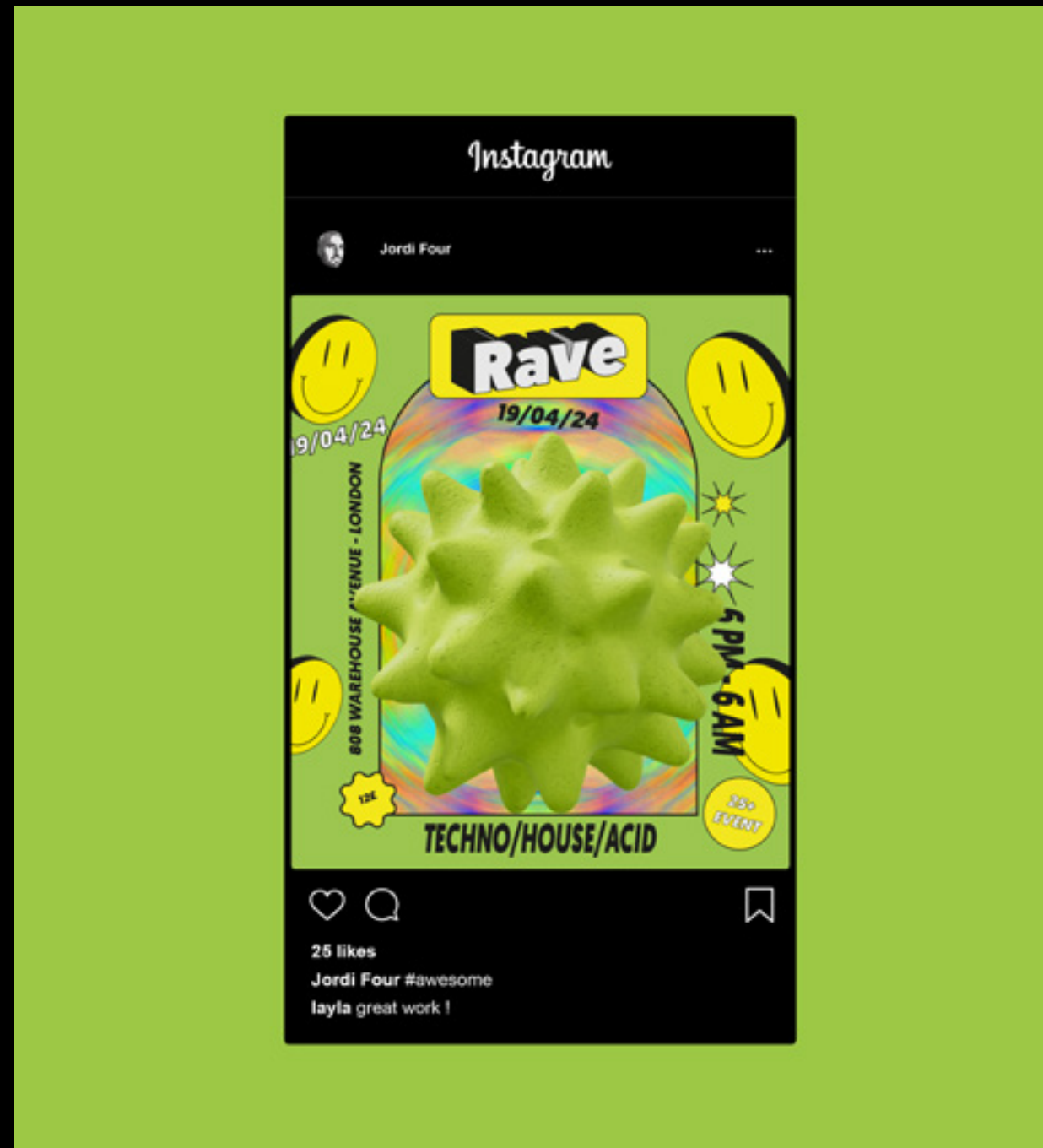
Time Bigger



Process: Step 07

Exports and Launch

Let's organise the launch, print files or publication of the assets we created.



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Reach out

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