

Creative Brief Template for Animation Projects

A creative brief is a roadmap for your animation project. It ensures everyone involved (clients, animators, designers, marketers) understands the goals, audience, and creative direction. Below is a breakdown of each section with explanations and examples.

1. Project Overview

Purpose: Sets the foundation—what the project is, who it's for, and who's managing it.

Project Title: A clear name (e.g., "TechCo Product Explainer Animation").

Client/Brand Name: The company or organization commissioning the animation.

Date: When the brief was created.

Prepared By: The person/team writing the brief (e.g., Marketing Manager, Creative Director).

Example:

Project Title: 'GreenLife Recycling Awareness Campaign'

Client: GreenLife Inc.

Date: June 26, 2025

Prepared By: Alex Rivera, Marketing Lead"

2. Objectives

Purpose: Defines why the animation is being made and how success will be measured.

Main Goal:

- Educate (e.g., explain how a product works).
- Entertain (e.g., a short animated film).
- Persuade (e.g., a call-to-action for donations).
- Brand awareness (e.g., introducing a company mascot).

Success Metrics:

Views, engagement rate, conversions, or qualitative feedback.

Example:

***Goal:** Explain our new app's features to increase sign-ups.
Success Metrics: 20% increase in app downloads within 2 months.*

3. Target Audience

Purpose: Ensures the animation speaks directly to the right people.

Demographics: Age, gender, location, job, interests.

Current Knowledge: What do they already know/feel about the topic?

Desired Reaction: What should they do after watching? (Buy, share, learn more?)

Example:

***Audience:** Parents (30-50) in the U.S. who care about eco-friendly products.
Current View: They recycle but don't know about advanced composting.
Desired Action: Visit our website to order a compost bin.*

4. Key Message & Story

Purpose: The core idea and emotional tone of the animation.

Core Message: A single, clear takeaway (e.g., "Recycling saves money and the planet.")

Narrative: A simple story arc (e.g., "A family learns composting makes their garden thrive.")

Tone: Funny, serious, emotional, or inspirational?

Example:

"Message: 'Our app makes budgeting effortless.'

Story: A stressed freelancer discovers the app and gains financial control.

Tone: Lighthearted but empowering."

5. Deliverables & Technical Requirements

Purpose: Specifies the final output format and distribution needs.

Format & Resolution:

- Landscape (1920x1080 for YouTube).
- Square (1080x1080 for Instagram).
- Vertical (9:16 for TikTok/Reels).
- Length: 15 sec, 30 sec, 2 min?

Platforms: Social media, TV, website?

Subtitles/Languages: Needed for accessibility or localization?

Example:

*"**Deliverables:** 30-sec MP4 (1920x1080) + 15-sec vertical cut.

Platforms: YouTube, Instagram Reels.

Subtitles: English & Spanish."*

6. Brand & Visual Guidelines

Purpose: Keeps the animation on-brand.

Colors: HEX codes or Pantone references.

Typography: Approved fonts.

Logo Usage: Size, placement, variations.

References: Links to brand style guides or past animations.

Example:

Colors: #4CAF50 (Green), #FFFFFF (White).

Fonts: 'Montserrat' for headings.

Logo: Animated version provided."

7. Audio & Voiceover

Purpose: Defines sound requirements.

Voiceover (if any): Gender, tone (friendly, authoritative), accent.

Music: Upbeat, cinematic, corporate?

Sound Effects: Needed for impact (e.g., swooshes, clicks)?

Example:

Voiceover: Warm, female, neutral American accent.

Music: Acoustic, uplifting.

SFX: Subtle UI sounds for app interactions."

8. Timeline & Budget

Purpose: Sets deadlines and financial expectations.

Deadline: Final delivery date.

Milestones: Script approval, storyboard review, animation draft.

Budget Range: Helps avoid scope creep.

Example:

*"**Timeline:** Script approval by July 5, final delivery by Aug 10.
Budget: \$5,000 - \$7,000."*

9. Stakeholders & Contact Info

Purpose: Lists who gives feedback and approvals.

Main Contact: Who answers questions?

Decision Makers: Who has final say?

Collaborators: Agencies, illustrators, sound designers?

Example:

"**Main Contact:** Jane Doe (jane@brand.com).
Approvers: CMO & Product Team."

10. Additional Notes

Purpose: Extra references or considerations.

Inspiration Links: Example animations.

Competitor Examples: What to avoid or emulate.

Other Details: Legal disclaimers, special requests.

Example:

"Inspiration: [Link to reference animation].

Avoid: Fast cuts like Competitor X's ad."

Final Tips for Beginners:

- ✓ Be Specific – Vague briefs lead to misaligned work.
- ✓ Collaborate – Get input from stakeholders early.
- ✓ Update as Needed – Revise if goals or scope change.

This template ensures your animation project stays focused, creative, and on-brand!

Brought to you by Bastrij Studios – Your partner in storytelling through animation.



Want more **free** resources like this?



Follow us on **@bastrij.studios**



Subscribe to our newsletter for **templates, tutorials, and industry tips!**