

MOTION DESIGN

BRIEF

CONTACT INFORMATION

Client:
Phone:

Website:
Email:

MOTION DESIGN

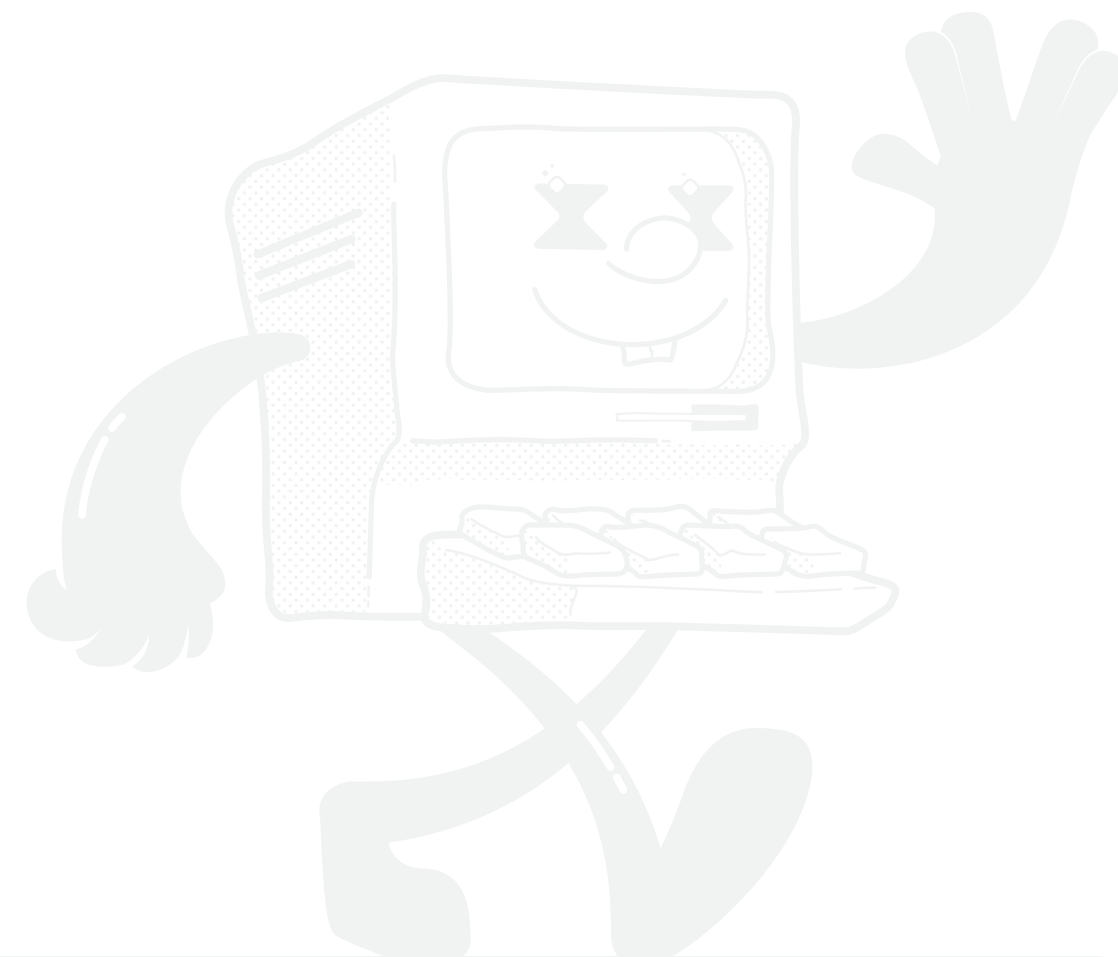


**MAXIME
ARCHAMBAULT**

www.maximearchambault.com
hello@maximearchambault.com

1

WHAT'S YOUR PROJECT ABOUT?



2

TIMELINE

Project Start Date:

End Date:

Important dates for the project:

Where do you want me to jump in:

— Brainstorm — Style Frames — Illustration — Storyboard — Prep Assets — After Effects — Revision — Final Delivery

3

OBJECTIVE

Goal:

What do you want to achieve with this project?

Target Audience:

Who do you want to watch and be captivated by the video?

Remember, targeting everyone from 7 to 77 isn't a great strategy, it leads to a video with no personality.

Be specific!

4

CONTENT

Key Message:

What's the key takeaway after watching the video?

Script/Narrative:

Got a storyline, script or storyboard?

Web link _____

Audio Elements:

What audio do you want to includ ?

music

Voice-over

Sound Effects

Elements to Include:

Anything specific you want in the video?

Logos, text, specific colors, photos, or illustrations?

Asset folder link _____



BUDGET

Budget Range:
What’s your budget to invest in this project?

Below 2000

2000 – 3000

3000 – 7000

7000 – 10000

10000 – 15000

15000 and more

Exact Budget :

Sharing your budget up front helps find the best solution together, without the need for time consuming back-and-forth.



STYLE AND TONE

Visual Style:
What look do you want for the video?

Simple	Cartoon	Playful
Flat Design	Futuristic	Surreal
Retro	Abstract	Minimalist
Grunge	Organic	Maximalist
Geometric	Vintage	Cinematic
Kinetic	Collage	Corporate
Other:		

Tone:
How should the video feel?

fun	Dynamic	Calm
Mysterious	Innovative	Exciting
Professional	Inspiring	Minimalist
Reassuring	Quirky	Bold
Gritty	Nostalgic	Elegant
Harmonious	Impactful	Friendly
Optimistic	Magical	Credible
Other:		



TECHNICAL REQUIREMENTS

Duration:
How long should the video be?

Format & codec:
What file type do you need?

MP4	MOV	AVI
GIF	Lottie/JSON	DVX
MPEG-2	ProRes	H.264
Other:		

Resolution:
HD, 4K, 1080p, or 720p?

1080 x 1920	1080 x1080	3840 x 2160
1920 x 1080	1350 x1920	7680 x 4320
Other:		

Platform:
Where will you share the video?

Social Media	Website	Video Platform
Facebook	Online Ads	Youtube
Linked	Event	Vimeo
Other:		



REFERENCES

MoodBoard:
Gather some inspiring images or videos showing the style you’re aiming for and put them in a shareable document. Links to videos or styles you like.

Web link



ADDITIONAL INFORMATION

Any extra details you think would be useful for a motion designer to know?

What’s your opinion on using stock assets or AI in your project?