



We create 2D animated explainer and promo videos using our in-house animation toolkit. We help you to distil your big idea/product/service into language that anyone can understand, using narrative voiceover, 2D animation, and slick sound effects. The video can be used on the web, in client and investor meetings or to train your staff. We can also output to DVD if you want to include it in your sales packages, or render a small version that you can attach to your emails.

the process:

1. Script

After you explain your concept to us, and the message you'd like to convey in the video, we write an animation-friendly script for the voice-artist.

2. Storyboard

Once the script is complete, we will provide you with a storyboard. This will include the images we intend on using in the video and a short description of each scene.

3. Voice Over

We'll discuss which type of voice best suits your video, and send you some voice samples from our network of preferred voice-artists.

4. Animation

Once the script is finalised and the voiceover recorded, animation can begin. This takes about one day per 20 seconds of voiceover.

5. Sound Effects

Once the animation is complete, sound effects are added and a final mix is produced.

Et Voila! You have your awesome, unique video, ready to use.



how long?

Although this depends largely on the video itself, the average 90 second animation takes about a month to complete, from script to screen.

what you get:

We will provide you with a glorious, high quality HD video (MP4). This file will be suitable for most desktop situations, including playback and uploading to many popular video sites. You have a time-unlimited, indefinite license to use this video anywhere on the web, or for corporate presentations and in-house training. You will own the rights to the script, the voiceover and the video as a whole.

If you are interested in licensing an animation for commercial or public broadcast (TV or otherwise), we will be happy to assist you.

The images, graphics, text and effects used in the video are part of the Blink Tower animation toolkit, and remain the property of Blink Tower.

optional extras:

Music

In most cases, the pace of the video coupled with the voiceover and sound effects render music unnecessary. Sometimes, however, particularly with slow-moving animations, music can add a great deal of depth and raise production value considerably. We are more than happy to compose and include a professional backtrack to accompany the animation if desired. The cost of music production will be built into the final quote you receive from us.

Format Conversion

We charge R200 per render if you need your video in any format other than that provided (720p MP4).

DVD

If you require the animation in DVD Video format (to be played back on any set-top DVD player or computer) we can provide the converted files and the means to burn your own DVDs on demand for R500.



getting started

Here are some questions you can answer to help get the ball rolling and give us (and you!) a better idea of what the video entails:

Have you ever had a video made for your business before?

What purpose do you want the video to serve?

Who is the video aimed at (i.e clients, investors, staff, the public)?

Explain your product/service/idea in a few sentences.

What are the most important points that you feel need to be mentioned?

Please provide us with the URL of your website and any other information you feel relevant.

How long do you imagine the video to be? (typically 60 - 120 seconds)

Do you have a specific deadline?



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