



Red Lemon: Animated Video

To get the best outcomes for our clients, we follow a tried and tested production process to make animations specifically tailored for each individual project's needs. Sometimes we work through multiple stages at once but at each stage there are opportunities for revisions giving you plenty of control over the process.

1. Brief



We begin by talking with you, learning all about your organisation, the project and what the animation is needed for so we can write a short brief.

2. Script



Based on our research and the brief, we will write a script describing what happens in the animation and write the dialogue if voiceovers are needed. You may prefer to give us your script and we will take this as a starting point.

3. Style



Next we get visual and draw up animation style concepts to be reviewed. We work in a variety of visual styles because each project brief needs a style suited to the message and intended audience. We can create style concepts to integrate with any existing branding and design work.

4. Storyboards



When the script is signed off, we'll do the storyboards. Then you can see how the script and visuals work together and give us feedback before we begin animating. Sometimes we start animating as it is easier for a client to see what can be achieved and it often speeds up the process!

5. Voice over



We have a diverse team of locally and internationally based voiceover artists to choose from.

Your chosen artist records the finalised script in the studio and then the fun begins!

6. Animation production



Once you are happy with the style concept, storyboards and voice over, we start production! We create all the illustrations and graphics inhouse for custom animations and use stock images for lower budgets, then we bring them to life using industry standard animation software.

7. Sound production



We add music and sound effects to finish off the animation and enhance the story.

8. Review



This is the time for you to review the video and for us to make revisions to the animation so it is perfect!

9. Delivery



When finished, we send you the HD animation video files in whatever format you need. We also offer technical support for using your animation and advice on your marketing and video distribution strategy.