

We build a world around your stories

Deloitte Design Studios Animation

design
Studios

Deloitte Design Studios | Overview

We are the creative agency of Deloitte Digital. We offer high quality design products for internal and external clients.



Consulting
& conception



Graphic design
& illustration



Print
products



Motion design
& video



Visual solutions
for learning

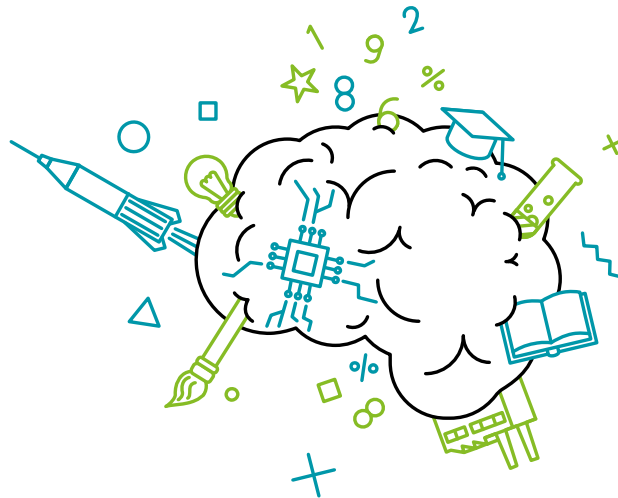


Interactive
design

Services & Capabilities

A good team spirit

We are a passionate team of designers at Deloitte Digital. As part of the Garage, we are surrounded by intrapreneurs in innovation, digitalization, science and research.



A great variety of offers

In collaboration with our creative ecosystem we offer a wide range of creative formats. Get in touch.

Animation Videos | When to use them

There are some things to consider when planning an animation video. First of all you have to decide if this format fits your requirements.



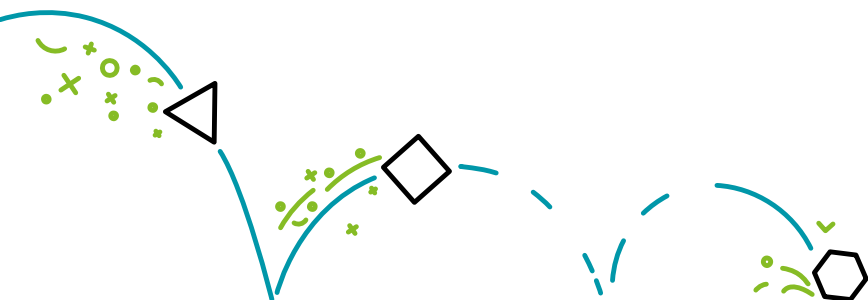
Go for it!

- If you want to reach a large audience
- If you want to reduce complexity of a topic
- If you want to make it more it more tangible
- If you want to gain attention across multiple groups and channels
- If you want to achieve differentiation



Better not ...

- If you want to explain a laaaarge amount of information
- If you are not 100 % sure which message you want to communicate
- If you are in a rush (you need it in less than 4 days)



Animation Videos | Standard Styles Overview

To accelerate the animation process we've created 3 different styles that support different types of messages.

How will the styles be used?

- Of course all styles will be adjusted to fit your corporate design or project needs
- All 3 standard styles come in 3 detail levels: simple, medium, special
- In addition we can create your very own custom style video
- When using standard styles the rights for the style remain at the Design Studios
- With the custom styles the rights are given to the client
- Check out our style generator to see the characters moving:
<http://www2.deloitte.com/de/de/pages/innovation/contents/design-studios.html>

Formal



Casual



Abstract



Animation Videos | Standard Styles and detail level

You have to make two choices: The animation style & the level of detail. We also create custom styles.

- 1 Decide for one of the standard styles or a custom animation style
- 2 Decide for a detail level

Formal

Casual

Abstract

Simple



Medium



Special



Simple:

- minimal details
- clean graphics
- move it like Macarena - fancy character animations along with transitions and fades
- simple background

Medium:

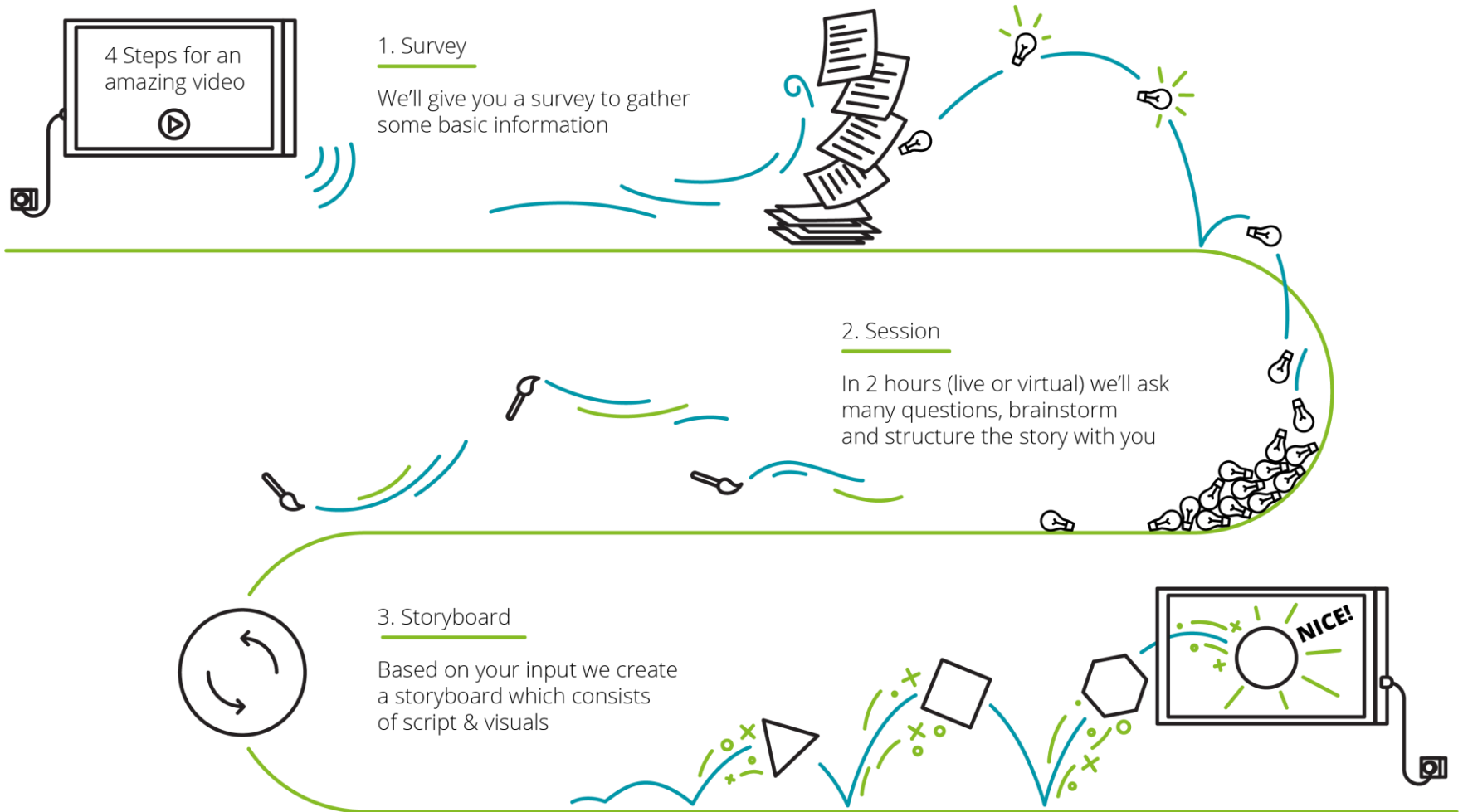
- selective details that turn into eye-catchers and sophisticated graphics
- move it like Disco-Fox - adding some more detailed drive
- more detailed background
- a style with that certain something

Special:

- good grief, a bunch of details
- extensive graphics and art
- move it like Salsa - take the motion to perfection
- very complex design with a handful of extra sparkle
- fully detailed background

Animation Videos | The process

This is how we work together to create your animation video.



Thanks...
...and bye bye!

Düsseldorf

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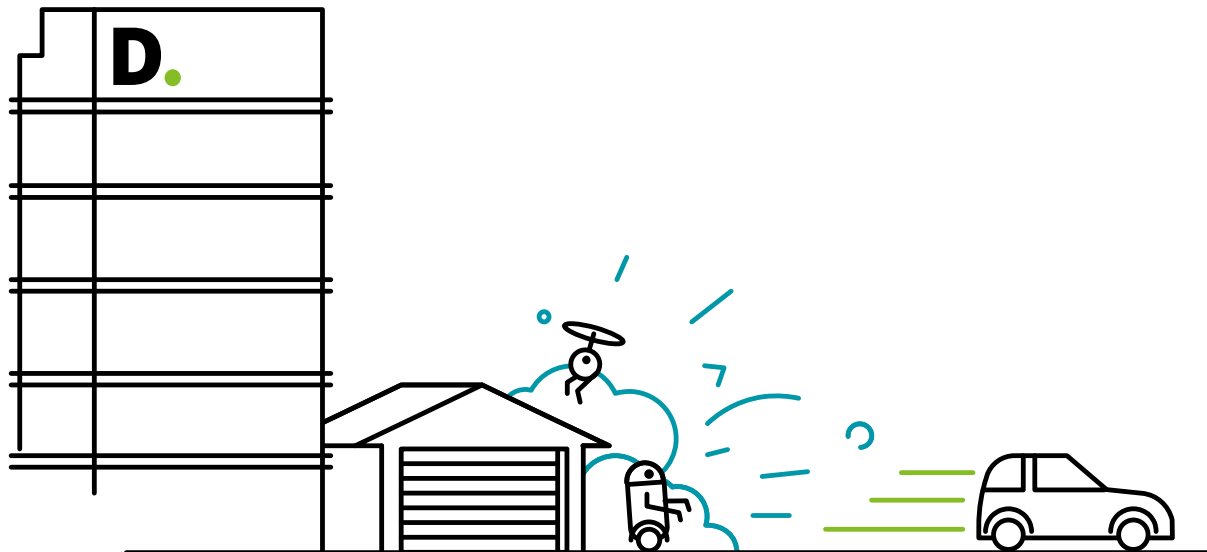
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