



VFX & SFX

SERVICE

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CINEMA

PORTFOLIO

HOME

# VIDEO PRODUCTION MOTION DESIGN ANIMATION VISUAL EFFECTS

You can't spend your life explaining  
yourself to people.

-Shah Rukh Khan

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ACUTE LINE  
STUDIO

VISUALLY DRIVEN  
STORIES THAT  
MOVE BRANDS  
LIKE YOURS

ALL 2D & 3D ANIMATIONS ARE CUSTOM.



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ACUTE LINE  
STUDIO

WE PRESENT TO YOU :  
THE EXPLAINER VIDEO  
FOR YOUR BRAND

MOTION DESIGN

AAA

best

animation



# THE SIX STEP FORMULA

OUR FORMULA FOR  
STORYTELLING IS SIMPLE  
AND IS BASED ON OUR  
SECRET PRINCIPLES FOR  
THE VIDEOGRAPHY DESIGN.

1. Diminish.
2. Formulate.
3. Interval.
4. Ambience.
5. Assurance.
6. Empathy.

**Ao**  
**AcuteLine.**

Acute Line Digital Design studio is the opportunity platform for creative people to connect together online. Via the platform of interactive workshops and design communities that we love to be part of. We have our core Studio-Forming interactive design project. White Storm. And we constantly engage with the evolution in design fields.

01

DESIGN

02

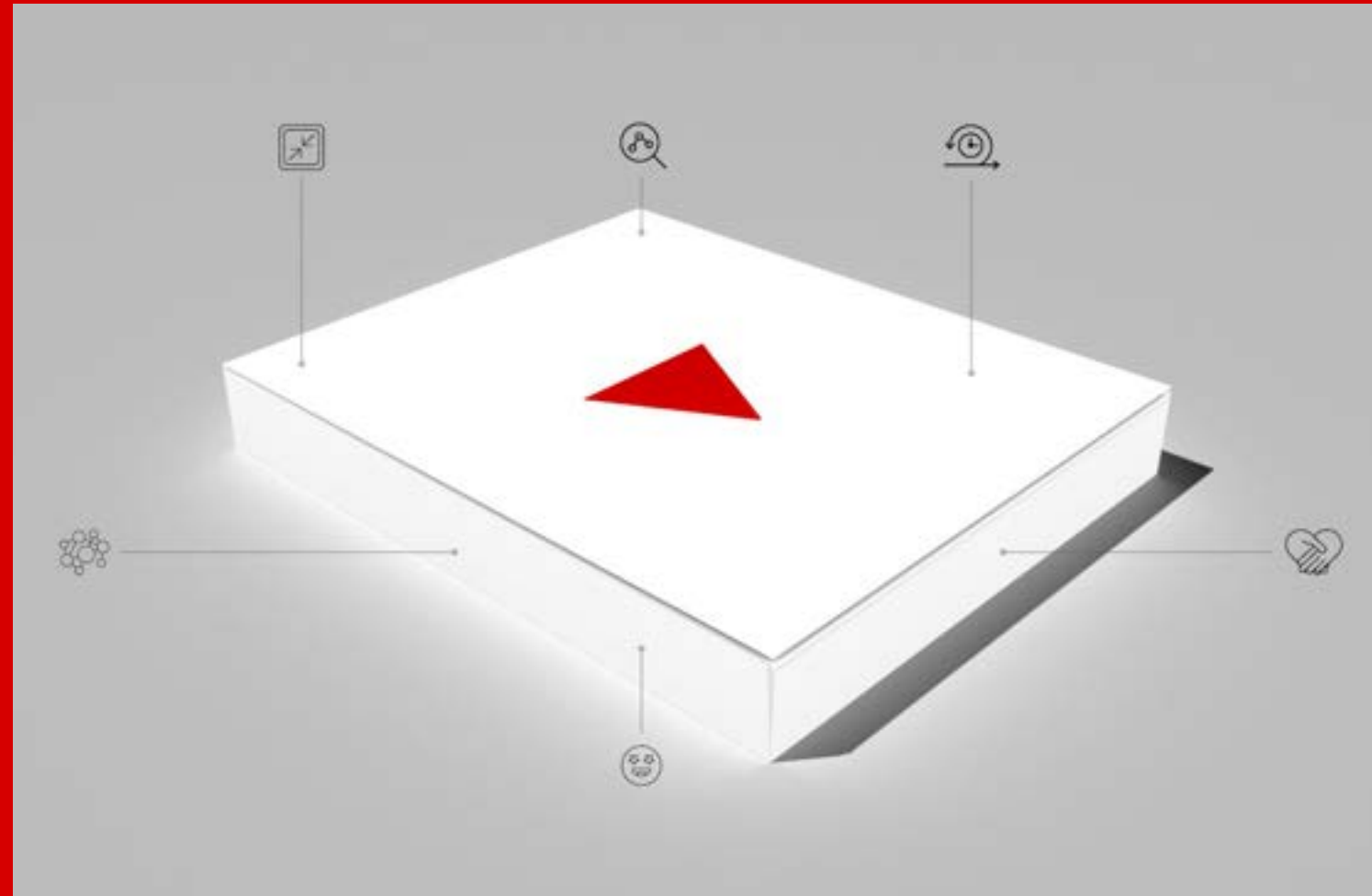
STORY

03

APPEAL

04

IMPACT



**Are you ready to  
intuitively  
connect with your  
customers?**

Let's keep it simple!

ACUTE-LINE



New Enhanced  
Understanding  
**explainer videos enabling  
viewer's captivation**

## DIMINISH

We utilise world's best modern tactics in identifying key features of your message to proactively reduce the information that is preventing viewers to grasp the meaningful insight. We understand that not everything can be simplified. And we work very hard on maintaining the careful balance between essentials and functionality in the storyline.



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CONTENT MARKETING | MESSAGE

# AMBIENCE

To elevate your content we know that everything is secondary is essential to the meaning of the primary message. We find the interconnected system of relevant connections between key elements of the story to construct the contextual mind map. This allows us to reach the meaning in design of the visual narrative.



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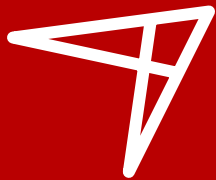


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PATTERNS | IDEAS | DESIGN

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LINE



## FORMULATE

We find patterns in ideas very simply by paying attention to the sequence of events in your information structure. And we put order to them to package long and convoluted explanation into a compact form. This magical process is allowing us to make a system of more to appear less.

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# EMPATHY



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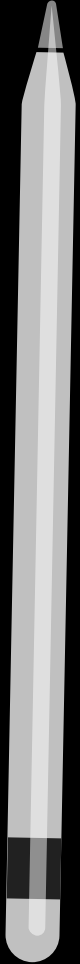


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MEANINGFUL CONNECTION

BRAND

EMOTION | AFFECTION | STRUCTURE



EMPATHY

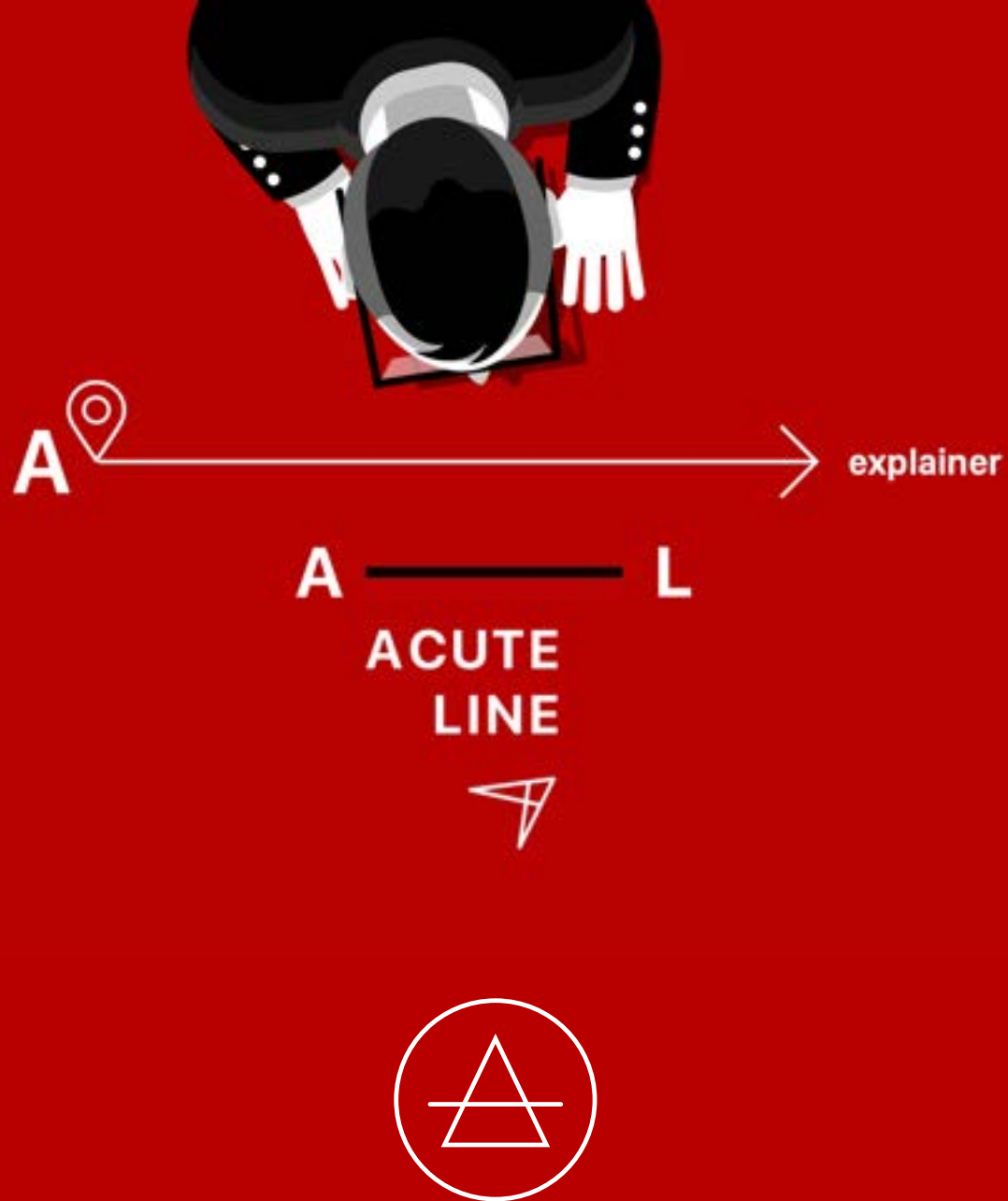
## Narrative Experience



Our remarkable team of creative thinkers will create custom storytelling experience in the most compelling way possible. We create worlds around your brand and provide context to make sure your customer can relate to the storyline.

Our videos are full of emotion and we make sure there is full range of excitement and affection implemented in the explainer experience design. We keep a coherent structure to the system of analysis where your viewers are in their desire to make a meaningful connection with your brand.

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# INTERVAL

Once you realise the same effect can be achieved with the less time spent to explain an idea. It feels simpler. This is our exact recipe to find solution in visual storytelling that significantly reduce the time of the idea conveyance.

# Acute**Line**.

# ASSURANCE

Our modern world is getting smarter every second. With our approach to utilise visual components in the explainer design we provide our viewers with certainty they can rely on. And to put the full trust in the process.



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SYSTEM

EFFICIENCY

# GO!



You have 1  
minute to  
explain what  
you do.

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## Client Guide

### Our Process



BRIEF



SCRIPT



MOOD BOARD



STYLE FRAMES



DRAFT  
STORY BOARD



STORYBOARD



VOICE-OVER



ANIMATIC



SOUND DESIGN



ANIMATION

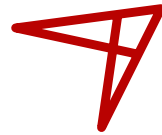
We go through 10 stages of production milestones to make the explainer video. And each step is presented to you to allow the utility and the flexibility of your expectations during the production process.

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And here are few sub-stages of each milestone in the explainer video creation process in order to create the compelling visual experience for your brand.



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# Let us clarify your message

We know how challenging it can be to explain your idea  
to someone who needs it the most

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**LET'S GET STARTED!**

[www.acuteline.com](http://www.acuteline.com)



design@acuteline.com



[design@acuteline.com](mailto:design@acuteline.com)

Feel free to get in touch directly via email.

Or you could use our [UpWork profile](#) to get started!

[www.acuteline.com](http://www.acuteline.com)



You can also schedule the direct online meeting about your project using [this link.](#)

— Oleg Efimov ( Studio CEO )

# CHERS

