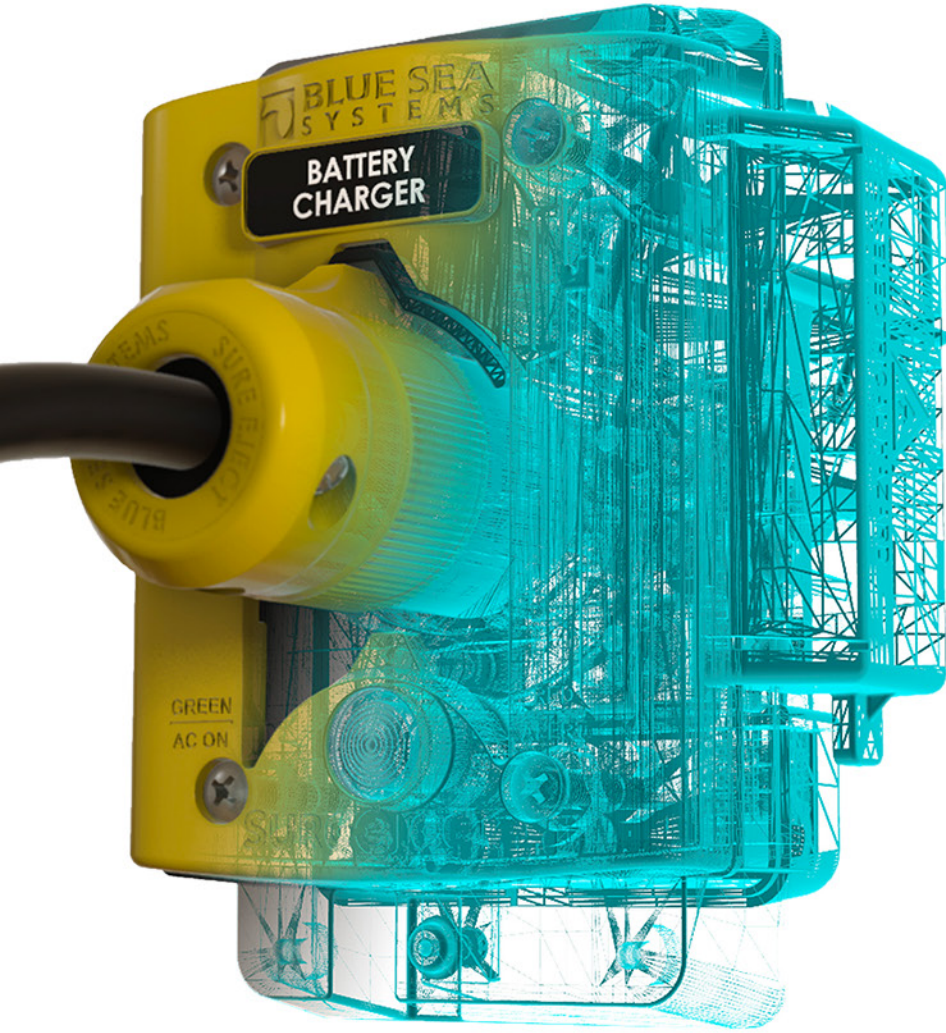


Success



Animation Planning Guide

midland video
Your Message. Our Vision.

5 Things to Consider for Animation Projects

Know your audience!

Too many people want to create something that appeals to everyone and in the end the message gets watered down. Focusing on your desired audience will determine the style of animation used...length... narration... music and other options.

Product animation? Don't reinvent the wheel!

Many CAD programs will export files that can be used in animation projects. By not having to recreate your product in 3D saves tremendous time which saves money. Starting from your CAD model also makes the animation the most accurate inside and out.

Pick a style appropriate to your brand?

Going back to point one. There are many styles of animation - the style you choose should appeal to your target audience and support your brand identity... Some companies can get away with fun... some can't - choose a partner whose capabilities and vision match your brand.

Timeline and budget

Planning is everything! Depending on the style, length, and deadline, these will all affect what can be done in an animation and how much it will cost. Unlike shooting a video everything in an animation needs to be created, animated and rendered frame by frame.

This is also animations strength; it can look any way you want. While shooting live video is constrained by what is physically possible. Animation lets you show angles and views and move through inanimate objects at will... it's like magic!

Where is the audience going to view your animation?

Is your video for your website, a Facebook ad, or a tradeshow booth. All of this comes into play when designing the animation. Your animation should always fit into the context of where it's going to be used and the amount of time your audience is likely to spend watching.

97%

of video marketers say video has helped increase user understanding of their product or service.

SCOUCE
<https://www.wyzowl.com/video-marketing-statistics-2019/>

20%

Increased conversion rates from animated explainer videos.

SCOUCE
<https://www.socialmediatoday.com/news/40-video-marketing-statistics-for-2019-infographic/545887/>

96%

of people say they've watched an explainer video to learn more about a product or service.

SCOUCE
<https://www.wyzowl.com/video-marketing-statistics-2019/>

Want more Information? Contact Us.
414-276-8300 | joe@midlandvideo.com

