GRANARY DIGITAL

Motion graphics brief template

A one-page brief for a logo sting, lower third or animated graphic, filled in before the first call with the animator.

How to use this brief

- Fill in every field, even when the answer is none. A blank field is a question the animator will have to ask.
- One page is enough for most jobs. If it runs to three, the animator is making decisions that belong to you.

1. Purpose and audience

Purpose: the one thing the viewer should remember or do *[If you cannot write it in one sentence, the brief is not ready.]*	
Audience	
Where it will run *[For example a LinkedIn feed, a website hero, a conference screen or a broadcast.]*	
Who approves each round (one name)	

2. Shape and length

Aspect ratio of the main version *[For example 16:9.]*	
Length in seconds	
Versions needed *[For example a vertical crop for mobile, 9:16.]*	
Safe areas *[Say whether the platform or broadcaster supplies them.]*	

3. Brand files

[The animator should not redraw the logo. List the files and say which must be used as supplied.]

File name	What it is	Use as supplied? (Yes or No)

Colour values, from your brand guidelines	

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Fonts supplied, with file names	

4. Copy

[Give the exact words, numbers, spellings and punctuation, and the time each line appears.]

Line	Exact words, numbers and punctuation	Appears at (seconds)	May change? (Yes or No)
1			
2			
3			
4			

5. Sound

Sound *[None, music, voiceover, or a mix.]*	
Who supplies the audio	
Licence for the audio, and where it covers use *[Check that the licence covers this platform.]*	

6. Deliverables

File formats	
Frame size and frame rate	
Transparent (alpha) version needed? (Yes or No)	
File naming pattern	
Delivery date	

7. Approvals

Round	Approver (one name)	Due date	Version number approved
Round 1			
Round 2			
Final			

Common mistakes

- Writing a wish list with no single purpose, so every round asks for something different.
- Leaving out the logo files, so the animator guesses at a shape or colour.
- Changing the copy at review without a version number, so nobody knows which words are approved.

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- Not stating the aspect ratio, so the graphic is cut off on the feed it was made for.
- Asking a committee to review, with no named person to say yes.

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