



Animation Resource Guide

Helpful Tips For Creating Effective Animated Videos



Many Ways to Connect!
Email: info@openpixelstudios.com
Call: 413.455.0719
Schedule A Call: [Click Here](#)
Se habla español.

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Why Open Pixel?

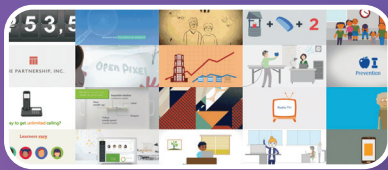
Teams Who Trust Us
Why Work With Us?

▶ Endless Possibilities, Limited Terminology

Animated videos expand your reach to your audience while expanding your knowledge of this industry. So come prepared to the first call with some terms in your back pocket, and see how it all comes together to bring your project to life:

● STYLE TYPES

Style types define how visuals are designed and built. There are many types to consider, like 2D and 3D!



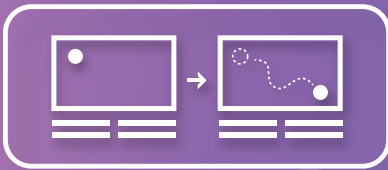
● SRT FILES

These captions show the narration on screen, allowing the video to be played without sound.



● ANIMATIC

An optional stage before Animation, Animatics use images from the Storyboard and play them in sequence with the voiceover.



● MOTION TEST

After an animatic but before animation, this optional stage shows an example of one section in motion.



● STAGE

Stages are individual sections within the Creative Pipeline. Open Pixel typically has an average of 6 stages for each project.

● SOURCE FILES

The animation team creates these asset files to produce your animated video, which are always available upon request.

Curious to learn more? [Click here to check out the Top 10 terms.](#)

▶ Stunning Content, Within Your Budget

Consider a scenario of buying a home. Not all houses are alike, and the cost varies between them. Same with animation. So why is this?



● STYLE

Style is the distinctive appearance of your video. It addresses how your video looks and feels to your audience and takes into account the following:

- Brand Guidelines
- Campaign Direction
- Tone & Messaging
- Call-To-Action

Style is the most significant driver of cost. The steps required to achieve different styles will vary, no matter the length of the video.

▶ Hiring A Studio vs. A Freelancer

There are pros and con to either direction you take. Let's explore:

	Studio	Freelancer
Pros	With many resources, studios can support multiple videos at once.	Freelancers can be more affordable, depending on your needs.
Cons	Studios can be more expensive based on their operations.*	If unavailable, they could halt the entire production process.

*Open Pixel Studios is 100% remote, so there are no overhead costs!

► Breaking Down Additional Cost Factors

Some additional factors that drive cost include:

● VIDEO LENGTH

Longer videos take longer to animate but might take less time in asset creation. Therefore, depending on the style, making the video longer may only increase your costs by a small margin.

● SCHEDULE

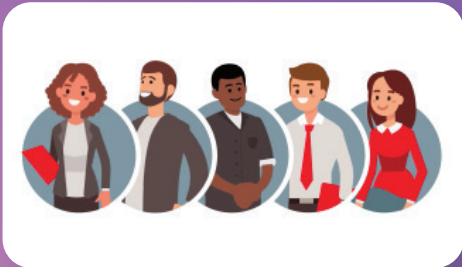
How soon do you need your video? Tighter deadlines can incur rush charges when other projects are already in production.

● STOCK & TEMPLATED ASSETS

Utilizing stock photos or videos can increase costs depending on their source, the licensing required, and the number of assets you need.

► Tips To Keeping Costs Down

Animation can be quite affordable with the right combination of drivers listed above. If you already have a budget, ask the studio what they can do within your budget to maximize your dollar. Two great alternative time-saving methods to producing animation are:



Be intentional when utilizing characters. While they create a higher impact, developing and animating characters can be time-consuming in our creative pipeline. To keep characters budget-friendly, avoid having crowds or ask for minimal motion.



Come prepared with a budget for what you'd like to spend on stock, or select the images you'd like to use in advance.

- Studios may use flat fees per the product type, hourly rates, or a flat cost per minute of content. We utilize project data from all past similar projects to create the most accurate representation of the production time of your video based on style, length, quality, and other factors.

▶ Your Words Create Impact

An Animated Video is only as good as its script. Whether you're telling a story, selling a product, or training an employee, these tips will help you through your next script:

● Guiding questions to support your writing

- * How can your CTA inform the story or messaging of the video?
- * Can you teach your customer something new?
- * What visuals come to mind as you're writing each sentence?

Your first script can be excellent as an outline of your message. So how do words get translated into visuals? This is where an AV (Audio Visual) Script can be your best tool.

▶ Better Scripts From The Start (With a Template!)

AV Scripts connect your written words and your potential visual ideas. Our template considers the overall length of your script and the amount of time we have for animation, sentence by sentence. Our clients love working directly with them, so we're giving you the chance to try it out below!

Project: Open Pixel Process Video
Video Length: 1.5 minutes

Shot	Audio (Dialogue)	Visual Description
04	it lays out the dialogue (or narration) that will later be recorded as a voiceover.	We pan over and see the visual description being typed out.
05	and provides clear ideas of how your message will be conveyed visually.	We see more av script words appear across the page.
06	It also invites you to share your ideas and add your expertise.	Circles with faces on it, make edits to a few of the boxes.
07	The next stage is Concepts.	We slide over to a title.
08	This is where we creatively explore the variety and range of your chosen style within your budget.	We see one concept with a style description. The style changes four times.
09	With a visual style locked in, we then move into Storyboards.	We slide over to a title.
10	This is one of the most critical stages of the process.	Alert emoji pops up and rings.

Download our AV Script template here for your next project!

▶ Reuse, Recycle and Scale

Your video is not just one-and-done! The animation within a project can scale and expand to fit a multi-purpose use and create cross-platform longevity.

● Define the purpose of your original video.

Start by thinking about its initial, intended purpose. Here are a few examples:

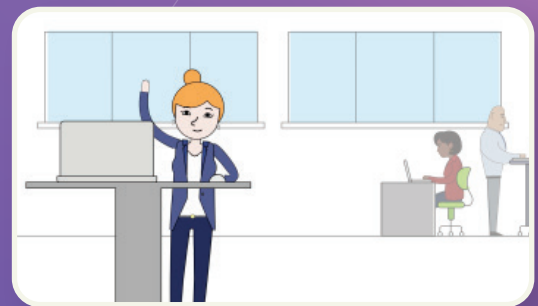
* Demo your software user interface



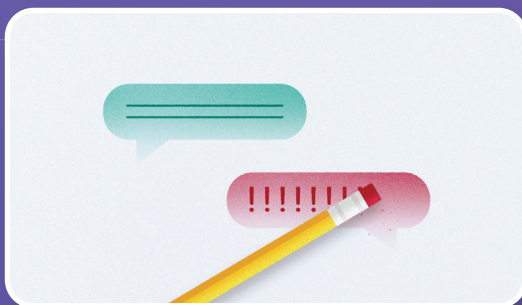
You can show direct screenshots or videos or make a mockup (great for when your software is still in development or is likely to change).

* Explain your business model

Your product or service can stand out through a transparent and visually appealing explainer video. Only some explanations need an animation, though! Ask us why.



* Train your employees



Animation can ease employees into difficult or complex subjects of conversation, improving employee morale.

▶ Once you define the initial purpose for the video, it will be clearer to see where and how it can be re-purposed.

▶ Reuse, Recycle and Scale

● Identify which sections create impact on their own.

Consider more than one avenue for your video, or if any parts within the video can be pulled out for other purposes such as:

- * Social Media Marketing Content
- * Website Assets
- * Event and Presentation Materials
- * Additional Print Materials
- * Sales Explanations



- ▶ When planning your video, our team will work with you to structure the story to best meet your future content needs. Additional materials can be created and extracted from the more extensive video as gifs, images, sounds, or smaller clips.

See how re-purposing worked in our case study.

▶ Who Is Open Pixel Studios?

We create custom animated content marketing for the best brands.



Kathryn Taccone
Chief Marketing Officer



Karen Webb
Chief Executive Officer



Will Colón
Chief Financial Officer

▶ Teams Who Trust Us

We provide a streamlined process with clear communication, every time.



▶ Why Work With Us?

We understand there is a lot to consider when making a custom animated video, which is why our goal is to work with you, not for you. With over 15+ years of combined experience, we bring our expertise and empathy to every project.

▶ Get In Touch

Video chat: openpixelstudios.com/meet

Email: info@openpixelstudios.com

Call: 413.455.0719

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