



**IMPLEMENTATION
PROCESS**

Achieving your objective is our top priority, from concept to final implementation.

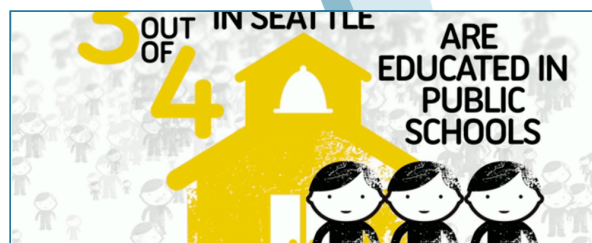
We have outlined our process, which will be blueprint as we go forward together with video productions. A production of this size is estimated to be approximately 24 -28 working days to deliver a new whiteboard animation or motion graphic video.

THE STYLE PALETTE

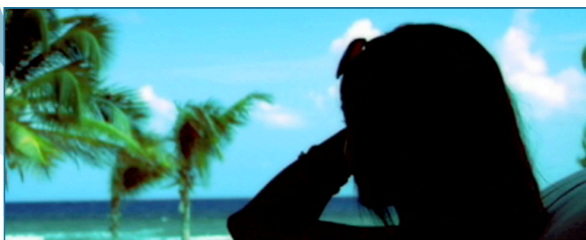
**WHITEBOARD
ANIMATION**



MOTION GRAPHICS



LIVE ACTION





PHASE 1: Development

5-7 days after agreement and 20% deposit

1. Determine client goals
2. Client delivers [creative brief](#) to Rip Media
3. Client delivers buyer profile to Rip Media
4. Client kickoff meeting(s) to formalize development
5. Script development
 - a. Client delivers:
 - i. Text
 - ii. Branding style sheet
 - iii. Art
 - iv. Photos, characters, logos in .pdf or .ai format
 - b. Rip Media writes script based on client goals
 - c. Rip Media develops basic story board / concept board
 - d. Determine 3 music genre / types
 - e. Discuss narrator type / style
 - f. Client review sessions with script – 3
 - g. Script and storyboard approval from client
6. Final budget approved by client
7. *Script lock – script and art approval*

PHASE 2: Production

7 - 10 days after Phase 1

1. Project start with 50% of approved budget
2. Design movement and layers within editing software
3. Client review session
4. Licensing and rights – Music and Branding
5. Compile art, graphics, motion, and effects
6. Engage music composer
7. Review with client





PHASE 3: Post Production

5-7 days after Phase 2

1. Post production
 - a. Final Edit
 - b. Sound effects
 - c. Sound mix
 - d. Music mix
 - e. Client review session
 - f. Color correct (if part of scope)
2. Final invoice 50%
3. Delivery of video – hard drive or via web transfer

PHASE 4: Social Media & Ongoing Marketing

1. Integrated marketing set up
 - a. Search Engine Optimization [SEO / VSEO](#)
 - b. Ad buy
2. [Landing page](#) or home page design
3. Sponsors or shared rights coordination
4. Video syndication
5. Partner marketing page creation
6. Upload or delivery of branded video to social sites / profiles
7. Adding 1,000-5,000 LIKES or VIEWS