

CGI & Animation.

Elevating your products

The Process, Step by Step.

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Activation



Step 1.

It all starts with a conversation





Let's talk.



We invest time to understand your brand and vision, so that we can translate your goals into animations and graphics that drive impact for your business.

Here are a few things we might chat about:

1. Your product, what it does and what makes it special
2. The technical details that need to be explained clearly
3. Where and how the animation and graphics will be used
4. The level of realism or stylisation required
5. How we make complex products visually compelling





Step 2.

Shaping your vision





Elevated Products for Ambitious Brands

Your proposal.

With a clear understanding of your needs, we'll define the full project scope based around your requirements, budget and timeline.





Step 3.

Shaping the concept





Discovery. ←

Through a collaborative session we will uncover your project's core message and discuss the visuals and motion dynamics that will best bring it to life.



Step 4.

Early ideas start to take shape





Moodboards.

We curate visual references, motion studies, and images that capture the look, feel and animation style we're aiming for - establishing a shared creative direction.

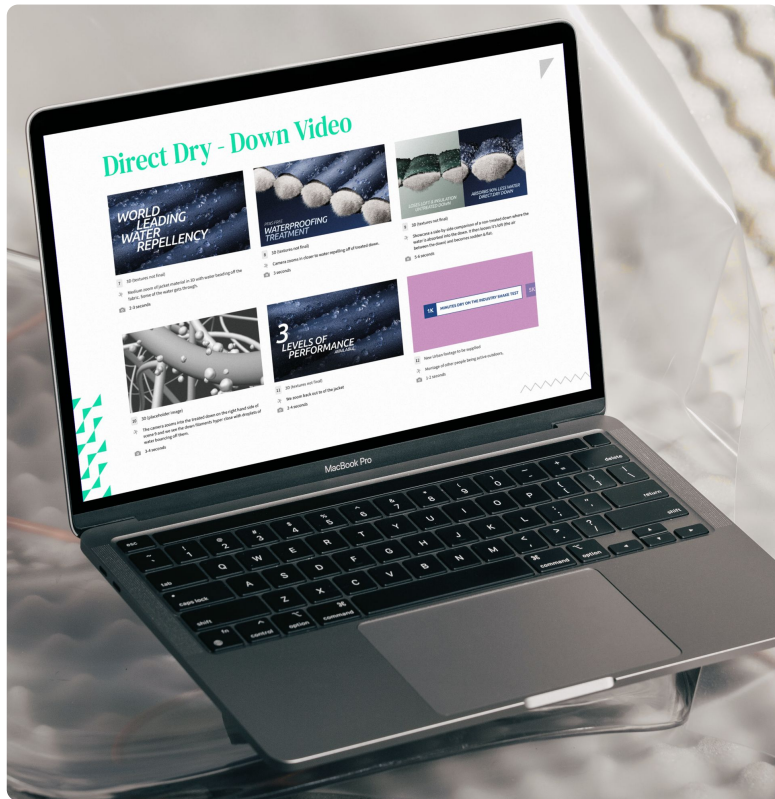




Step 5.

Framing the full picture





Storyboards.

Our animators create detailed sequences and camera moves, mapping out timing, transitions, and key moments so you can visualise the complete narrative flow.





Step 6.

Where it all comes together





Animation.



We bring your story to life through scene building and motion - creating dynamic sequences that captivate your audience and communicate your message.





Step 7.

Seeing it in motion





Presentation.

We showcase the first animated builds and renders so you can review pacing, motion feel, and storytelling, giving you the opportunity to provide feedback before we refine further.





Step 8.

Elevating every detail





Refinement.



Based on your feedback, we'll iterate and enhance until everything feels perfectly polished.





Step 9.

Delivering your assets





Delivery. ←

You'll receive final renders in all required formats and resolutions, plus appropriate supporting assets ready for seamless deployment across your platforms.

Here's what you can expect to receive:

1. Master files and delivery-ready formats
2. Optimised outputs for all key platforms
3. Silent version and cut-down variants where needed
4. Still renders and high-impact key frames

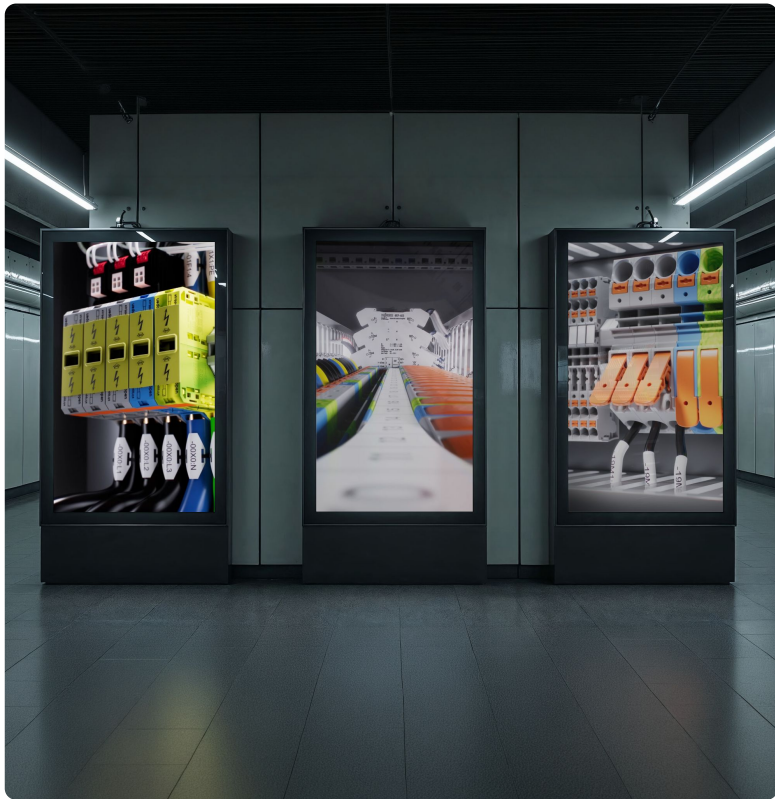




Step 10.

Beyond delivery





Activation.



From campaign deployment to ongoing iterations, we're here to keep your animations fresh, adaptable, and driving results as your business evolves.





Ready to elevate your products?

If this feels like the right approach for your brand,
we'd love to chat and explore how we can work together.

Contact Phil

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