

animation / questionnaire & scriptwriting guide



questionnaire & scriptwriting guide

The process of creating an animation video brief and script may seem daunting. The reality is most people aren't professional animators or writers.

Luckily, you don't have to be! By breaking down your video and answering a few key questions, you'll find yourself holding a creative brief and script in no time.

We will use these answers to form a first draft script for your approval!

Business Name

Project Title

Client Name

Contact Number

Date

project overview

Let's start with the basics. You can get a clearer understanding of your key message by outlining your objectives. Ask yourself the following questions by filling in this sheet below. Feel free to use dot points if it's more comfortable.

Background

What is driving the decision to make this video? What has been done in the past?
Have you made videos before? If yes, are there links or references we can review?

Objectives

What style of video are you aiming to produce – instructional or promotional?
What are you trying to achieve with this video?

Target Audience

Who do you want to reach with this video? What are their demographics?
Are they potential customers, staff, business partners or other?

Tone

What is the communication tone you would like to achieve? For example: affable, playful, provocative, aspirational, etc?

Distribution

Where will people view this video? How will you get them to watch it? Do you require advice on video delivery marketing?

Visual Reference

Do you have any video references or links for this project? Have you seen something you like on YouTube we can review to get a better understanding of your vision?

scripting

This is where your story begins. Most explainer animations follow a standard story structure: introduction, problem, solution and call-to-action. By filling out these fields we can help you craft a story that captures your audience's attention.

Introduce Your Business

Write a short introduction that includes your business name and a description of what product, project, event or service your business provides.

What Do You Do?

In more detail, describe the products or services, and your target market. You may like to add information on the history of your business, or delve deeper into a few of your core products?

The Problem

To engage your audience, explain “what” the problem of your target audience is.

The Solution

Introduce your product or service as the answer. You should explain “how” your product or service solves that problem. Focus on what your audience needs to know about your business in order to build trust.

we're nearly there!

The last thing we require is a few final comments and the information we will use for your call-to-action. Let your audience know what you would like them to do after watching your video: from downloading an eBook, receiving a free demo, to sharing it on social media. Your call-to-action must be clear and direct.

Final Comments

If there is anything else you would like us to know? This may include feel-good comments about your staff, values or passion relating to your business.

Call-to-action

Please provide contact information such as phone numbers, emails, giveaways, website, location and social media addresses.

Thanks for taking the time to complete the animation | questionnaire & scriptwriting guide.

Click the links below to watch our process videos.



style frames

shot by shot rough visual representations



storyboards

fully designed snapshots of the finished frame



animatics

a series of still images and storyboard frames



post production

what you can expect with our post-production process

Please submit this form using one of the following options:

- 1/ Fill in the form and save it to your desktop. From there you can email it to the address below.
- 2/ Print and fill out the form, scan and email it to the address below.

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