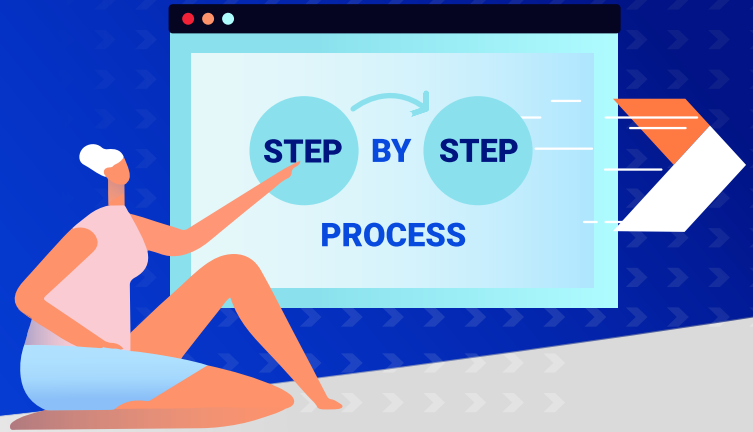


How to make a *Persuader Video*?

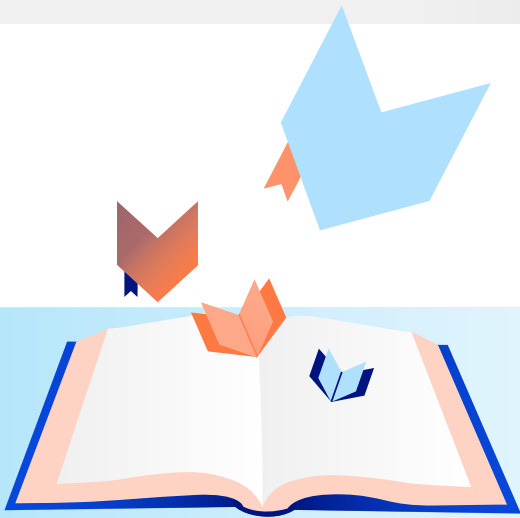
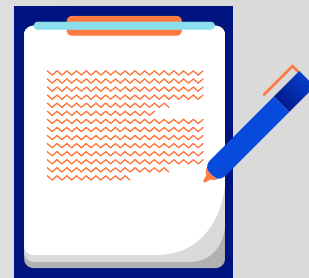
Have you ever wondered how Persuader Videos are made?



01 Script

It's the message you want to deliver to your audience.

This is a written structure of the video so everything will depend on it from now on.



02 Storyboard

It's a pre-visualisation sketch of the main actions that will appear in the video.

The actions are drawn inside frames (like a comic book), translating the script into images.

03 Styleframes

Some selected frames from the storyboard are drawn in final quality.

(colours, backgrounds, characters, extra elements). These frames will help to display beforehand what the finished video is going to look like.





04

Voice-Over

A voice-talent records his/her voice reading the script, adding rhythm and mood to the story.

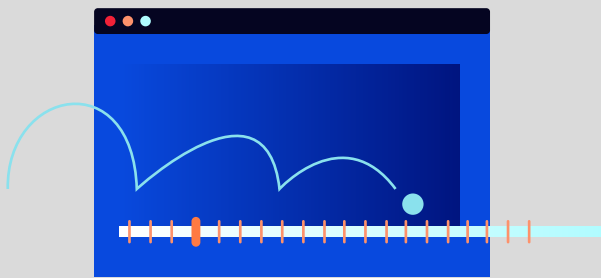
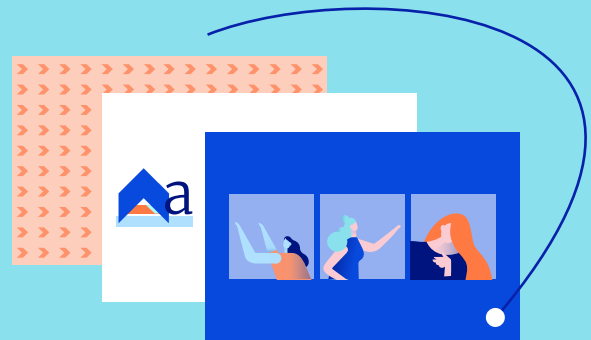
This is essential in order to measure the length and timing of the animation that comes next.

05

Illustration

The characters and other visual elements are drawn in final quality.

These visual elements include typography, backgrounds, characters and other items.



06

Animation

Here is where the animation experts bring all of the graphics to life!

All of the designs and characters are animated using animation software.

07

Music & Sound-FX

Sound FX are added to enhance some animations and make them livelier and reinforce the overall message. The background music is placed to go with the story and the add emit emotion.



08

The Wrap Up

Everything is exported into an HD video file.



09

Distribution

*Now you are ready to go!
Share your video everywhere:*

On your website, landing pages,
presentations, social media,
emails, etc.



To learn more about
Persuader Video
production or think you've
been persuaded the video way...
***get in touch with our
team today.***