

PIGEON
iGGIN
STUDIO



Production Process

2022

And that's how we do the magic

#1

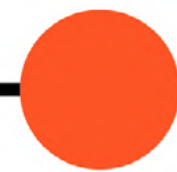
Pre-production



- briefing – kick-off call
- stylistic proposal
- script
- storyboard
- key illustration
- animatic/stillomatic
- music and VO

#2

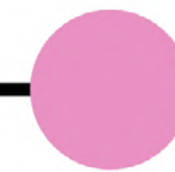
Production



- illustration
- animation

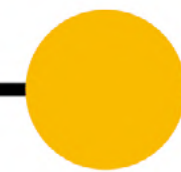
#3

Postproduction



- sound design: final mixing
- sfx
- final render

Voila!



you are happy
with the result

#1 Pre-production

#1

Pre-production



- briefing – kick-off call
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#1 Pre-production

Briefing kick-off call

Let's start with a conversation about your goals, expectations, brand and your vision. We will listen – you will speak.

You can invite everyone who will contribute to the project. We take our people too. ;)

Every information (desired moods, content, needs, goals and target audience) helps us imagine and plan how the idea can be shown in the animation in an attractive, easy to follow and aesthetically-pleasing way.



#1 Pre-production

Stylistic proposal

Ok, now we know each other a bit. But still we might have some different understandings of what we're about to do. It's best not to have such doubts, isn't it?

That's why we create the stylistic proposal – so you can check what we mean and decide whether we're on the same page.

We're sharing some style references and hints about the tone of communication, so you can see if it's a good fit. We're pretty confident about what we propose but better safe than sorry. ;)

#1 Pre-production

Script

The script is crucial – we keep it short and simple conveying the right message to the right audience.

We will add the picture description for the best understanding of what will happen in parallel to the voice over and visual layers.

Yes, still relying on your imagination here, but we will start drawing in the next step and boy oh boy, it's always exciting!

VO Text

When you
are working
on making
the world
a better place,

mistakes
are going to
happen.

Picture Description

The animation starts with a panoramic view of the team working on the project. The camera pans continuously. Two sloths working on construction elements appear. In the foreground, we can see a sloth managing the deliveries.

The drones arrive with the cargo, then one of the boxes opens up. The black hole gets out of the box and starts to suck in the objects around. The delivery manager looks frightened.

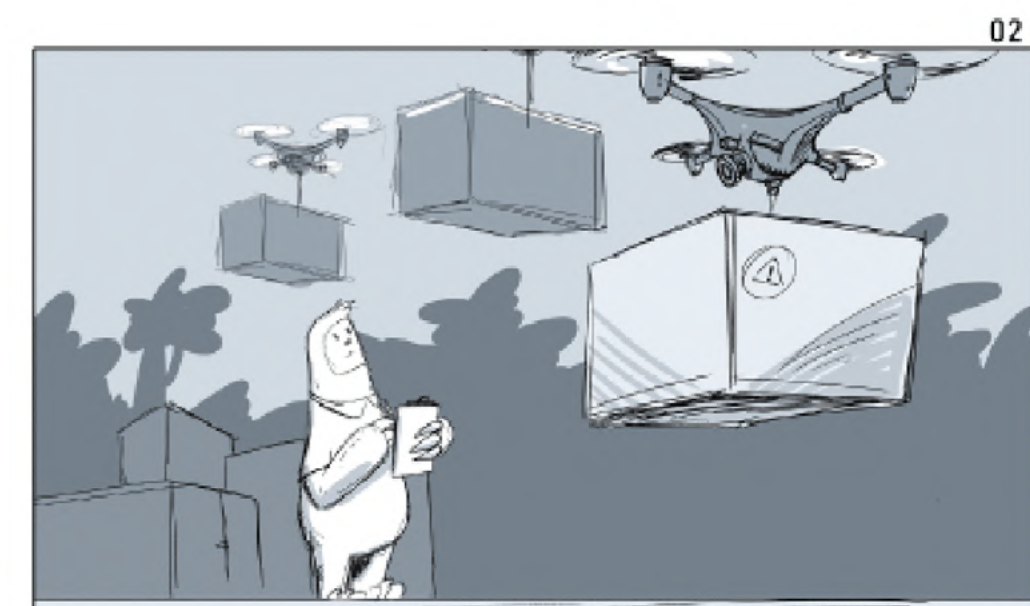
#1 Pre-production

Storyboard

Does storyboard look like a comic book?
You're right – it's a visual reflection of the script scene by scene.

It's black and white, so for now let's focus on the frames rather than details.

This gives us the opportunity to talk about animation run basing on the pictures we all see, not just imagine.
By now you know how the movement of the camera and composition of the frames is planned.



In the foreground, we can see a sloth managing the deliveries.



mistakes are going to happen.

The drones arrive with the cargo, then one of the boxes opens up. The black hole gets out of the box and starts to suck in the objects around. The delivery manager looks frightened.



But how do you balance your team's goals

In the new scene, we meet the CEO.



without sacrificing the financial controls?

He is musing in front of the big board presenting the plan of the mission.

#1 Pre-production

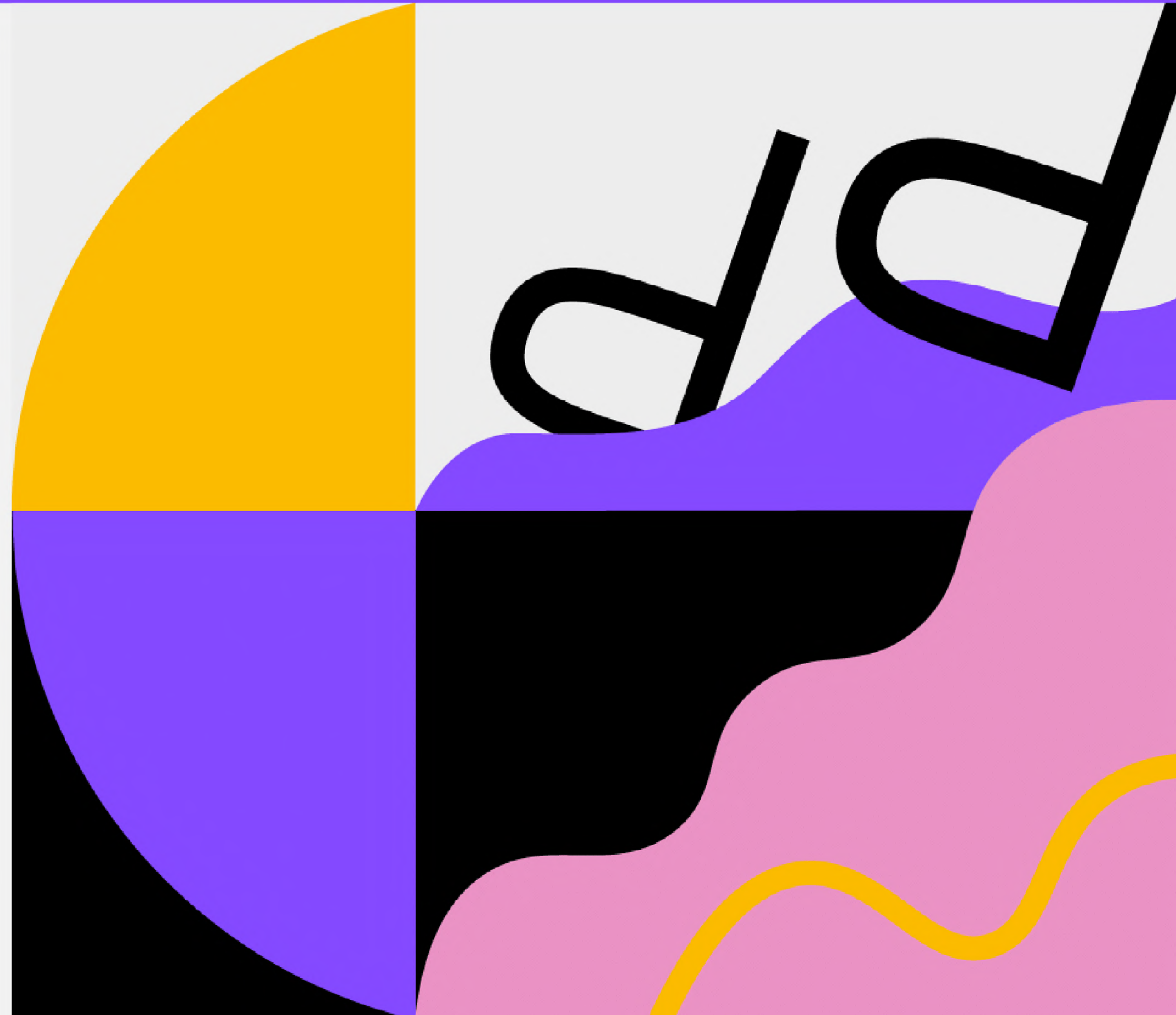
Music&VO

Simultaneously, along with the work on the storyboard, we choose voice-over talent with the right accent and timbre. We work with native voice-over artists.

Female or male, mature and trustworthy or young and enthusiastic? Nothing is impossible – the great voice can make a huge difference!

What's more, if you would like to take part in directing the recording, we will organize a live session!

Not sure which piece of music suits the best? We can compose music to make the animation even more unique!



#1 Pre-production

Key illustration

Full-color key frame – key illustration is defying the style of the entire animation.

The scene is taken out of the storyboard and redone representing the tone, colors, and the character of the animation.

Have you imagined the character or the color palette differently? Now it's the time to say it out loud!



#1 Pre-production

Animatic / stillomatic

It is a sequence of images in the form of a video which allows you to assess the pace of the scenes, climax and artistic expression of our animation.

Usually with the VO track and sometimes also with music.



Click on each picture to see the video.



#2 Production

#2 Production



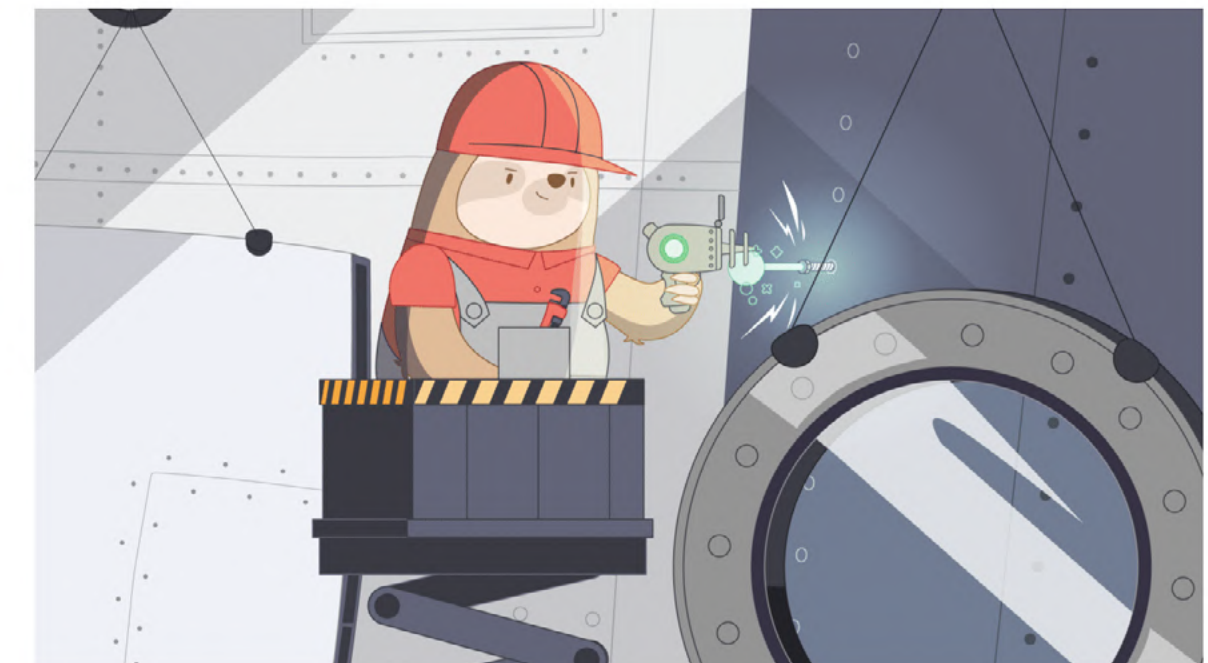
- illustration
- animation

#2 Production

Illustrations

Finally we can begin with creating the illustrations!
You can see how your story unfolds in still frames with designed items, characters and backgrounds.

In a twinkling we will be breathing life into these images.



#2 Production

Animation

Now we get things moving! ;)

The most magical moment is when all the elements start to interact and have their own dynamics. The final pace of the animation and transitions between the scenes happen at this stage.

Our animators put their hearts into bringing the still frames to life so the message is perfectly delivered to your audience.



Click on the picture to see the video.



#3 Postproduction

#3 Postproduction



- sound design: final mixing
- sfx
- final render

#3 Postproduction

Sound

Now you will not only see but also hear your story perfectly!

From now you will hear not only a single gentle hum in the voice over! What's more there will be various knocking, tapping or splashing (depending of what the animation shows).

The chosen music track is mixed to complete the overall tone of the animation.



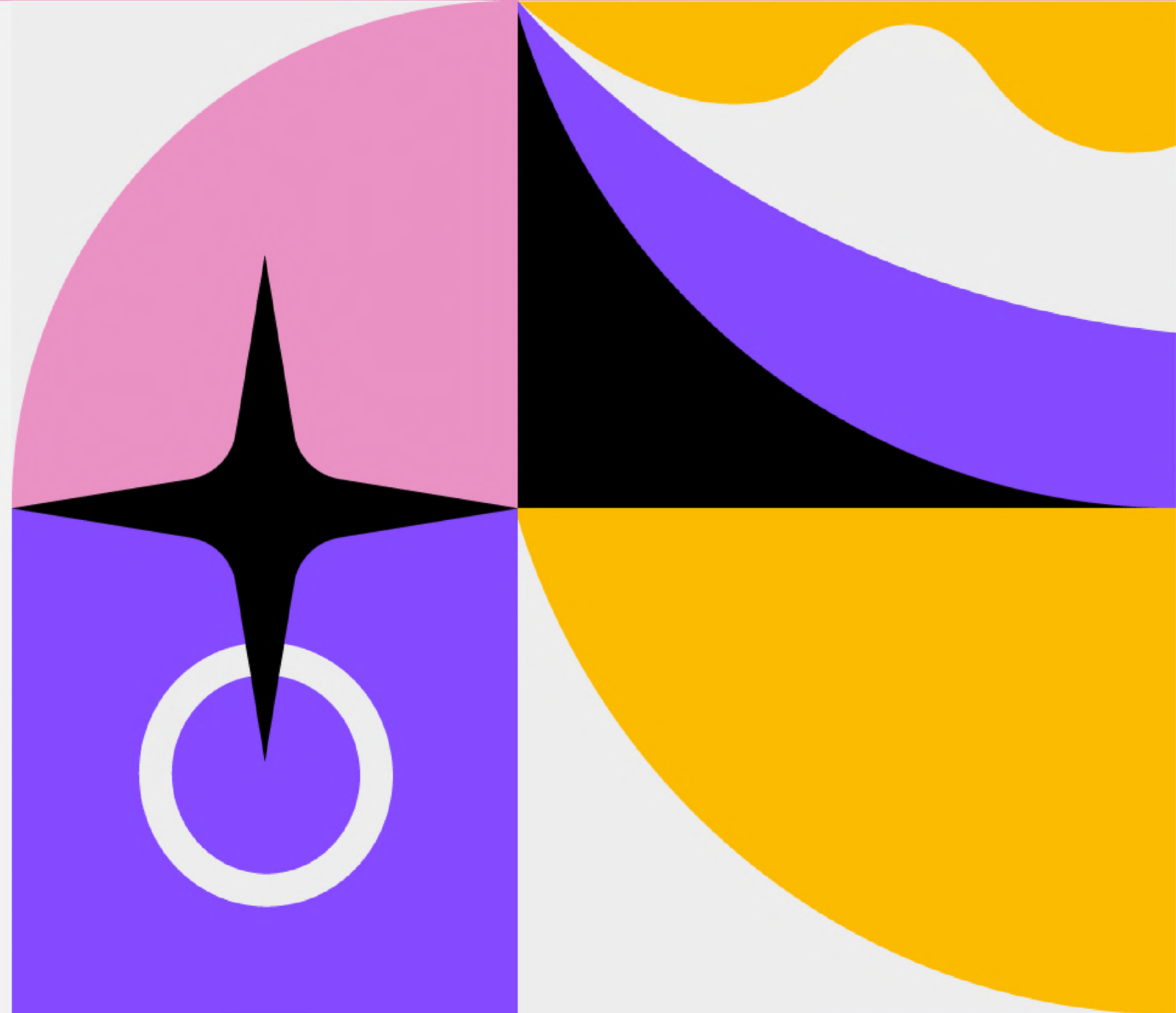
#3 Postproduction

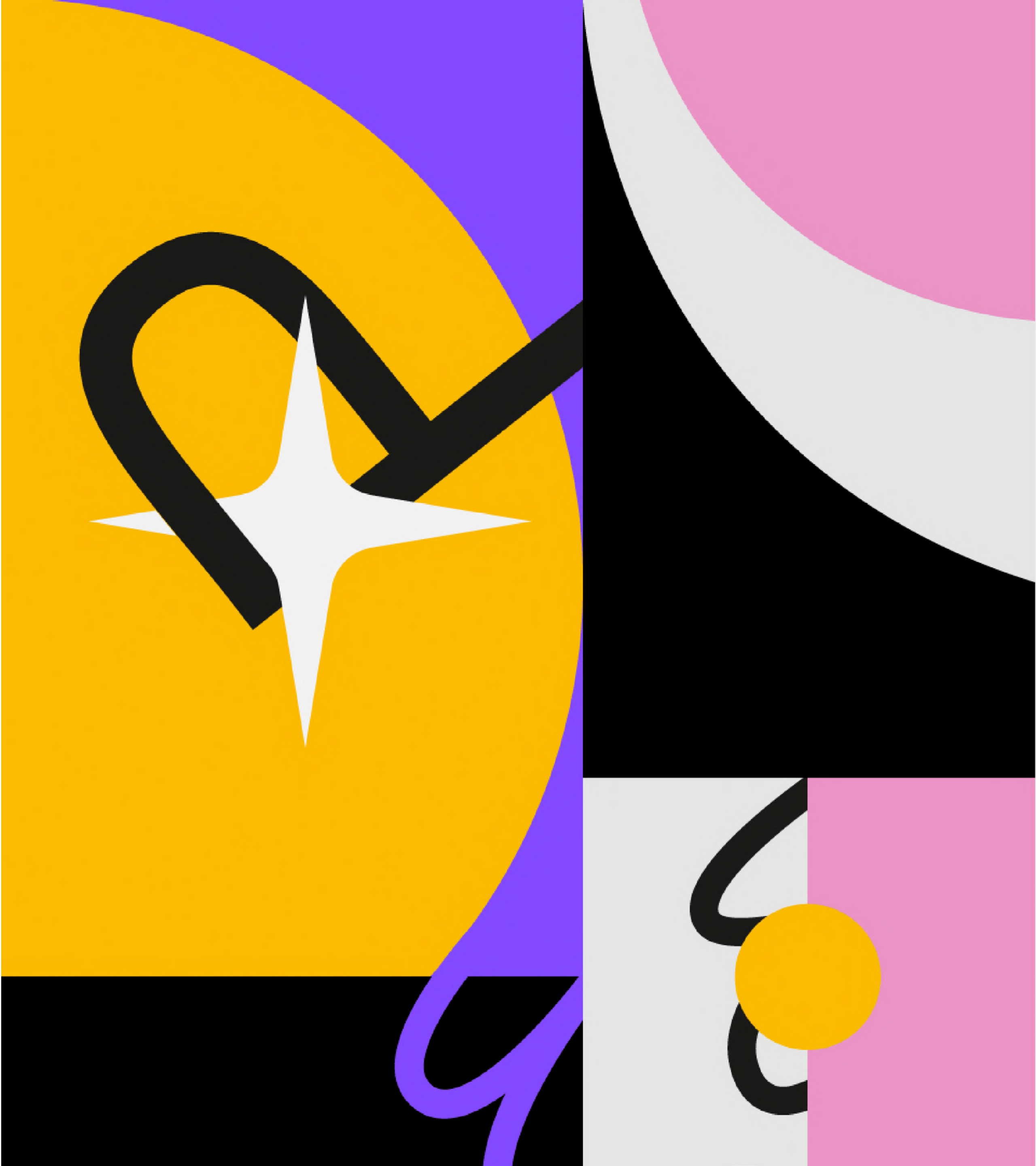
Final render

This is the stage where the magic of animation goes hand in hand with technology.

You receive the final render: flawless file in high resolution.

Ready?





Voilà!

Let's celebrate!