

# Animation Explainer Video Intake Template

## Contact Information

Name

Email

Company / Organization

## Project Overview

What is the goal of your animation explainer video?

Who is your target audience?

What is the key message you want to communicate?

## Video Specifications

Preferred Duration (minutes/seconds)

Animation Style

Are there any animation examples/styles you like?

## Script & Content

Do you have a script, or do you need help creating one?

Is there any specific content or information that must be included?

## Branding

Do you have brand guidelines (logo, colors, fonts) to follow?

Will you be providing any assets (logos, images, audio)?

## Timeline & Budget

Required Deadline

Estimated Budget

## Additional Notes

Anything else we should know?