WaveFX

video, events & digital media

Animation guide and costs:

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Version 14

Prepared by Jamie Huckle

www.wavefx.co.uk

About Us

Unfamiliar with filming and animation? – Don't worry, our aim is to de-mystify all aspects of video production which means you can relax and enjoy the creative process.

The company was born in 1999 to offer a realistic price for video production and animation whilst still ensuring the highest possible service – all our costs are transparent, video crews professional and above all we're flexible and proactive.

We've helped a range of clients exploit the potential of animation, from small local businesses to large multi-national companies. Our aim is to deliver creative videos that strike the perfect balance between engaging your audience and delivering your key messages.

Our friendly crews are professional, creative and approachable; we've filmed CEO's from some of the world's biggest companies and offer our clients a plain-speaking approach to audio-visual production.

Why Animation?

Animation helps clarify and focus difficult concepts in a simple, easy to understand way. A great 40 second animation will transform pages of dull, lifeless text into a vibrant attention grabbing video.

Transform complicated ideas into clear solutions with 3d visualisation. Our cameras can explore, dissect and flyover places conventional cameras simply can't go.

From a simple sketch on a scrap of paper to full plans in AutoCAD and Solid Works, we work from any source to create visuals that will clearly demonstrate your ideas and concepts.



Anything is possible; Environments, ideas and concepts that would either be too expensive or even impossible to film in real life can be modelled in high detail by our award-winning animation team.

The Audience

Our philosophy is simple, we create animations with the viewer 100% in mind, if the viewer is not engaged your key messages are lost, we work hard to deliver concise, creative, watchable videos.

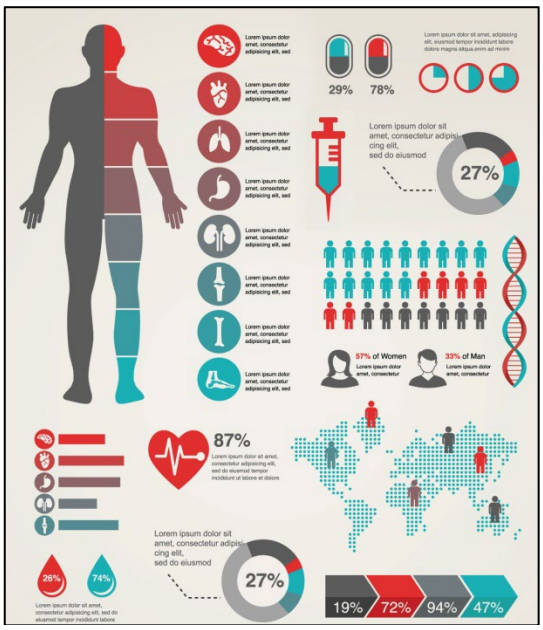
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Option 1 – 2D animation (Infographics)

This option is perfect for websites, exhibitions and reception screens.

Infographics: A clean professional animation using graphics and relevant text to demonstrate processes or explain promotional messages.

Infographics are a popular form of animation; they can be used on websites or in print to reach an audience wherever they are. Through a combination of icons, illustrations and characters, successful infographics grab the user and explain the content in a visually engaging manner - rather than just talking about it.



Summary

- Average duration approx. 60-90 seconds
- Used to explain complicated processes
- Also used to promote a service
- Professional voiceover artist recommended
- A well-crafted script/storyboard is essential
- Approximate completion time 5 -10 days

Costs: based on an average 60 second animation with voiceover

Item or Service	Cost	Quantity	Total
Pre-Production			
Concept meeting and project management	£450	1	£450
Storyboard creation	£450	1	£450
Production			
Voiceover	£650	1	£650
Animation	£550	3	£1650
Compositing and fair amends	£450	1	£450
			£3650 +vat

Examples
- EventStreaming.TV: https://youtu.be/HidwIZ5SkEA
- Cryptomathic: https://goo.gl/uyRQpH
- Lloyds List: https://goo.gl/YHD2qg

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Option 2 – Character Led 2D Animation

This option is perfect for websites, sales promotion and product demos

Adding a personality to any video is a great way to humanise your key messages and hold the viewers attention.

A well designed character animation should reflect your brands personality and help you convey your brand message in a fresh and appealing way. We'll work with you to understand your audience and then design characters that connect and deliver your story.

Character animations also offer the chance to also add humour and alternative approaches to demonstration and selling your services.



Summary

- Average duration approx. 60-90 seconds
- Used to explain complicated processes
- Also used to promote a service
- Professional voiceover artist recommended
- A well-crafted script/storyboard is essential
- Humanises company brand
- Approximate completion time 8 -12 days

Costs: based on an average 60 second animation with voiceover

Item or Service	Cost	Quantity	Total
Pre-Production			
Concept meeting and project management	£450	1	£450
Storyboard creation	£450	2	£900
Production			
Voiceover	£650	1	£650
Animation	£550	4	£2200
Compositing and fair amends	£450	1	£450
			£4650 +vat

Examples
- MyScoogle: https://goo.gl/LC4H3P
- Monotote: https://goo.gl/fNqLWU
- EventStreaming.TV https://youtu.be/Rs5h1VqZ6z0

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Option 3 – Motion Graphics

Ideal for websites, exhibitions and reception screens.

Motion graphics are a great way to bring an added dimension to your company presentation, our award winning animators can create sequences and animated typography to help explain complex processes and promote services.

Exhibition videos: Most office, retail and exhibition plasma screens end up displaying a dull looping PowerPoint presentation or an irrelevant video with the sound turned down. Motion graphics can be used to greatly enhance any presentation and make an eye catching promotion to attract and hook people onto your exhibition space.



Summary

- Average duration approx. 30-90 seconds
- Great for quick-pace dynamic sequences
- Also used as openers/logo stings
- Great standalone silent video
- A well-crafted script/storyboard is essential
- Humanises company brand
- Approximate completion time 5 -10 days

Costs: based on an average 60 second animation

Item or Service	Cost	Quantity	Total
Pre-Production			
Concept meeting and project management	£450	1	£450
Storyboard creation	£450	1	£450
Production			
Animation	£550	2	£1100
Compositing and fair amends	£450	1	£450
			£2450 +vat

Examples
- Inca Digital: https://goo.gl/Gw7xKT
- Nicky Hughes Photography: https://goo.gl/AqhmNM
- Scrip Awards: https://goo.gl/5Tp8kp

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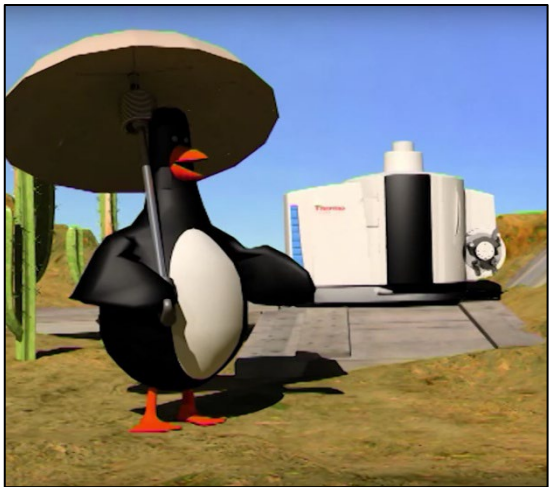
Option 4 – 3D Animation

Perfect for photo-realistic visualisation, medical processes and architectural fly-throughs.

3D modelling allows you to view from any angle, take it apart, look inside and explore products, machines and structures that haven't even been built yet.

Anything is possible: Environments, ideas and concepts that would either be too expensive or even impossible to film in real life can be modelled in high detail by our award winning animation team.

We provide 3D modelling, animation and visualisation support for clients operating across all industry sectors including medical, engineering, architectural and manufacturing. From a simple sketch on a scrap of paper to AutoCAD and Solid Works we create visuals that will clearly demonstrate your ideas and concepts



Summary

- Average duration approx. 90-180 seconds
- Used to explain complicated processes
- Great standalone silent video
- A well crafted script/ storyboard is essential
- Explore impossible places
- Approximate completion time 10 -20 days

Costs: based on an average 120 second animation with voiceover

Item or Service	Cost	Quantity	Total
Pre-Production			
Concept meeting and project management	£450	2	£900
Storyboard creation	£450	2	£900
Production			
Voiceover	£650	1	£650
Modelling	£550	3	£1650
Animation	£550	3	£1650
Compositing and fair amends	£450	2	£900
			£6650 +vat

Examples

- VRI Resuscitator: https://goo.gl/QJU22N
- ThermoFischer Penquins: https://goo.gl/F9X4aY
- ThermoTeknixs: https://goo.gl/jafW6w

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Production Process

The key to keeping costs down will be storyboarding ideas and concepts prior to developing the animation.

1. The idea: We can talk this through over the phone or preferably face to face. If you have any examples of video styles you like or would like to emulate please do share them.

2. The script: The script is king and outlines the key messages and purpose of the video, having the script in place ensures no time is wasted in the modelling and animation stage.

3. Storyboard: The Script now needs to be represented visually. The quickest and most cost-efficient method is to draw the scenes and sequences in panels, similar to a comic book.

4. Modelling: Once the script and storyboard are signed off we can begin modelling all the assets needed for the video. This can be the most time consuming stage with one element taking days to create. (Still image previews will be available for review and sign-off)

5. Animation: With all the characters, environments and elements modelled we can begin animating the scenes using the storyboard as our guide. (low resolution sequences will be created for sign-off)

6. Rendering: Once all the scenes have been created and signed off we will render every frame in high definition. This can be an extremely long process especially if we add extra effects such as particles and physics simulations. To speed up this process we always use an external render-farm.

7. Compositing: With the file now rendered we move to the compositing stage where everything is combined, any effects and colour grading are added along with the music, sound effects, graphics and titles.

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Animation Portfolio

Please visit our portfolio and select animation http://www.wavefx.co.uk/portfolio/

Awards

TMT Awards - Best Animation Company, East England - https://goo.gl/kSE5eK

RAR National Animation Award - https://goo.gl/267C1i

Referees

Dave Glass – Head of Video, Smyle Productions. 01992 525535
Kurt Bowen – Creative Director, WhiteSpace Productions 01206 877450
Grant Weller – Project Manager, Cambridgeshire County Council 01223 706121

Please visit our website for a full list of testimonials

Contact

If we can help any further with your project or idea please do get in touch

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