

### Animated Video Brief

Add as much detail as possible into each section with your team before sending your brief to your animation company.

Overview	
Purpose	<i>Describe the purpose of the project -. consider what the vision for the project is and what problem the project solves.</i>
Project Deliverables	<i>What are the specific outputs you require? E.g. 1 x 30-second video to be used on YouTube (16:9) and Instagram (9:16).</i>
Voice Over	Are you using a voice over artist? Y / N  If Y, do you have a voice over artist confirmed or would you like help sourcing one?
Storyboard & Script	<i>If you have a storyboard and script, link to it here. If you want input from the animation team or you need to create one with them, let them know here.</i>
Illustration/Design Files	Are you supplying illustration/design files? Y / N  What format are they in (e.g. PSD, AI, etc.)?  Are they layered and ready for animation? Y / N

Timeline	<i>What dates do you need your project to follow, including the completion date?</i>
<b>Brand</b>	
Brand Assets	<i>Link your brand assets that will be needed within the video output, including your brand colours. If possible, link to your full brand guidelines.</i>
Brand Personality	<i>What brand personality traits should your animation embody? What is the brand tone of voice (TOV) that should be followed? It is worth sharing your entire brand guidelines if you can.</i>
<b>Objectives &amp; Target Audience</b>	
Key Messages	<i>What do you want your animation to communicate? Is there a specific message you want to get across?</i>
Key Emotive Takeaways	<i>After watching the animation, what do you want your audience to think and feel?</i>

<b>Target Audience</b>	<i>Describe your target audience and what's important and inspirational to them.</i> Age:  Gender split:  Interests:  Favoured social media channels:
<b>Distribution Channels</b>	<i>What channel(s) is the animation going to be shared over?</i>
<b>Style / Tone References</b>	
<b>Likes</b>	<i>Include references of likes and dislikes (images, music, videos, GIFs) - add links and a brief explanation of what you like/dislike</i>
<b>Dislikes</b>	