

We are...

Creative Media

We are... animation

January 2020

Client: School of Social Policy

The brief

To create five animations to promote social policy courses on social media. The client required an overarching video which would be the main communication, alongside four further videos that would give more details about the specific areas of social policy.

Our response

We created a suite of five animations with a recurrent theme running throughout. The simplistic style was enhanced by adding a professional voice over to help with engagement.



Client: School of Social Policy

Storyboarding



Camera pans down to new scene



Camera zooms out from picture frame



Zooms back in to picture frame

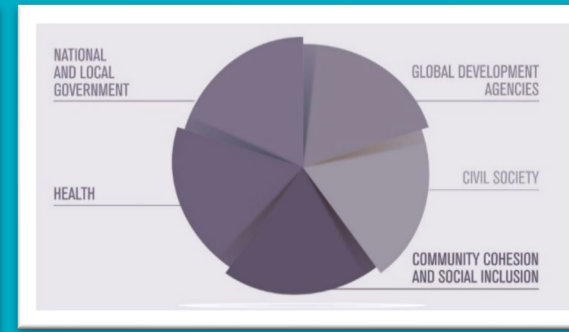


Wipe to new scene



Client: School of Social Policy

Storyboarding



Pie chart closes around globe



Wipe to new frame, text comes in as from a wheel

Success!

'Thank you for your management of the project and support in getting these delivered. I'm really pleased with the final outcome, well done all.'

Kirsty Matthews, College of Social Sciences

[Watch the full video on YouTube](#)