# SK Media Group
Tell Your Story with Video

Animation Video Overview
Explain your product or service with high impact animated videos. Or use them to train and inform a global audience.

We're experts in Animated Web Videos. We can help you explain your product or service, communicate ideas and concepts to your audience with high impact animated videos.

We animate ideas that deliver an easy message in a CLEAR way that keeps your audience highly engaged.
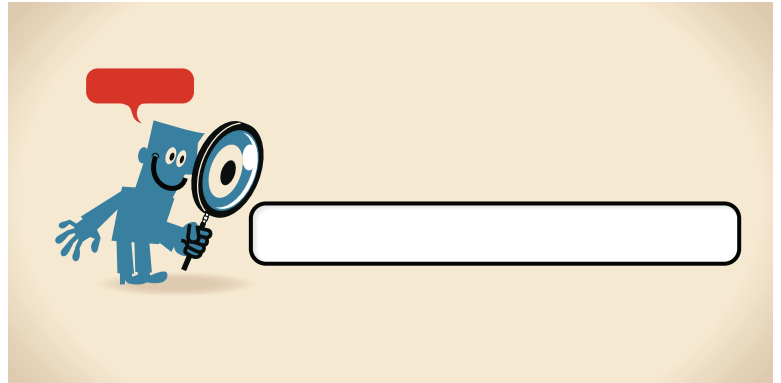
The Animation Development Process:

In only 2 to 3 weeks, we can create a video that will explain your value proposition. Our videos are generally under 2 minutes but deliver big results.

We work with you in writing a compelling script. Then our animators get to work. In about 3 -4 weeks - we've created a high quality, animated video that we send to you for approval.

Our development process first starts with a great script. The script is a short story about the challenge or challenges your organization is facing. The script is normally based on 3 parts: the problem, the product/service or idea that solves the problem and how it works and the happy ending.

The next step in this process. Is to create the characters and illustrations that will be used in the video, and have the client approve the direction our team is going. Our illustration teams come up with different styles for the characters that will be in the video, as well as a variety of looks for things like text and backgrounds.

After our scriptwriters complete the script, a full storyboard is created. A storyboard is a series of rough sketches that outline the actions that will happen onscreen while each line of the script is read. Once the script and the characters have been approved, we then move onto developing the video, with constant input and participation by you. The development of the animated video takes about 2-3 weeks from start to finish.

In 2-3 weeks our team collaborates to take your concept and turn it into a clear and succinct video.
Taking your complicated business idea and making it simple is hard. But we have learned how to develop and stick to a process that works.