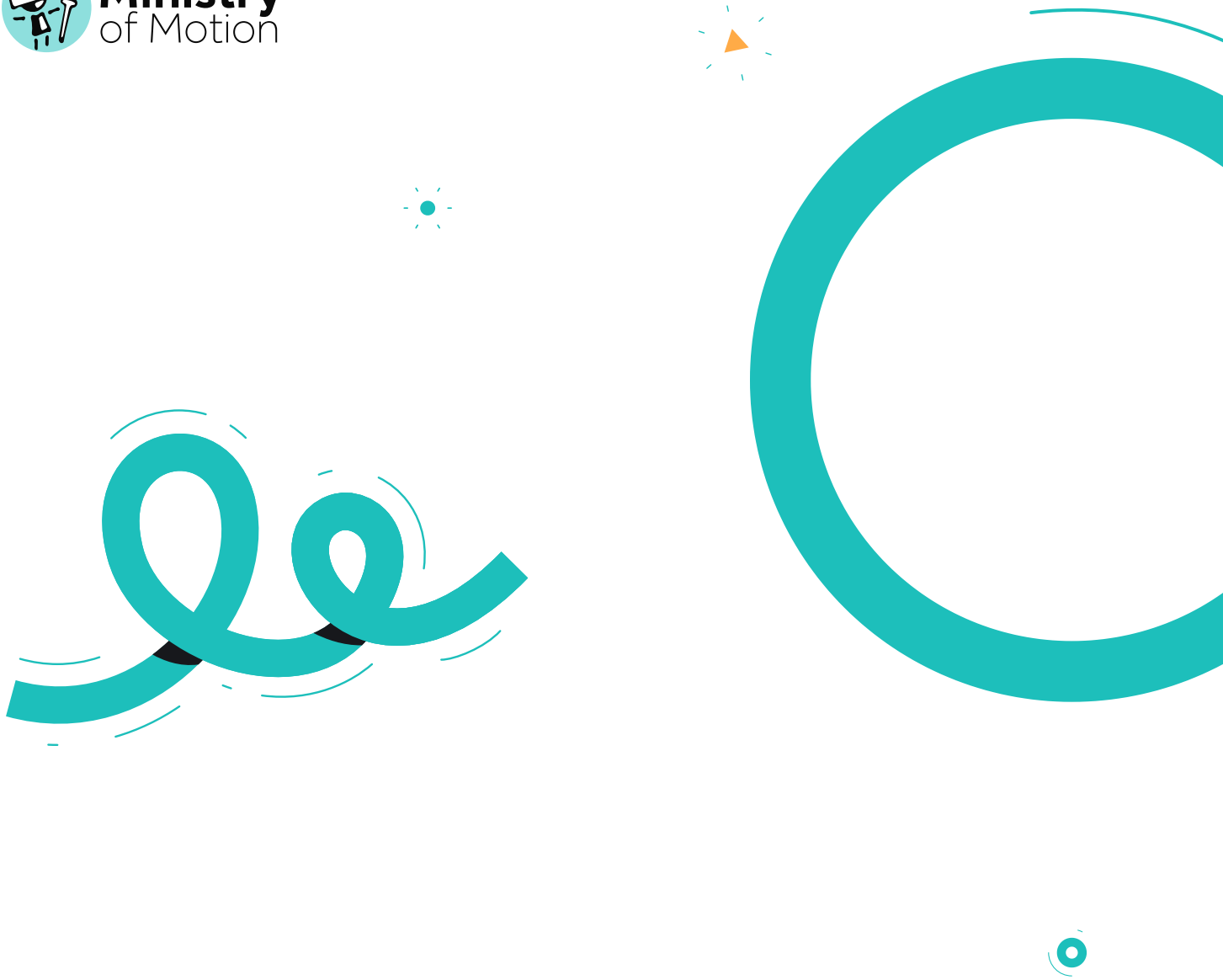
Ministry of Motion



FREE TEMPLATE

Animation Brief

Everything we need to plan, quote and make your animation. Fill in what you can: gaps are fine.

ministryofmotion.tv

HOW TO USE THIS BRIEF

Three steps, ten minutes

1

Fill in what you can

Type straight into this PDF, or fill it in online. Gaps are fine: we'll ask.

2

Send it to us

Save it and email it to hello@ministryofmotion.tv, with any links or files.

3

We'll come back

With our questions, an approach and a price.



The storyboard for our own Christmas film

Filming instead? Our free Video Production Brief template covers locations, people and the shoot. Find it here.

01

About you

Who you are, and who signs the animation off.

Your name and job title

Company or organisation

Email

Phone

Website

You're briefing us as

- [ ] The brand or organisation
- [ ] An agency, for a client

If you're an agency, who is the end client?

Who else needs to approve the animation?

Names and roles, including anyone who only appears at the end.

02

The animation

What it is, and what it's for.

Working title

What is it for?

One sentence. For example: "To show investors what the product does in under two minutes."

Background

What's led to this? Anything we should know.

What kind of animation is it?

- [ ] Explainer
- [ ] Brand film
- [ ] Product or process
- [ ] Training or internal comms
- [ ] Social series
- [ ] Event or screen loop
- [ ] Character-led story
- [ ] Data or report
- [ ] Not sure yet

03

Audience and message

Who it's for, and what they should take away.

Who will watch it?

Be specific. "Practice managers with twenty minutes between meetings" is a brief. "The general public" is a hope.

What should they think, feel or do afterwards?

Key messages

The two or three things they must remember.

Anything we must say, or mustn't?

Legal lines, claims, words to avoid.

04

Story and script

Where the words are up to, and who will speak them.

Do you have a script?

- [ ] No, please write it
- [ ] A draft script
- [ ] A rough outline
- [ ] A final, approved script

How long should it be?

Which languages?

Voice

- [ ] A professional voiceover
- [ ] Text on screen, no voice
- [ ] An AI voice
- [ ] Not sure yet

The voice you hear in your head

Accent, age and tone. For example: "warm, northern, mid-thirties".

Is the subject complex or technical?

Who on your side can check the facts?

05

Style

How it should look, and what we can build on.

Which styles appeal?

- [ ] 2D motion graphics
- [ ] 2D characters
- [ ] 3D
- [ ] Hand-drawn
- [ ] Handmade or stop motion look
- [ ] Animation over filmed footage
- [ ] Kinetic type
- [ ] Not sure, show us options

Characters

- [ ] New characters
- [ ] Our existing characters
- [ ] No characters
- [ ] Not sure yet

Who should your audience see themselves in?

The people, ages, roles and settings that matter.

Animations you like, and ones you don't

Links are perfect. One you dislike tells us even more.

What can you share?

- [ ] Brand guidelines
- [ ] Logos (vector files)
- [ ] Fonts
- [ ] Icons or illustrations
- [ ] Product photos or 3D files
- [ ] Screenshots of your app or software
- [ ] Previous films

06

Sound and deliverables

What you need at the end, and where it will be seen.

Music

- [ ] Licensed library music
- [ ] Bespoke music
- [ ] No music
- [ ] Not sure yet

Shapes

- [ ] 16:9 landscape
- [ ] 9:16 vertical
- [ ] 4:5 portrait
- [ ] 1:1 square

Resolution

- [ ] HD (1920 x 1080)
- [ ] 4K (3840 x 2160)
- [ ] Other

If other, what do you need?

For example, an event screen size, or a particular file format.

Versions

- [ ] Short cut-downs for social
- [ ] Captioned versions
- [ ] Other languages
- [ ] Loops or GIFs for the web
- [ ] Stills for social and print

Where will it be shown, and for how long?

Website, social, paid ads, events, TV, internal. This affects music and voice usage costs.

Do you need the project files at the end?

07

Timing, budget and sign-off

When it's needed, what it costs, and how it gets approved.

When do you need it?

Is that date fixed?

Any key dates on the way?

For example, an event, a board meeting or a launch.

Budget band: from

to

A lower and an upper number. It changes what we propose, not how hard we work.

Approvals

- [ ] Legal or compliance review
- [ ] Medical or regulatory review
- [ ] A purchase order before we start

How will you know it worked?

Views, enquiries, sign-ups, fewer calls to a helpline.

Anything else?

Send it over

Email your brief, and any links or files, to hello@ministryofmotion.tv. We'll come back with our questions, an approach and a price.

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Ministry of Motion. One story, many ways to tell it.