



## Production Processes & Price Guides

# ANIMATION & FILM PRODUCTION PROCESS

At Stormy Studio we take a well planned approach to all productions.

We've listed the basic steps of a typical project to the right.

- 1** We'll discuss your project brief and video goals.
- 2** Finalise a creative treatment & project quote.
- 3** Produce storyboards, scripts & design key assets.
- 4** Record an in-house voiceover for animation timing. (\*if required)
- 5** Go into full animation or filmed production.
- 6** Provide regular updates and receive your feedback.
- 7** Record professional voiceover (\*if required.)
- 8** 2 rounds of amendments on completed video.
- 9** Provide the final HD video file



Professional  
in-house  
animation



## CINEMATIC FILMING

We have our own cinema  
quality cameras, lenses &  
camera crane.

## Studio Day Rate

Staff : Animator / Editor / Designer



We charge a day rate of £650.00 for each of our post production staff.

So whether its 2D Graphic design, 2D & 3D animation, 3D modelling. Professional Video editing, colour grading or sound design you'll know the rate.

We'll normally provide a fixed cost for projects with a set number of video amend and thorough review process.





## Professional Voiceover

\*£450 for between 1 and 2 minutes of voiceover.

A great voiceover artist really raises the level of finish in all video productions. We have a wide range of UK and US artists available to choose from.



## In-house Voiceover

\*£350 for between 1 and 3 minutes of voiceover.

Stormy Studio Director, Jon Draper has been selected as the voiceover for a wide range of global businesses and has the benefit of being on site for any last minute re-records.



## Stock Music

Licences tracks purchased by Stormy Studio

Music heavily dictates the emotion of a video. We'll include a track along with our video updates till we arrive at the perfect piece of music. \*Custom Composed tracks are available and quoted at the time by the selected composer.



## Project cost?

We will provide a **custom quote** based on the given project criteria after initial project discussions.

There are many variables that dictate the video projects costs and timeline.

On the following pages are some typical project prices and estimated timelines as a rough guide.

There would normally be beneficial economies of scale for longer videos.

## Platinum Filmed & Animated Promo

Quality : Platinum

Length : 60 seconds

Production Days: 20

Price: £10,000 - £40,000



A high end animated & filmed promo video. With a unique Stormy Studio creative and full project management.

Filmed using cinema quality cameras, lenses and equipment. Mixing bespoke hand drawn animation, which has been 3D motion tracked into the scene.

All professionally graded using Davinci Resolve. Finished with a custom composed music track.



£10 - 40k

Something a little special

**Platinum Example Video:**

<https://stormystudio.com/portfolio-item/tv-advert-production/>

**Please contact us for more examples**



£2250

**Bronze:**  
Smart & Simple  
2D animation



**Quality :** Bronze  
**Length :** 1 min  
**Price:** £2250

A simple yet professional 2D animation, using minimal motion graphics and key text which hit key marketing messages in the voiceover. A big step up from a powerpoint presentation. The visuals can be white board style graphics, crisp 2D vector graphics or made up of photos with text. Ideal for basic website or service explainer videos.

**Bronze example video link:**  
<https://vimeo.com/175540206>

Please contact us for more examples



£3995+

**Silver:**  
Simple Stylised  
Character lead



**Quality :** Silver  
**Length :** 1 min  
**Price:** £3995 - £4995

A high quality motion graphics piece. With stylised animated characters. With 3 to 4 custom design environments. All designed with stunning transitions and custom animated iconography and text. This would not normally include lip synced characters. The overall piece would have a high quality aesthetic and match any needed brand guidelines.

**Silver Example Video:**  
<https://vimeo.com/175542038>

Please contact us for more examples



£4995

Silver: Corporate explainer Video

Quality : Silver  
Length : 1 min  
Price: £4995



Professional motion graphics corporate explainer video. Mixing 2D and 3D animated graphics and visual effects to create a stunning and modern explainer video. Explain complex subjects clearly with a professional voiceover script and Stormy studio creative.

Silver Example Video:

<https://vimeo.com/161618341>

Please contact us for more examples

£6995+

Gold: High end 2D & 3D motion graphic animation

Quality : Gold  
Length : 1 min  
Price: £6995 to £35k



Our highest quality motion graphics work. Making use of the latest visual techniques available. Mixing complex 2D and 3D animated visuals, motion tracking, rotoscoping and the latest visual effects. All brought seamlessly together with the perfect voiceover and creative. Every scene and animated transition is honed to perfection.

Gold Example Video:

<https://vimeo.com/206247606>

Please contact us for more examples



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