

## How to Make a Whiteboard Animation

Welcome to How to make a whiteboard animation. I'm Steve Day owner of Whiteboard Animation Studio, an American pioneer of whiteboard animation. I've been directing for fifteen years and I've had the privilege of working and learning from some of the best in the business.

So... How to Make a Whiteboard Animation. If you simply want to know the mechanics skip two thirds in to section 5 What are the mechanics? If you have eight minutes we'll cover what truly matters in whiteboard animation or any animation for that matter in seven points **1. Why Animate?/ historical context 2. Crafting Your Message - 3. How long should the message be? 4. How will your video be distributed? 5. How do you make a whiteboard video? or What are the mechanics? 6. How much will it Cost? 7. Why hire a studio?**

### 1. Why Animate? / The historical context

You're probably watching this because you want to use a video to get people to do something. In other words, the animation is a vehicle for change. You do that by getting people to **remember** what you said and by getting them to have an **emotional** response causing them to take action.

80% of our clients want a promotional video. That is something that communicates the value of their product to a viewer in order to get them to buy. This video you are watching is not a promotional video it is a teaching video, so its format is different causing it to fall in the other 20%.

So we are animating to cause change but does it work? Let's look at the historical context.

Are whiteboard animations new? In many ways ... no!

---Whiteboard Animations are just a way of getting the word out.

---People have always tried to get the word out in various ways. thousands of years ago they stood up and shouted their message. The ones that got to the point won.

---This was trumped with leaflets, which were trumped by newspapers, which were trumped by radio & television (which very few people had access to)

---In the 1980s those with little money used postcards. People would get a postcard and say "wow it's full-color! It has a logo. They get to the point. They're professional! I am going with these guys." And the inbox filled with postcards.

---In the 1990s there were websites. People would say "wow it's full-color! It has a logo. They get to the point. They're professional I am going with these guys." And our computers filled up with websites.

---In the 2000's people stopped reading websites. Now they watch videos. And videos entertain people into buying.

---Now in the 2010's video is being trumped by animation.

Why Animate? It's currently the best format for the money to spread your message. What is that message?

## **2. Crafting Your Message**

80% of our companies have stated their message so many times in under 2 minutes or less that they don't really need to craft their message. Instead, they need to know if their message should be packaged in A) a story, B) a diagram, C) a metaphor, or D) just telling it to you straight. That's where a studio comes in to guide you on the means of conveying your message.

If you don't know what you want to say then here is a simple boilerplate outline. No matter if you are making a promotional video or if you are creating an internal HR video the outline is the same.

1. What is your viewer's problem? State this as quickly as possible.
2. What is the solution? (usually Your company, your product, or your message). State this as quickly as possible.
3. Break out a few points about why your product is the solution. Is it patented? Is it your process?
4. The Call to Action - Usually your .com address or your phone number.

If you need a script writer there are hundreds of thousands of talented professionals out there. And if you ask me their value is way beyond what they charge. Our studio can help connect you.

## **3. How long should the message be?**

(A little fact: 140 words can be comfortably spoken in a minute)

50% of our viewers watch a full two minutes. Why? Because our animations take the viewer on a journey. That is, a simple through-line that is easy to follow, and it asks the dramatic question "what will happen next?"

Two minutes also applies because video advertising is far more targeted today, and the ad space is far cheaper than it was ten years ago. Advertising is crafted for a very specific audience. Going longer than two minutes is fine if your audience is a captive audience or if they have incentive to watch your video. Going for 30 seconds is good if your video has a sizeable ad-spend on television or the internet. The majority of us do not fall into that category. That leads us to:

## **4. How will your animation be distributed?**

Animations can be distributed lots of ways. on company websites, Youtube, internet advertising, television, they are played at conferences, at private meetings with a laptop, or simply one on one using a smartphone. It's important to think about your video's distribution because the content of your message greatly depends on your audience and how people will arrive at your video.

## **5. How do you make a whiteboard video? or What are the mechanics?**

There are three methods: 1.2.3.

Our studio uses all of the above approaches and then some... ;-)

To Make a real Whiteboard Video you need: - A High resolution video camera. - A tripod - A whiteboard - Bright global lighting (from all sides) and video editing software:

1. Tracing - Trace the image lightly with pencil. Film yourself drawing on top of the image. Take the video into a video editor and increase the contrast just a bit to make the pencil marks go away. Voila! magic.
2. Erasing - Draw the image first. Get it perfect then erase it. Put it into your video software and reverse the footage frames. Voila! magic.
3. Softwaring - use an animation program like Video Scribing or AfterEffects to create the animation. You would need to buy that software and that leads us to....!

## **6. How much does it cost?**

Video Scribing software costs \$500 plus your time. Video Scribe is a program that uses a static image of a hand and clipart. This method is not unique though we think it's value is slightly better than a Power Point presentation.

Adobe AfterEffects is the industry standard software and it's what they use to make National Commercials. It costs \$1600. It's what my studio uses. Bare in mind that's \$500-\$1600 plus your time. The main cost is your time.

My studio's animations range from \$1200 a minute to \$15,000 a minute with the average being \$5000. That includes audio, storyboards, animation and the video from A-Z. What is in the cost? It's all artist-hours. How much time and how many artists do you want working on your project? How much thought? Contrary to popular opinion, it takes time to think. Why do companies spend \$15,000 to even millions of dollars on animations? It's because they want their image to be as professional and as ahead of their competition as possible. Contrary to popular opinion, staying ahead means spending money.

## **7. Why hire a studio?**

You should hire a studio because you want professionals. You wouldn't want to do accounting yourself if you don't have a degree in it. In the same vein, you want to hire someone with a proven track record and decades worth of experience. The same is true for animation. A good test of a studio's worth is watching a video and seeing what you remember when the video is over. Remember it's not about how many things they flash in your face. It's about being effective and producing change.

You should hire a studio for their talent and expertise for the dollar. Our studio is located in New York City where tens of thousands of animators, actors, and artists line up at studios looking for work. They too are looking for the best studio to work for.

The other big X factor for studios is process. What edges many studios/ companies out from others is the thought and efficiency behind their process. So when you contact a studio see how smart they are. Do they provide smart and well thought out solutions? Or does it seem like they are winging it?

Our studio has made thousands of minutes of animation over the years and we know how to take any message and create an effective and compelling whiteboard video. Check out our competitors and you'll see that we are the best option on the market for the dollar.

To learn more about whiteboard animation or other kinds of animation like stop-motion, or 3D animation contact our studio [whiteboardanimation.com](http://whiteboardanimation.com)