# All About Explainer Videos!

JOHN ANDREW CAMERON

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Hello.

My name is John Andrew Cameron and I'm a full-service animation director based in London, UK. I have 11 years + of experience and offer my services to clients directly and through agencies.

This is a simple guide to the kind of explainer videos which I can produce for you or your organization. It includes an overview of my production process and a rough pricing guide.

This document is correct as of June & July 2020.
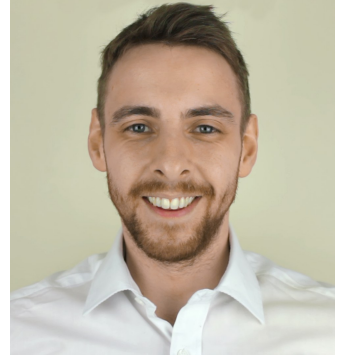
I am a real person, reachable by phone, e-mail & Skype when we work together.

What Is An Explainer Video?

An explainer video is an animated video that companies or organizations place on their website or share on social media. You've probably seen quite a few, whether you call them explainer videos or think of them as cartoons or animated adverts.

Explainer videos aren't just adverts, though. As their name implies, they can be used to explain how a service or product works to customers.

It has been shown that explainer videos increase conversion rates, sales and engagement. The optimum length for an explainer video appears to be 60 seconds. In situations where a business already has the attention of their audience (B2B), a 2 minute explainer may be preferable.

What I Do:

I'm a one-stop shop for explainer video creation. I can be hired to write, illustrate and animate explainer videos in a variety of styles. I can work to produce a script you've written or write and produce one for you from start to finish. I can also find, short list and direct voice over talent during the production process. I can illustrate in a handful of styles or work with an outside illustrator depending on your desired art style.

In short, if you need an explainer video, I'm your guy!

I have a well defined Process for creating explainer videos which is explained in this document.

Where Can I See Examples, Immediately?

On my website! There's a link below.

http://www.johnandrewcameron.com/explainer-video-animation-creator-services/

Please come back, though.

You can also see some still images from various explainer video projects on the coming pages.

Explainer Video Styles

All of my explainer videos are bespoke. I don't use templates or clipart. With that said, it is possible to categorise the type of work I produce.

Broadly, I produce explainer videos in three styles.
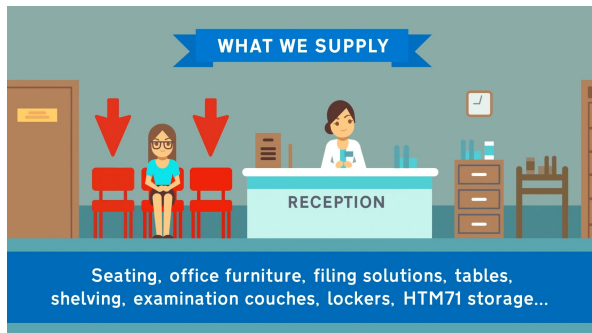
Character Driven
Cartoons which typically show a character with a problem which can be solved by the product or service being advertised. (E.g: "Meet Dave...").

Flat / Infographic
Used to convey information, statistics, results and facts. These can be effective tools for public outreach, highlighting problems or explaining detailed concepts. Visually, I can work in a variety of styles, with or without existing branding guidelines.
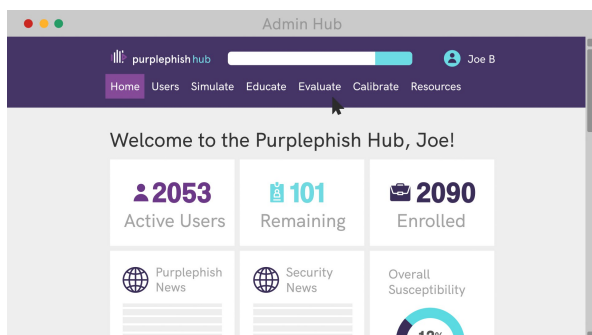

Apps, Software Demos
Simulated screens, interface demos and more. If you are looking to show off a new app or website then this style could be right for you.

Still Images From Explainer Videos I've Made

For convenience, I've included some images from various explainer videos I've created on the following pages. All were produced using My Process, which is described in the coming pages. Character driven, infographic & web/app demo explainer videos are represented.

Remember that you can also see work on my website! There's a link below.
http://www.johnandrewcameron.com/explainer-video-animation-creator-services/
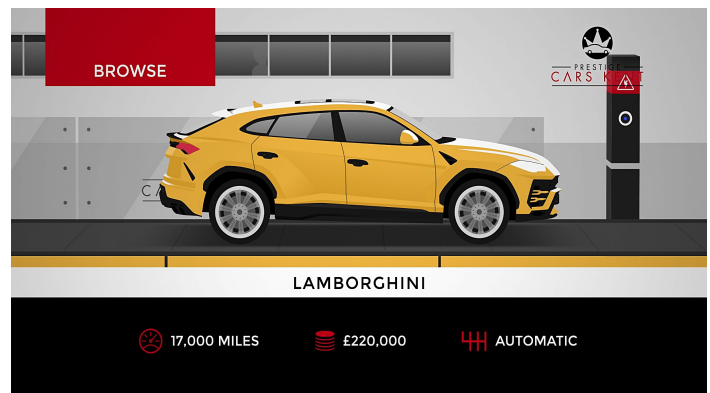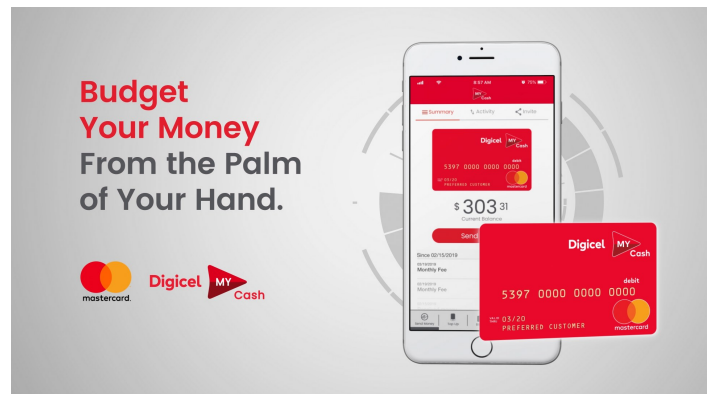
1 WE STORE YOUR INVENTORY LOCALLY

7 STATE ARMIES
58 ARMED GROUPS
14 COUNTRIES

INTRODUCING
GLIMMER CASINO
WWW.GLIMMERCASINO.COM

18 18+ gamble responsibly.

GAMBLING
COMMISSION

TOMATO
KETCHUP

CHILD
PORTER
MESSENGER
COOK
SEX SLAVE
SOLDIER

Top up and pay bills directly with the My Cash app.

My Process

Explainer videos are large projects. I have a simple, well defined and methodical working process which I go through on each project. This process ensures that my clients end up with a winning animation, and that they are in full control.

As we move through the process outlined below, you'll get the chance to provide input, make decisions and guide the process. This ensures that you end up with a final product that you are happy with and that there are no surprises or disappointments. This roadmap of sorts ensures that we both know where we're headed and how we'll get there, together.

1   **Discussion**
Every job begins with discussion. Here, I will ask about your needs and try to familiarize myself with your industry or niche. Discussions can take place over e-mail, the phone or Skype.

In reality, travelling to meet in person is hard to justify but if the scope warrants it, I can do so.

2   **Script Writing & Animation Concept**
The script is the most important part of any explainer video. Luckily, I have a lot of experience in copy writing and script writing.

The tone and content of the script informs most subsequent decisions, so its worth getting this bit right.

I can develop a script based on the content of our discussions or develop a script you provide me with.

While writing a script, I also add animation notes.

3   **Art Style Development**
Once the voice over script has been locked, its time to start thinking about visuals.

To kick things off, I'll provide you with a selection of art style possibilities. I can work within your existing branding guidelines, emulate an existing style or propose a suitable art style here.

4   **Storyboarding**
Once we've pinned down the right art style, I produce a storyboarded version of

the animation. In many cases, I do this work by hand. This is a good idea because it is easy to revise hand drawn storyboards and they can be produced quickly.

5   Voice Over Shortlisting & Music Shortlisting

I provide you with a shortlist of UK or US male & female voice over talent to choose from. I also suggest possible music tracks for the animation here, too.

6   Voice Over Recording

Voice over talent tapes your script and I solicit your input on the recording and their delivery, revising if necessary.

7   Illustration & Animation

With a voice over, music track and storyboard ready, I proceed to begin the process of illustration & animation proper.

Until recently, I thought of illustration and animation work seperately. However, because illustrations are produced and rigged in the same program that I animate them in, this no longer makes sense. Animation choices often inform illustration choices and vica versa.

8   Rough Draft Delivery

Once the illustration and animation is well under way, I'll ask for feedback and input. I then fold your input into the animation as we move towards the finish line.

9   Final Delivery

Once you're happy with the animation, I license any sound & music and render your animation in full quality. To conclude the project, I also hand over source files if appropriate.

What If?

What if I already have a script?
I am happy to come on board wherever you are in your production process. I have produced scripts that others have approached me with on several occasions. I've also created animations of storyboards which clients produce themselves. I can come in at the ground floor or meet you wherever you already are. I can also take over from another animator if they have vanished or disappointed you.

What if I have my own voice over talent or track recorded?
My answer to this question is the same as my answer above. I'm flexbile and can work with what is provided or take care of things as required. Let's talk.

What if I need a video that matches work another animator did?
Broadly, I can match the style of other animators and illustrators within reason. I am happy to carry the baton if your original animator has moved on or let you down.

As we work together, what is your approach to revisions and backtracking?
A good rule of thumb is that revisions are generally no problem. I expect them. However, backtracking is something I like to avoid. My pricing and timeframes are based upon adherence to the process outlined above.

Throughout production, I will only move on the next step once you are happy with the work done and all of the decisions made up to that point. If you sign off on work done but then later make a request which requires us to backtrack, additional costs may be incurred.

As an example, imagine that you sign off on a voice over but then request changes at the very end of the project. In this case, I'd have to do another recording session with the voice over talent after they'd been told they'd done their part. Thus, an additional charge would be incurred.

I will always inform you of any situation where additional charges will arise.

This policy regarding backtracking protects everyone's time. I very rarely have to lean upon it because my process encourages decisiveness. Client's are involved and heard.

Art Styles: Characters At A Glance

In character driven explainer videos, the way that characters are drawn and animated informs the way that everything else looks and moves. Thus, choosing the right look for characters is a priority when developing an art style.

Here are some of the character styles I can readily produce.

Use the images below as a starting point in your thinking, only – what are your preferences and what can we rule out immediately?

Caricature
Made to resemble real humans. Realistic proportions & weighted movement.

Big & Bold
Slightly exaggerated proportions. Cartoonish, expressive face. Fun, a bit zany.

Short
Huge head, tiny body. Can be cute.

½ Realism
Simple facial features and form with near realistic proportions. Grown-up.

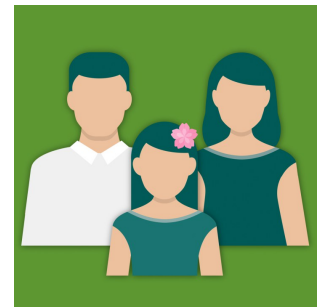**Japanese**
Zany with outlines and big eyes!

Unusual
I can work with a third party illustrator if the project requires it, as I did in the project shown above!

Sausage
Bendy arms, rounded features. Short.

Airport
Ideal for infographics or serious explainer videos.

Art Styles: Flat & Infographic Possibilities

When it comes to animated infographics, the possible art styles that could be employed are endless!

For obvious reasons, no document could contain every possible art style and aesthetic. The images below should only be used as a springboard for further discussion (e.g: I like the minimal style more than the sci-fi style).
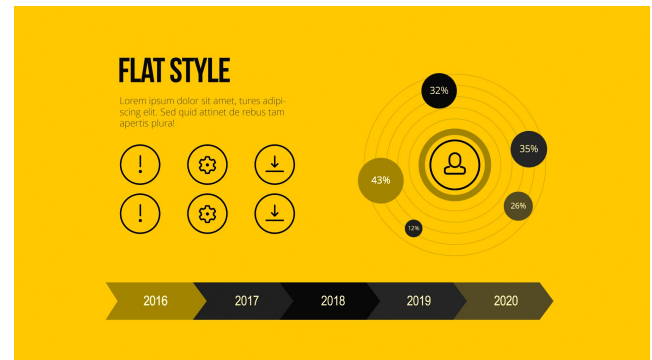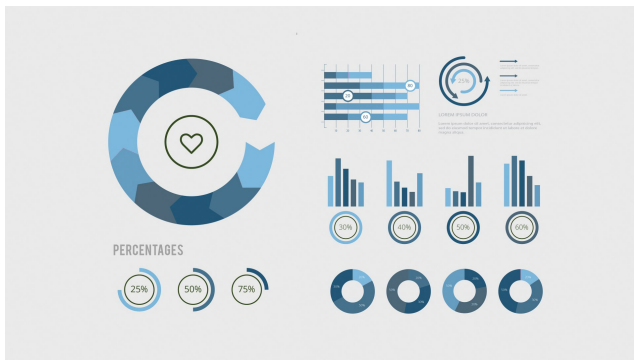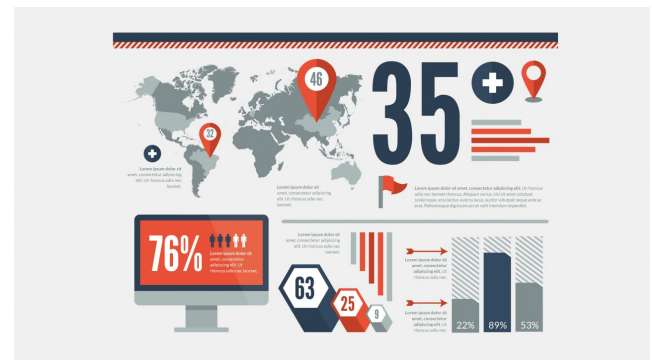

Simple
Clean, sharp, thin. Various tones used. Negative space and simplicity highlight key points.
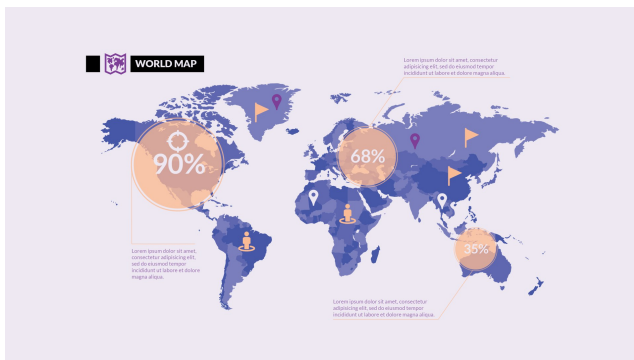
Airport
Monochrome and one key colour. Icons and arrows. Think airport signage!
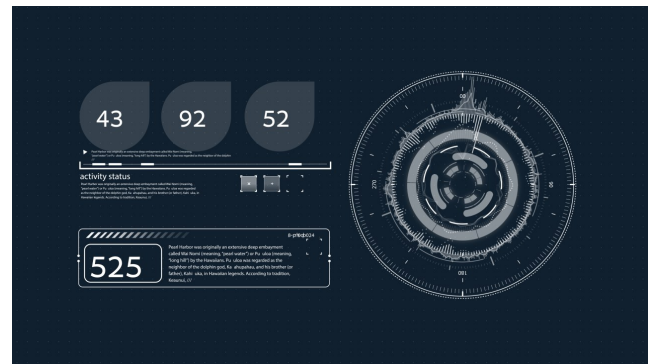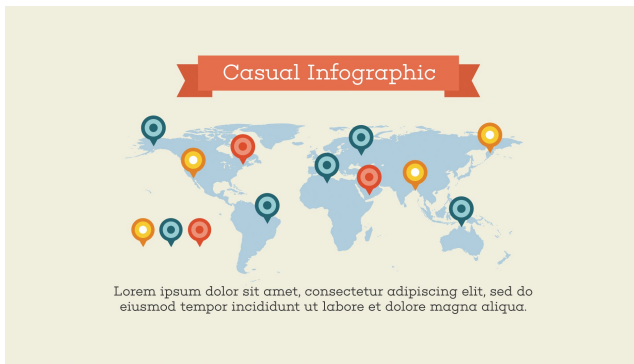

Corporate
Business orientated. Form follows function. More complex with more detail for those who wish to look.
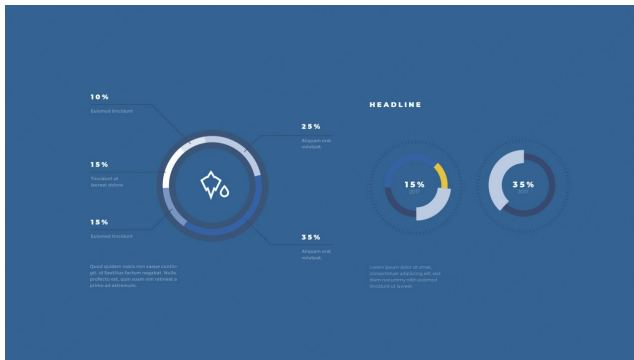
Big & Bold
Substantial typography, bold shapes and thick line work. Striking colours.

Organic
Pastel colours, home-made aesthetic and rounded fonts. Can be embellished with paper textures or stop motion like movement.

Medical
Diagrams, detail, analysis, sci-fi. Good for cinematic projects, cutting edge medical animations or tech orientated projects.

Minimal
Extreme use of negative space, small text and simple shapes. Here, less is more.

Moonlight
Light features on top of darker backgrounds increase visual impact.

All of my work is completely bespoke. The images above should be used as a starting point for our work together, only. It may be best to think of them in a spectrum. Detail can be added or subtracted and form can be made bigger or smaller to achieve the desired look for your animation.

Never underestimate the impact that colour and font changes can have. If you'd like to see any of the examples above in a different colour, please just ask.

Prices At A Glance

All prices are approximate, representing typical projects. Turnaround times assume timely communication and reasonable revision requests. The timeframes described below reflect reality – a great deal of work goes into producing long-form animation.

All prices include overheads (voice over) and account for reasonable revisions.

All prices are based on typical script requirements. If you'd like a crowd scene with a trillion fully animated characters, I may give you a slightly higher quote, for example.

All larger projects can be split into milestones so you can spread the cost.

All prices are in GBP, UK.

Product	60 Sec	90 Sec Cost	120 Sec Cost
Character Driven Explainer Video with Voice Over	£1350, 2 weeks	£1550, 3 weeks	£1750, 3.5 weeks
Animated Infographic Video with Voice Over	£1150, 10 days	£1200, 13 days	£1250, 2 weeks
App or Web Demo with Voice Over	£1050, 10 days	£1150, 13 days	£1200, 2 weeks

Need things done faster? I can accommodate.

Typically, work can begin after a deposit of 33% of the total balance has been made. The remainder of the balance is then split into two payments at agreed upon milestones.

I am happy to consider payment plans and can accept payment via Bank Transfer & PayPal.

I am also happy to consider working with Escrow in place on a platform like PeoplePerHour or EnvatoStudio.

Any clients met on the PeoplePerHour or EnvatoStudio platform must make any payments on those platforms in accordance with their terms.

How To Order / Contact Me

You can contact me at my long-lived hotmail address or at my newer gmail address.

ddrw_check@hotmail.com

OR

seabeastmedia@gmail.com

Please include a meaningful subject line and as much detail as you can in your first e-mail so I can give you the reply you deserve.

If you'd like to call me and speak over the phone, please e-mail me first and we'll schedule a phone call or Skype discussion. I withhold my mobile phone number here because I wish to avoid endless cold calls (which is what happens when you list your phone number anywhere online).

Prequalification

I receive 2 or 3 enquiries on a typical day. Thus, I follow up on around a thousand enquiries each year.

To save your own time, please do not contact me with unpaid work or low paid work.

Other Things I Do

In additional to explainer video creation, I offer Animated Branding, After Effects, Animation Direction and VFX work. I specialize in 2D work but I dabble in 3D now and again.

Animated Branding
Logo animation, lower thirds, end slates, transitions, GIFs, banners, headers, overlays. I give existing branding elements movement and sound. Mostly 2D.
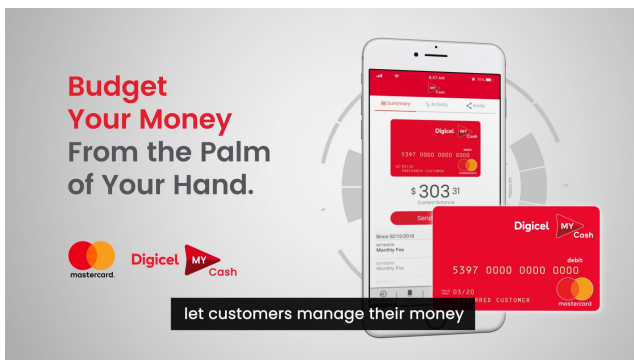
After Effects
Generally, I am happy to offer After Effects services. Advanced user. Teaching experience.

Animation Direction
I can produce an animation fulfilling your brief. Happy to pitch or draw up treatment.

VFX
Compositing, cleanup & touchups. I specialize in invisible VFX work which goes un-noticed. No spec work of any kind for any reason.

Thank You For Reading

Last update for June & July 2020, following COVID-19.