

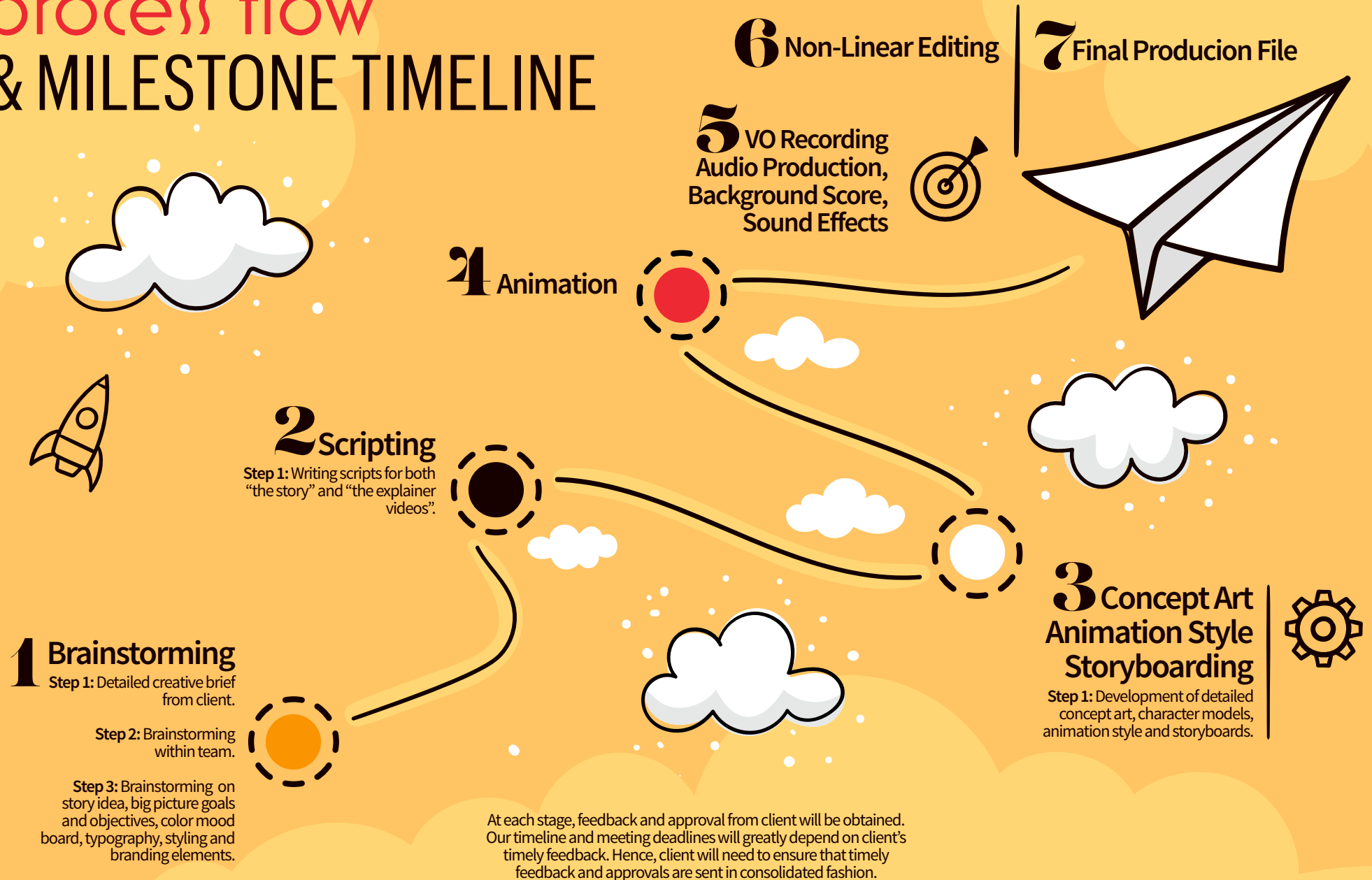
**PROPOSAL & PRICE GUIDE FOR  
2D ANIMATED MOVIES & EXPLAINER VIDEOS**

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*Creative Joys*

**BY ZOHRA LAKHANI**

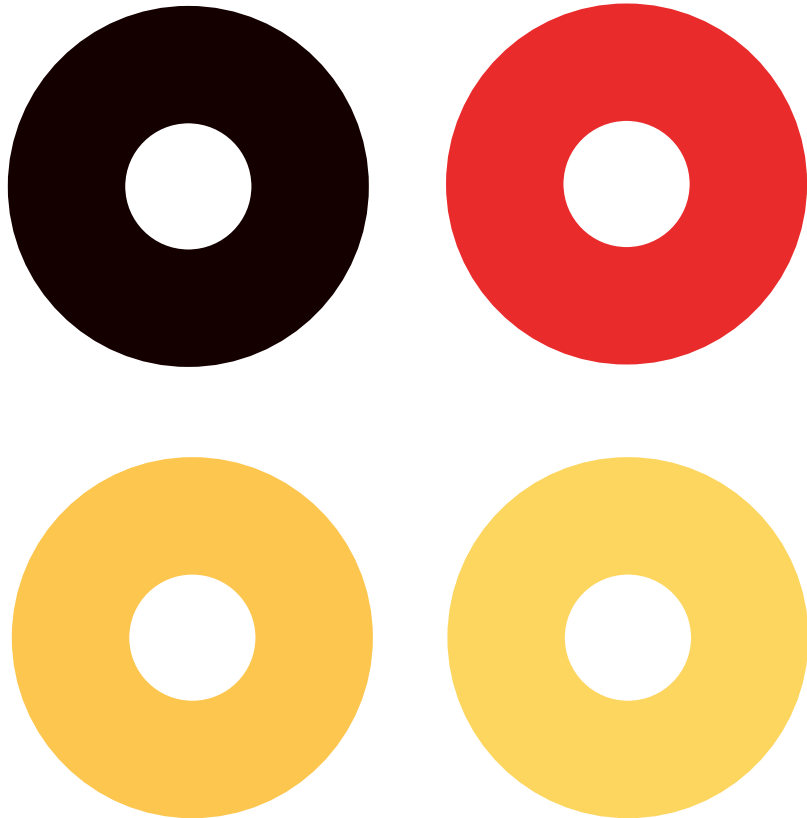
# process flow & MILESTONE TIMELINE



## color MOOD BOARD

Color mood board will be discussed in detail with client during brainstorming session.

A profound color palette board will be sent to client.



## typography MOOD BOARD

A brand guideline book will be requested from client (if any specific fonts or typography needs to be followed).

Suggestions and typography mood board will also be submitted by Zohra Lakhani.

### Headers Font

htf Didot  
htf Lo6 Light

### Paragraph Font

Source Sans Pro  
(light)

Source Sans Pro  
(regular)

# keyframe STORYBOARDING

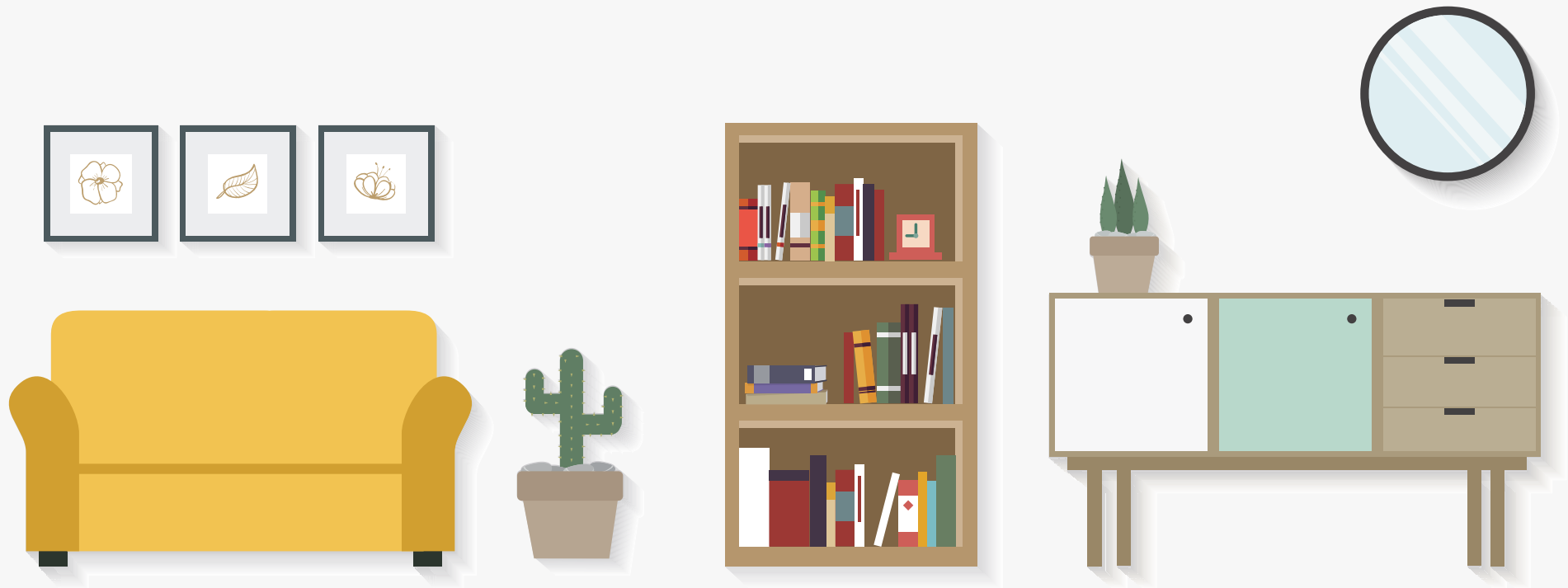
Keyframes/shots represent essential defining moments and/or movements that propel a narrative/ an idea forward, while elucidating the main idea/key messages.



# concept art & STYLING

Concept art and styling establishes the narrative's look and feel. Through intelligent *mise en scène* - placement of all the elements within a shot - I endeavor to bring my story/idea to life.





## animation & STORYTELLING

Communicating an idea/a concept/a story through animation is one of the most potent and playfully engaging visual medium that can create lasting impression to facilitate client's 'call to action' objectives.

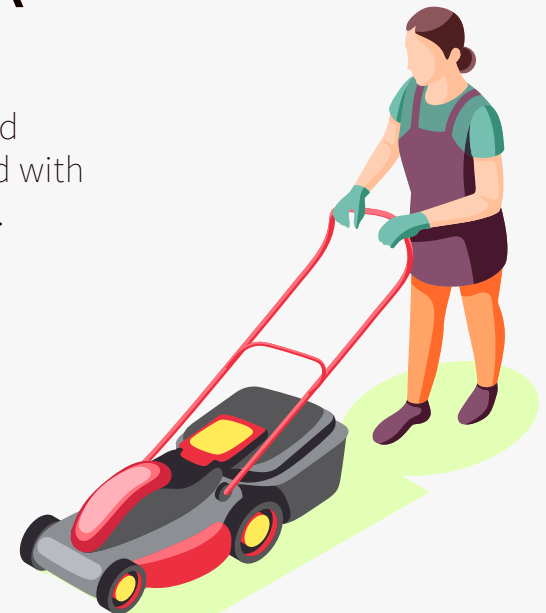
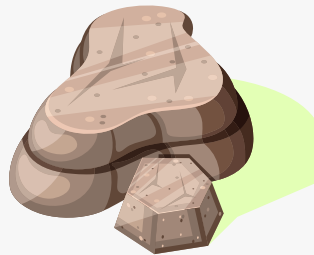
“ I prefer that  
animation  
reach into  
places where live  
action doesn't go.”

– DON BLUTH



## detailed CHARACTER MODELING

All character poses and  
gestures will be shared with  
client for visualization.





## personalized VISUALIZATION

All visuals will be tailored to client's story requirements and branding elements.

Visualization is  
daydreaming,  
with a purpose.”

– BO BENNETT



# financial terms & QUOTATIONS

## \*Terms & Conditions

- + Quotes are inclusive of all taxes
- + 50% advance payment must be deposited in order for us to commence the contract
- + 25% payment on completion of 5<sup>th</sup> milestone
- + 25% payment on final submission

SR.NO.	VECTOR BASED 2D ANIMATIONS (PER ASSET WITH ENGLISH SUBTITLES)	AMOUNT IN USD
1.	Brainstorming (Concept/Idea Generation)	Nil
2.	Scripting English	300
3.	Concept Art/Animation Style	300
4.	Storyboarding	300
5.	Animation (1920 x 1080 pixels - maximum Youtube video resolution for HD)	700
6.	Non-Linear Editing	300
7.	Audio Production & Music Rights	100
	<b>TOTAL</b>	<b>\$3000 (per minute of animation)</b>

\*Voiceover and adaptation costs (both in terms of sizes and translated versions) have **NOT** been included in above. It will be added according to project requirement, brief and number of minutes.

# financial terms & QUOTATIONS

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- + 25% payment on completion of 5<sup>th</sup> milestone
- + 25% payment on final submission

SR.NO.	HAND DRAWN 2D ANIMATIONS (PER ASSET WITH ENGLISH SUBTITLES)	AMOUNT IN USD
1.	Brainstorming (Concept/Idea Generation)	Nil
2.	Scripting English	300
3.	Concept Art/Animation Style	300
4.	Storyboarding & Sketches	2000
5.	Animation (1920 x 1080 pixels - maximum Youtube video resolution for HD)	1000
6.	Non-Linear Editing	300
7.	Audio Production & Music Rights	100
	<b>TOTAL</b>	<b>\$4000 (per minute of animation)</b>

\*Voiceover and adaptation costs (both in terms of sizes and translated versions) have **NOT** been included in above. It will be added according to project requirement, brief and number of minutes.

# *Creative Joys*

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BY ZOHRA LAKHANI

[www.creativejoys.me](http://www.creativejoys.me)