



# A GUIDE TO OUR PROCESSES

## 1 Let's Talk

First things first, we will need to know the what and when. Finding out more about what your business offers and what your video needs to accomplish is more than just interesting to us; it helps us figure out the best course of action and how to make it an impact on your audience.

**THE WHAT:** what is your message or what is the goal of the video? is it to educate, inform, or create awareness? After we know what your needs are, we can start to conceptualize and strategize.

**THE WHEN:** when do you need to show this to your audience? after we know your deadline, we can formulate a timeline and find out what needs to happen to ensure a successful launch.

## 2 The Estimate

After knowing what to expect, we will run the numbers and have an estimate written up of what the project should cost. We don't like to exceed what we show you but do when certain conditions are met **i.e.** a revision that involves a third of the video or more; OR more than 1 round of revisions. Not to worry though, our next step helps eliminate this scenario!

## 3 Down to Business

After sorting out the finances, we have what we need to start, but the devil is in the details. At TalkMotion we find great value in showing you what we intend to do before we spend your hard earned resources doing it; we do this with what is called a storyboard (a brief explanation below).

A storyboard is a series of pictures that outlines major events in the video, it should describe the animations (if applicable), actors movements (if applicable), changes in audio (if applicable), and general timing.

The important thing about this stage is that we don't start until you confirm that what we have planned does not contain any problems. A safety check.

After the storyboard comes silence, or pretty close to it. We start working on the project, and you can start to relax.

## 4 Play, Stop, Go Back

At TalkMotion, we include 1 round of revisions in our estimate; that means, we will make the video for you to take a look at, and after you get a chance to process it all, we make the requested changes outlined by you (which we ask to be contained in one email).

If you're asking why only 1 round?; we are all about your best interest. Not everyone needs the 2nd round of revisions. There's no need to scare you off with a higher price for what could be the same video.

That being said, you can request the 2 rounds of revisions to be included in the estimate!

## 5 The Finish Line

It's time to finalize the video and get it out there for all to see!

We most commonly provide a high resolution (hi res) video saved as a .mp4, which is the most common video filetype. If you need it saved out in any other common filetypes, we won't hold back on you.

It's done and just in time. What a relief!

The final files are delivered and an invoice is written up. We send you an email with the invoice attached and call quickly just to make sure that it went through and that you're happy with the final result.

## TIPS & TIME SAVERS

### COLLECTING ASSETS

As soon as you know you need a video made, start collecting your brand assets: colors, fonts, logos, etc. We will need your brand to show it at the beginning/ end.

### SPECIFICS

In order to keep things moving smoothly it's great to have certain information ready to go:

- Target Deadline
- Requirement of external assets
- Target Duration
- Type of animation (simple text, 2D, 3D, Traditional)
- Target Audience
- Display arena ( website, youtube, jumbotron , etc.)

### VECTOR VS. BITMAP

This piece of knowledge will come in handy on more than one occasion.

**VECTOR** refers to how an image was created, more specifically that it was made with calculated lines and will keep quality at any size. You want this when collecting brand assets. Common filetypes: EPS, AI, SVG

**BITMAP** refers to how an image was created, more specifically that it was made by compressing the artwork into pixels. More convenient but has a maximum size (Width x Height) and will look worse and worse the farther it surpasses that size. Common filetypes: JPG, PNG, TIFF

### REFERENCES

It's always a good idea to take a look at what your competition is doing but more importantly it's helpful to us to see what kind of look and feel you're shooting for. About 3-5 examples should be more than enough.

## Why Choose Video?

Video is the most engaging media out there, and it allows for the message to be communicated a lot faster.

## Why Choose TalkMotion?

We have over 4 years of industry experience, our prices are affordable, and we haven't missed a deadline yet!