The R&R Way | Animation
The path to beautiful designs & smart ideas

R&R
RHYME & REASON
DESIGN

1 Research & Immersion

1.1 Kick-off with key stakeholders
As with any creative project, it's important to start with a meeting of the minds. We'll set up a call or meet in-person to uncover the main objectives for your project.

1.2 Creative brief development
After we chat, we start to put the proverbial pen to paper. Gleaning insight from your creative responses and then drafting a creative brief, the written document that is the foundation for our creative concepting.

1.3 Project Management
Project management comes standard with all of our projects; it's our way of ensuring that from start to finish your project runs smoothly and you walk away head over heels in design love.

2 Content Development

2.1 Copywriting*
Script writing isn't for the faint of heart, it requires an understanding of what sounds good as a voice-over or written out over graphics. Both of which, require the slashing of the extra fluff, because when you only have 30 seconds, no one's got time for that.

2.2 Copyediting
Should your team want to tackle the copywriting, we'll still offer our expertise in copyediting, helping to refine your content to perfection.

3 Storyboarding & Design

3.1 Storyboarding
Once the content is final approved, we can begin to establish the overall look and feel of the video. We'll lay out a few screen examples so you can start to see how the visuals and type come together to create a whole. One you've reviewed and revised, we'll flush out the storyboard in its entirety.

3.3 Revisions
Of course we'd like to think that everything we create hits the nail on the head, but even we know that can't always be the case so we allot for a few rounds of revisions to the storyboard screens so that we don't move forward until you truly love what you see.

4 Animation

4.1 Music and voiceover selection
Depending on your video, you may want the viewer to dance along to some toe-tapping music or you'd prefer that they listen to the very professional sounds of a voiceover artist. Either way, we can help you pick the perfect 'soundtrack' for your animation.

4.2 Animation
Ah animation, where the magic really happens. Our animator will take the static designs and make them shake, rattle and roll. Creating transitions that flow seamlessly from one slide to another, adding the music at just the right beat and ensuring the once static designs truly come to life.

4.3 Review & Refinement
Once the design is no longer static and is in fact, animated. It's time for you to do some beta testing. Watch it. Watch it, again. Watch it, one more time. Do you like what you see? Is the timing all right? Answered 'no' to any of those questions and its time to make some adjustments. But don't worry that's why we make sure to include revision time in animation as well, because sometimes you want things to zig as opposed to zag.

4.4 Final delivery
Get out the confetti; it's time to celebrate! You have a brand new animated video to share with the world.