

Animation Design Process.

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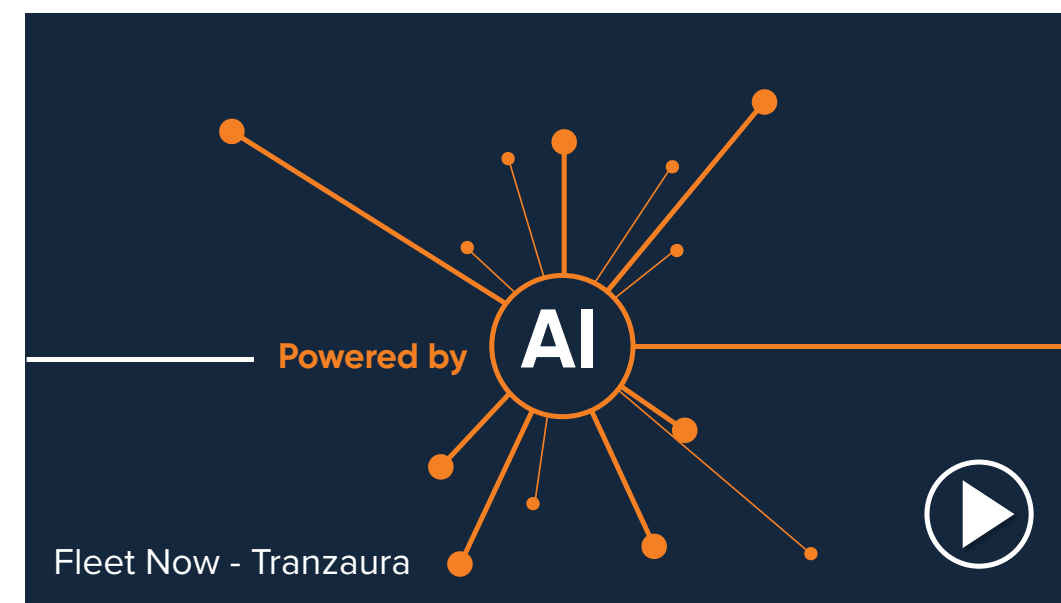
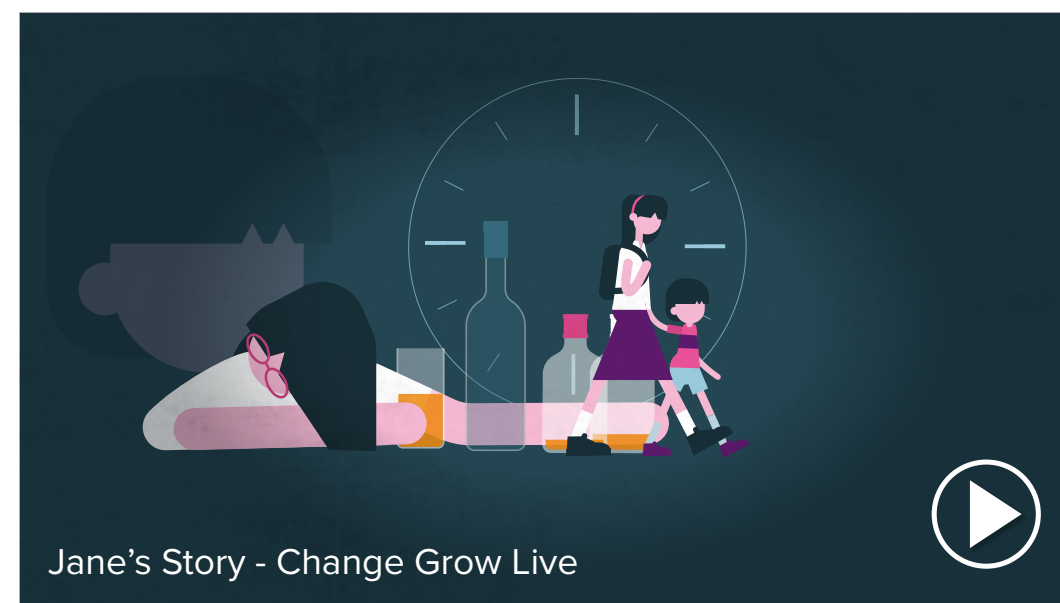
Animation



Motion graphics are essential tool for your business. Offering versatile, engaging content that adapts seamlessly across social media, websites, and presentations. They boost visibility, simplify complex ideas, and enhance brand storytelling to connect with diverse audiences everywhere.

They're especially effective when attention spans are short and competition is high. A well-crafted animation can quickly capture interest, communicate a message, and leave a lasting impression — all within seconds. Whether you're launching a new product, explaining a service, or strengthening your brand presence, motion graphics offer a smart, impactful way to stand out.

At Newleaf Creative, we combine design expertise with storytelling to produce animations that feel both polished and purposeful. From initial concept through to final delivery, we work closely with you to ensure the result aligns with your goals and speaks clearly to your audience.



What can we do?

We offer a variety of engaging animations to promote your business across all media channels. From simple logo animations, to video explainers conveying complex messages and concepts, through to character animations delivering emotional stories and personal narratives.

Animated Logos

Bring your logo to life with custom animation that boosts brand recognition. We transform your static logo into a dynamic, eye-catching visual full of movement and energy. Perfect for websites, social media, videos, and presentations, this animated logo helps make your brand more memorable and impactful.

Social Media Reels

Animated visuals stand out in crowded feeds, delivering your message in an eye-catching, dynamic way. Whether showcasing products, promoting events, or telling your brand story, animation enhances your content and helps drive interactions and shares.

Explainer Videos

Animated explainer videos offer a powerful way to simplify complex concepts, engage your audience, and enhance brand awareness. They're visually compelling, easy to share, and can increase conversion rates by clearly conveying your message.

Story Telling

Animated stories help businesses reach an audience by combining compelling visuals and engaging narratives. They capture attention quickly, resonate emotionally, and are highly shareable, boosting brand awareness and fostering deeper connections with viewers

The Process

Creating an animation for a client involves a structured process to ensure that the final product aligns with the client's goals, message, and branding. This is the process we follow for all large animation projects

1. Briefing

We discuss your business goals, target audience, and key message to understand your vision for the video.

2. Script

We craft a concise, compelling script that effectively conveys your message while maintaining viewer engagement. Once the script is approved we can choose a voiceover artist and commission a recording.

3. Storyboard

A storyboard is a sequence of drawings that outline the key scenes, actions, and transitions in the animation. It serves as a visual blueprint for the project, allowing both the creative team and the client to review and approve the flow of the animation before moving forward.

4. Design & Style Frames

With the script and storyboard approved, the animation moves into the design phase. This is where the visual style of the animation is finalised, including characters, backgrounds, typography, and other graphical elements.

5. Animation

Once the design assets are approved, the animation itself begins. During this phase, we bring the static designs to life by applying movement, transitions, and effects. The animation production process can vary in complexity depending on the style and scope of the project. Character animation normally requires “rigging” to ensure movement is convincing and consistent throughout the story.

6. Voiceover & Sound Design

The audio elements are synced with the animation, ensuring that the sounds match the on-screen actions and transitions. Additionally, any voiceover recordings are mixed with the sound effects and music to create a cohesive audio experience.

7. Review & Final Edits

Review content, making adjustments to ensure everything flows smoothly and aligns with the vision.

8. Render

Once approved, we will render the animation in the required format for distribution, such as online platforms or presentations.



Thanks for listening

