

Timeline overview



1 Introduction & Proposal

We begin by meeting with you to discuss **your specific needs and goals** for communicating **your science**. Alongside our own personal research, we will discuss project details such as: target audience, budget, timeline, and usage.

2 Outline & Script

From there, with the continued help of your team, we create an extensive outline of your animation, including any on-screen text and voice-over narration needed.

3 Storyboard & Style Frames

With this approved outline, our team is able to utilize our expertise in storytelling to turn text into simplified illustrations. The storyboard acts as a blueprint for the final animation, and the style frames act as a preview into the final look and feel.

4 Asset Creation

During storyboarding and style frame development, our team will begin to create the assets needed for the animation. This may be in the form of **3D modeling and rigging**, or **vector/raster illustrations**, or both, depending on the final style of animation.

5 Animation

With storyboard approval and asset creation finished, our team dives into the animation process, using motion to bring your science to life. You will receive early drafts to ensure the story and feel is right.

6 Post Production

Once the animation is approved, we bring it into a program to add any music, effects, and graphics needed to finalize the piece and deliver it to you in any needed format.

Delivery! Time to share your science.

