

Motion Graphic Design Questionnaire

Please complete and return this motion graphic design questionnaire. Your response will help me to define the initial direction of your motion design project based on a clear understanding of your vision, type of message and requirements. Client input is the foundation upon which successful productions are built.

This questionnaire will help you articulate and identify the overall goals in developing your project, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own portion and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

CONTACT INFO

Company Name: _____
Contact Person: _____
Phone: _____
Fax: _____
Email: _____
Mobile Phone: _____
Website Address: _____
Company Address: _____

How did you find out about Dina's Desktop Multimedia Design?

CONCEPT / SCRIPT / STORYBOARD

What measurable business objective are you trying to achieve?

How is this animation specifically going to achieve that objective?

Will you need help developing a script? Yes No

CONCEPT / SCRIPT / STORYBOARD (Cont'd)

Do you need to hire professional presenters, voice actors or musicians to improve the quality of your presentation? Please list your needs.

How will this animation be used most?

- Website
- Social Media
- Live Presentation
- Television Ad

What is the desired length of the animation?

- 30 seconds
- 1 Min
- 2 Min
- 3 Min
- 4 Min
- 5 Min
- 10 + Min
- Other

How many animations are you intending to produce and what are the goals for each animation?

What is your budget for this project?

Do you need help creating a budget?

ASSETS FOR ANIMATIONS

Do you need graphic art provided for the animation? Such as icons, characters, environments and infographics?

Are you shooting in one location or many?

Do you require the use of a sound stage or studio?

Are there any special props or equipment that needs included in the production other than animation software?

Do you require the supplemental footage or images to support the animation?

VOICEOVER

Do you need a voice-over to tell your story or to tie the animation together? Yes No

DIGITIZING, TRANSFERS, RENDERING & UPLOADING...

Animation video takes on many forms during the production process. If any footage is shot on film you have to transfer it to a format that works in our editing system. After you edit it, you have to render it to a presentation format (for web, for broadcast, etc.) and depending on where it's going you may have to upload it somewhere (your web server / YouTube / The Academy Awards, etc). All this takes computer and human time. Please keep that in mind.

HOSTING

Is your animation going live to the web?

If so, where is it being hosted? (You might host it yourself or on different servers or through your own website, YouTube, Portal)

FORMATTING

How many different formats does your animation have to be rendered to?

Where is it going to be seen?

Do you need a short version (editing down) and a long version?

SCHEDULE

What is your desired date of completion?

REASONS FOR MOTION GRAPHIC PRODUCTION

What are the main reasons you are producing your animation? (outdated design, expanded services, different market, etc.)

What are the basics about the company/venture/brand? (Think in terms of products and services, departments/divisions, people and markets, and competitors, geographic/demographic reach, etc.)

What additional information should I be aware of? i.e. (how did the venture/company/brand name originate, something about the founders/ shareholders, background info, etc.)

AUDIENCE/DESIRED ACTION

Describe a typical viewer:

How old is the viewer and what does she/he do for a living? (use as much detail as possible in profiling your target market. Profile more than one type if appropriate)

What are the key reasons why the viewer chooses your company's products and/or service? (cost, service, value, etc.)

PERCEPTION

Use a few adjectives to describe how the viewer should perceive the animation production. (i.e. prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, funky, professional, meaningful, noticeable, memorable, innovative, etc.) Is this different than the current image perception?

What values/perception/message do you wish to promote about the brand/company through its new production?

How does your company differentiate itself from competitors? Do you think your current market differentiates you from your competition?

List URL's / attach samples of your competitor's. What specifically do you like, don't like about these styles, and in what respects do you think your video identity should stand out from these?

List any URL's/ attach samples of animations you find compelling. What specifically do you like about these motion graphics?

DESIGN CONSIDERATIONS

How many colors would you like to see in your animation elements?

- One
 Two
 Three
 Full
 Not sure

What are your company colors? What colors do you prefer to see in your video production?

What design style do you prefer for your animation?

- High Tech
 Abstract/Artistic
 Corporate
 Conservative
 Cutting Edge
 Clean/Simplistic
 Geometric
 3D
 Other _____

