

THE ART OF STORY TELLING THROUGH ANIMATION

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Telling the corporate story through animations, be it explainer video, or a different slant to the board presentation, is slowly but surely taking hold in our business world of today. No longer do people want to be put to a slow and painful death by a PowerPoint presentation. They want the excitement and entertainment of “lights, camera, action”



With the explosion of innovation comes the demand for more creative means of story telling in the workplace. Creating an interesting story line, with an artistic slant and animation, suddenly the story comes to life. This method of communicating vital messages to large, disparate audiences has been extremely successful. Not only is it an effective and repeatable mechanism that allows for consistency in the messaging, but it can also set the mood of the communication in an engaging and creative way.

The curveball... this approach is neither quick nor cheap. It requires a significant amount of effort, time and investment to put together meaningful animation clips that are able to capture the desired audience and share the intended message. When done well, the impact and return is unquestionable.

So what does it take to do Animated Clips?

Think of it like producing a short animation movie... there are a multitude of skills required.

Starting with the business sponsor who has the story to tell, the translating consultant who can create a meaningful storyline, to the graphic designer who will apply their design skills in order to create something remarkable, to the animator who will use their set of skills to generate the illusion of motion. If the brief is such that it requires a voice over artist, or background music, these requirements then demand a whole set of additional skills and of course the need to have a studio for production purposes. The process of building the animation is also consuming and does not take a few hours to accomplish the desired result.

So the question is.... does the end result justify the means? The answer, well it depends on your business and the story you want to tell.

It would seem however, that once this approach has been successfully deployed in an organisation it becomes the method of choice going forward. Why not give it a try and see if it works for your business?

The Brief



What is the intent ?

The Concepts



What is the best way to tell the story?

The Script



What is the Story, and How will it be told?

Style Options



What style will best tell the story?

Story Boarding



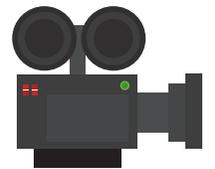
First Design

Voice Over Artist



Recording the agreed script with agreed voice over artist

Production



Putting it all together