

# Our Process



# About Us

Our mission is to help amazing organizations communicate complex ideas quickly in a way that's engaging and fun.

We are expert animators, scriptwriters, voiceover artists and illustrators, and we love making exceptional explainer videos to meet any communication need.



Certified



Corporation

This company meets the highest standards of social and environmental impact

Great Place To Work<sup>®</sup>

Certified

DEC 2018-DEC 2019

USA

# Phases



## 1. Scripting

- At the core of every video is a story – yours or your audience's.

Our goal is to distill the emotional core of that story, as well as its most vital facts, in order to engage your audience in a way that feels authentic to them and to you.

- Our scripting process is collaborative...

We believe that you don't quite know what works best until you see it on the page, so the best scripts come from an exchange between our team and yours.

- Every project begins with a kickoff call.

We'll discuss your vision and your message, your brand and your voice. We'll ask lots of questions to get to the heart of your project, and start scripting as soon as the call ends.

## 2. Production



- A standard video package includes 3 rounds of production revisions.

After 3 stages have been completed, we are happy to provide additional revisions at an hourly rate.

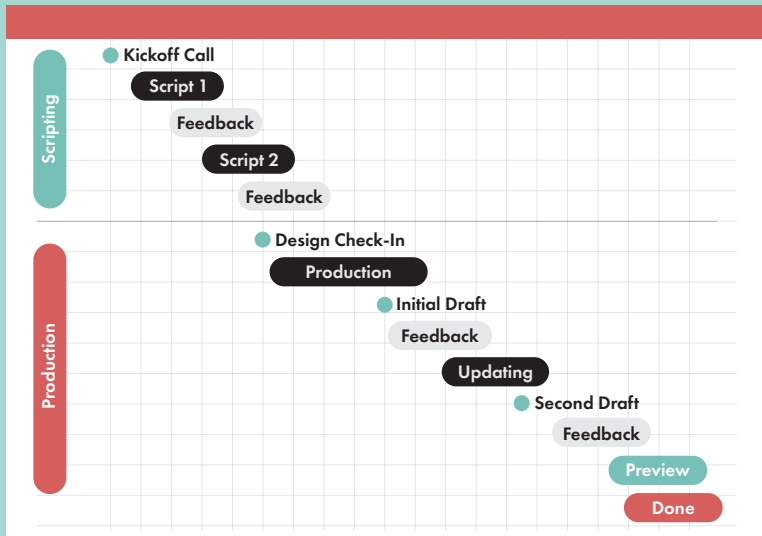
- Revision is a progressive process.

This means that the first draft is an opportunity to identify every video element (audio, art, animation) that you'd like to change. Rounds 2 and 3 will focus on those areas identified in Round 1, in order to efficiently fine-tune every layer of the product.

**We can produce a video in as few as 24 hours.**

It's a point of pride. But if you've got the time to let a project percolate, why rush? For any timeline shorter than 20 business days, rush rates apply.

# Process Overview



# Kickoff Call

Over a 30-60 minute phone call, you and the NDA story team will discuss your vision for the video.

We'll discuss objectives, key messaging, visuals, any idea at all...

We'll expand on the notes you've provided in the new client questionnaire.  
(which you filled out to begin the project)



## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Draft 1

We'll send you complete with voiceover copy & notes about image ideas.



## Scripting

- Kickoff Call
- Draft 1
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- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Draft 2

Now it's your turn:

1

Look the script over



2

Make any changes you see fit

3

Send it on back



## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Draft 3

We'll then review the script and make one more round of suggestions, then send it to you for final approval.



## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete



# Final Draft

Now's your chance to make any last tweaks before you send us the final, signed-off script.

From here on out, the script is locked and we begin bringing it to life.



## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Design Call

On this 10-20 minute call, we'll discuss:



Branding

Voiceover Artists

Music Choices



We'll send over samples for audio; once we have your preferences we'll be ready to move into animation!

## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Draft 1

We'll send you a link to view your first video, complete with voiceover, music and visuals.



## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Draft 2

This draft will reflect the changes you requested,



## Scripting

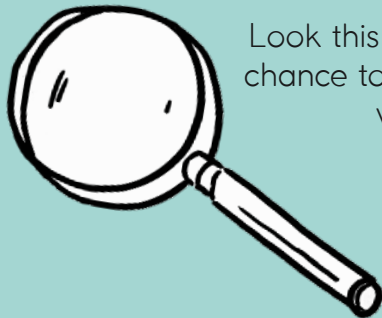
- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# Final Preview

Just like the previous round, this will reflect your previous edit requests.



Look this over closely: it's your last chance to provide notes before the video is finalized.

## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

# File Complete!



Delivered in the high-definition format of your choice.

Once your files are delivered, we will send you a post-project survey to get feedback on your experience. This survey helps us grow and improve; we thank you for filling it out!

## Scripting

- Kickoff Call
- Draft 1
- Draft 2
- Draft 3
- Final Draft

## Production

- Design Call
- Draft 1
- Draft 2
- Final Preview
- File Complete

## Our Guarantee:

If You're Not Satisfied, We're Not Satisfied

We take pride in delivering awesome animations that are on time and on budget. Should you be dissatisfied with any aspect of our work, we will make it right. It's that simple.



[www.nextdayanimations.com](http://www.nextdayanimations.com)

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