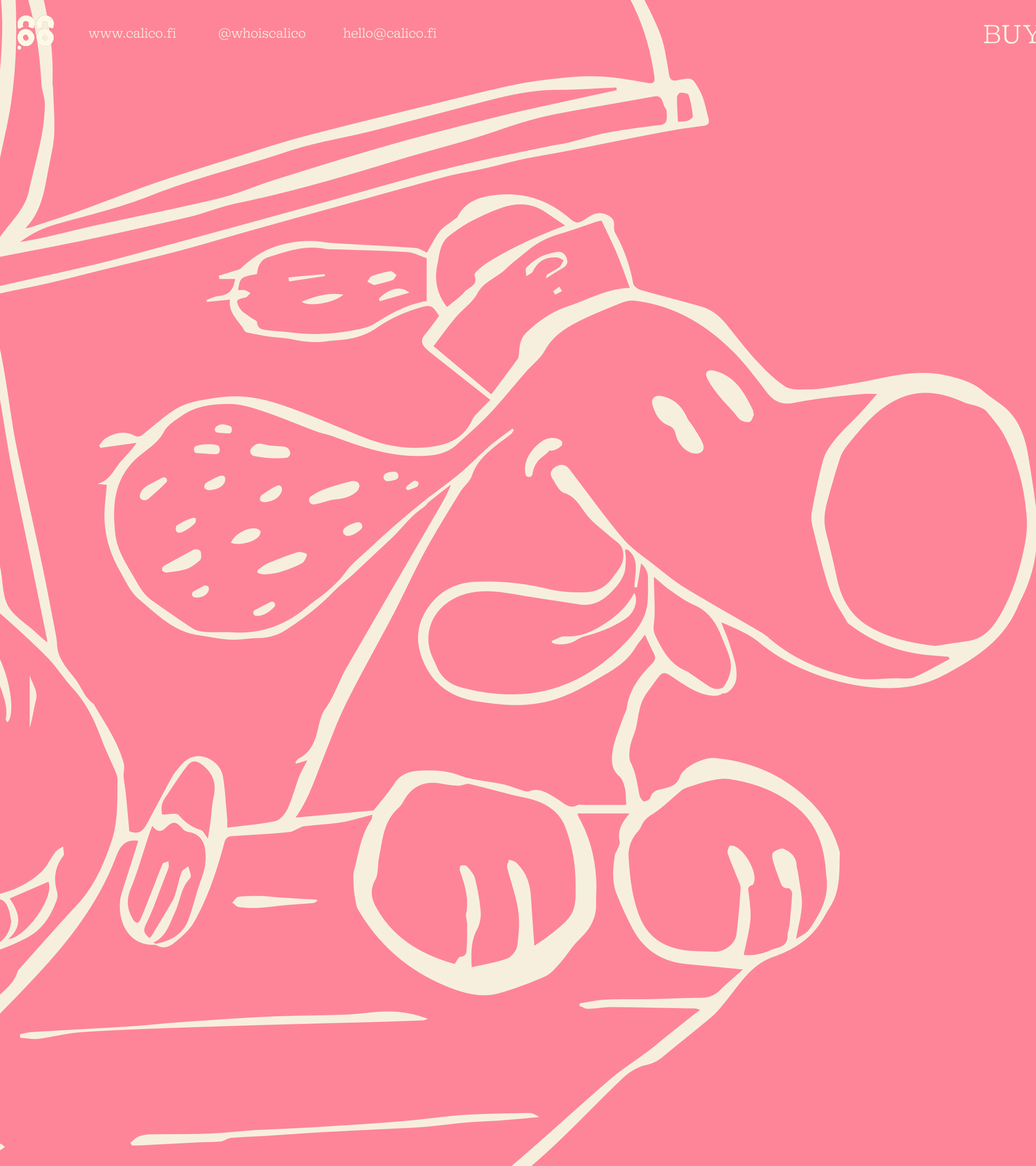




BUYER'S GUIDE



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ABOUT US

HELLO BEAUTIFUL!

So you're interested in finding out more about ordering animation. We prepared this guide for you just for that! Whether a project is big or small, they run through the same path, but their steps can vary.

Take a closer look at what you can expect during an animation production, and what you should consider when placing an order.

See you at the last page!

♥ Calico & Co.





NOI

ROUTE PLAN

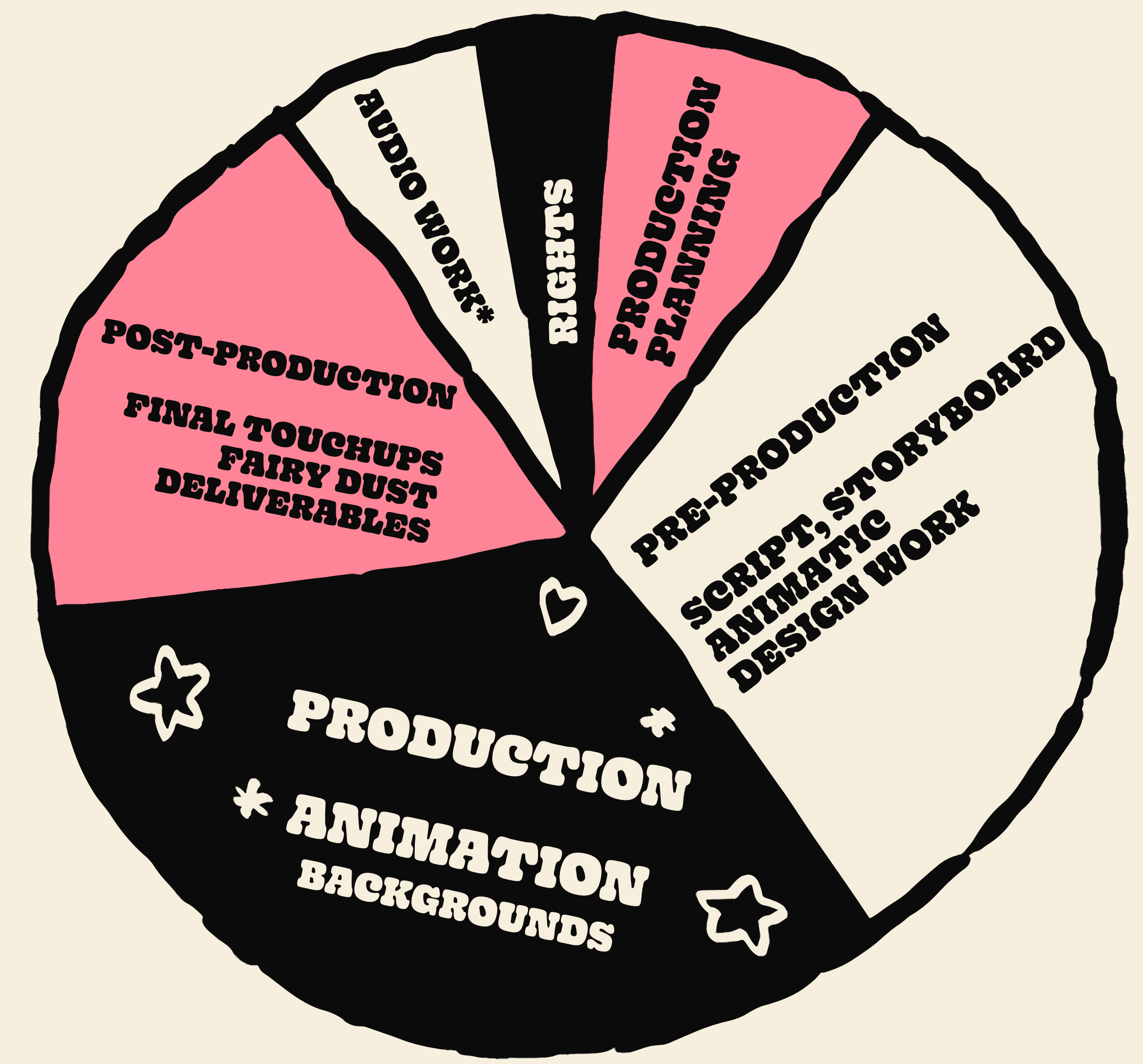
ANIMATION IS A MEDIUM FULL OF MANY CHOICES.

With the unlimited possibilities of what can be done with animation, there are many variables that play part in the final costs of an animation production. This chart gives a rough idea of what sort of slices are in a sweet production pie.

The schedule and budget for your project will be estimated based on the nature of your brief. Your vision might be very ambitious and extravagant, or simple but effective, maybe a bit of both!

The set of prompts on the next page will help us determine how many steps are required to craft your idea into reality, and how many hands we need on deck. How big or small the different bits of the pie will be.

Not every question will have an answer, and we'll gladly help in finding them. Let's book a quick online meeting to hear more of your thoughts and where we can share ours! We're happy to provide examples of visual styles that we'd see best fitting for your project. We'll then send you a cost estimate breakdown, and with everyone on board, we set our course down the production pipeline. 👍



NOVA

IDEA

What do you wish to achieve with your animation? What do you wish to show to your audience? Do you have a script or will we make one together?

FORMAT

Which platforms do you wish your animation to play? It's good to take note of all the shapes and sizes early on.

DURATION

Does the animation need to fit to a certain time slot? Do you need longer or shorter edits for different purposes?

LOOKS

Do you want your animation to match your brand visuals? Maybe you wish to bring your existing illustrations to life? We'd love to take a look at any style references you may have!

AUDIO

Let us know if you want a voiceover, dialogue, music or sound effects for your animation!

TIME & MONEY

When do you need your animation ready to go?
How much have you set aside for your animation production?



NO2

PRE- PRODUCTION

ANCHOR'S AWEIGH!

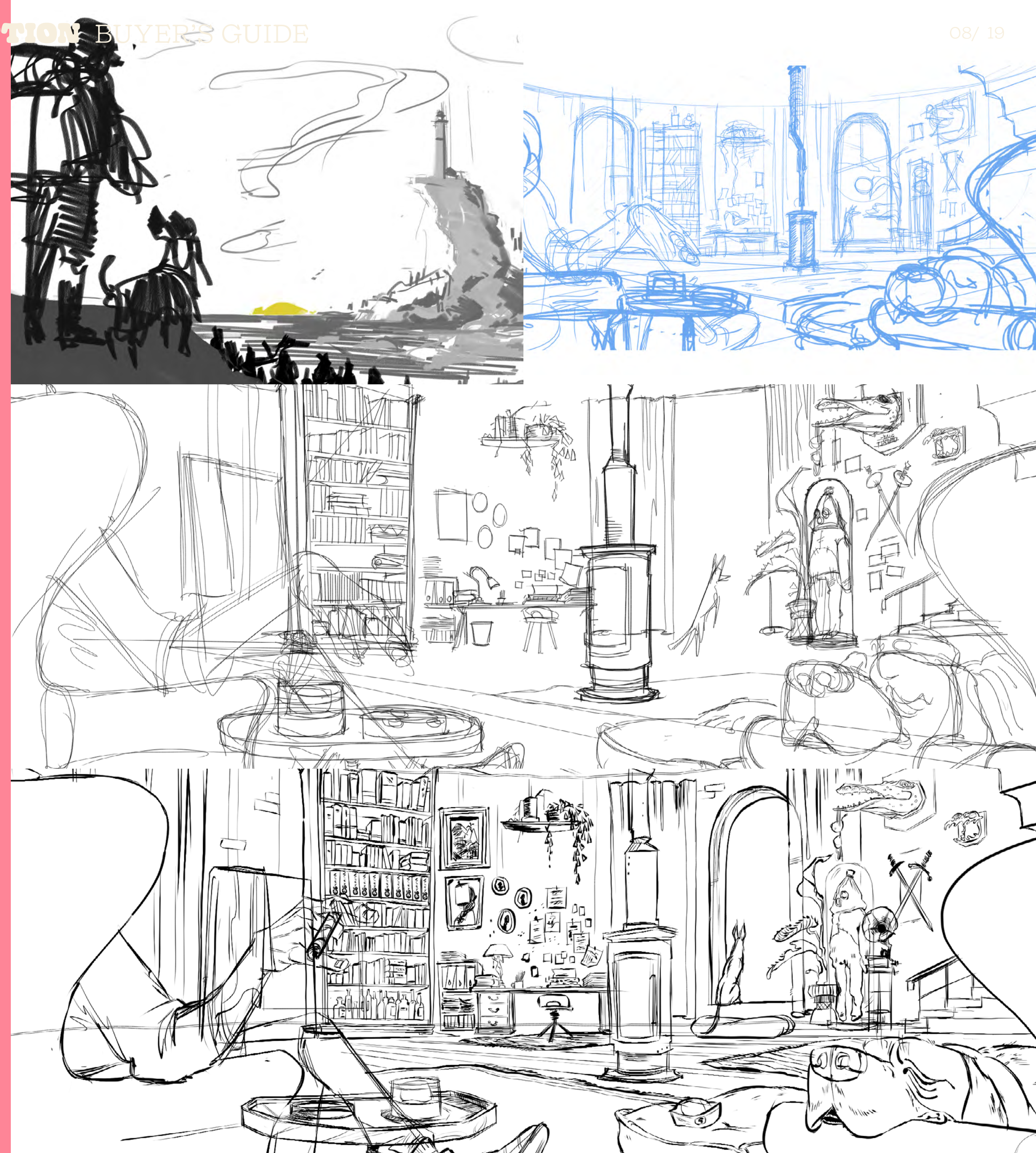
Every production begins with research! Our artists scout inspiration to fit your brief from the wildest places. Based on your brief, the first drafts of your animation start to take shape in the forms of script, storyboards, animatics, layouts, character designs and style frames.

Depending on the scale of your project, some steps can be skipped. For example, if you already have brand illustrations with familiar characters, we won't be needing character designs.

In pre-production everything will still look rough around the edges, and the key purpose is to block out the bigger picture. Think of it as a blueprint for a house. Trust the process!

Most revisions happen during pre-production, where changes are much easier to make. You will see Version 01 of your animation where every element is sketched out and every action is blocked to give a sense of the timing, with a demo audio track to give a sense of the narration or sound effects before the pros get to work.

Once that's greenlit, it's time to move on to production!





NO3

PRODUCTION

WIP

STEADY ON!

Animation and all the required elements are then prepared to be fleshed out scene-by-scene, step-by-step during production.

You'll receive updates of its process with thorough descriptions as it progresses in revision rounds.

Each scene will first be blocked out with very little movement, before they're refined. This way everything will remain consistent from beginning to end.

If your production is planned with sound, sound production is ready to begin early in production once we have a version where each timing is approved and locked in.



NO.4

POST- PRODUCTION

LAND HO!

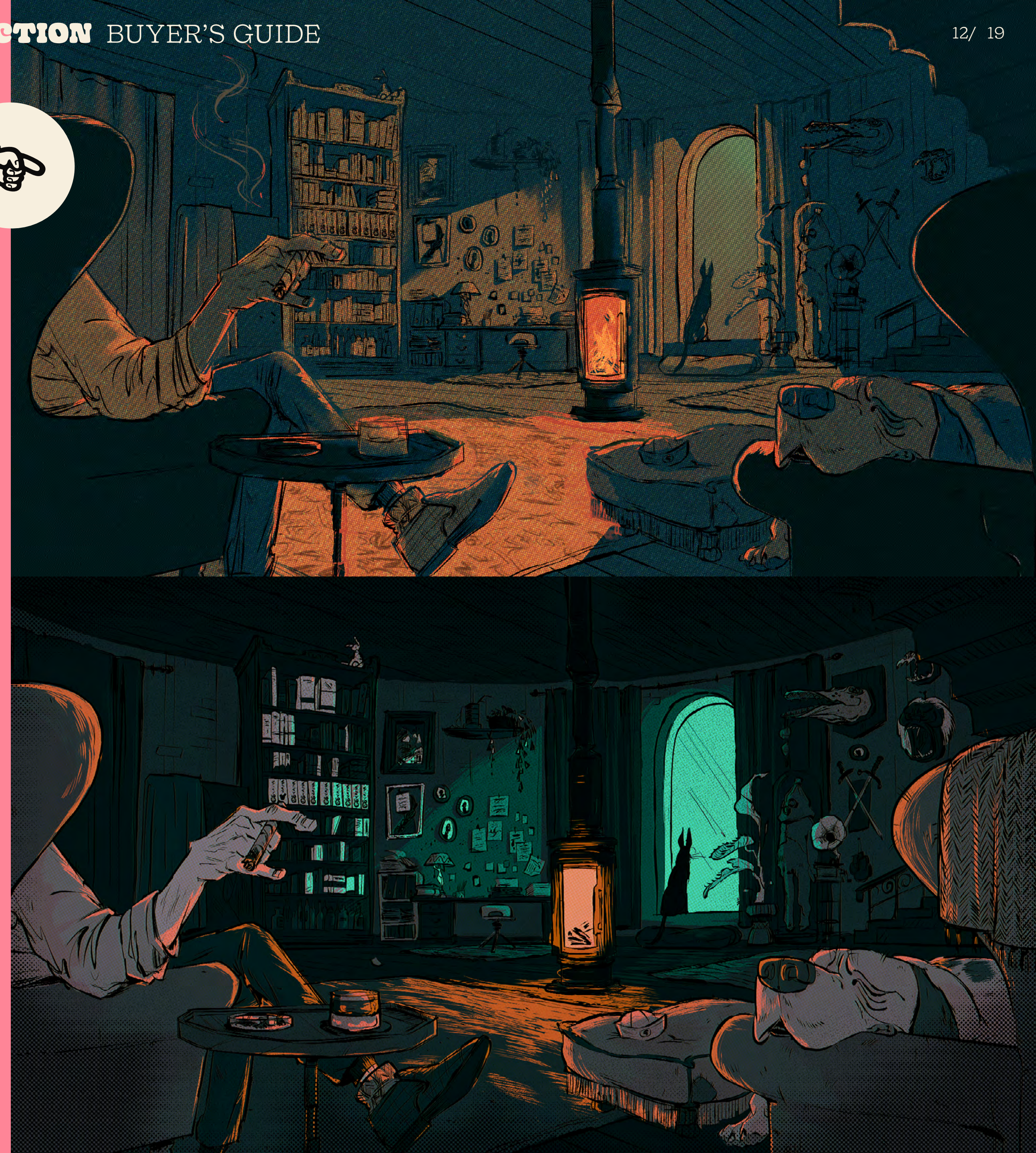
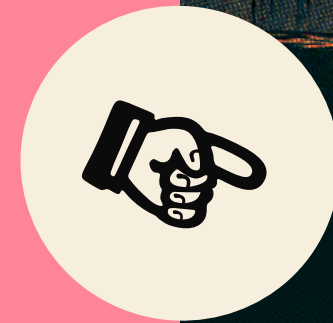
In post-production we're about 90% done, and the final fairy dust is applied in compositing.

With some colour correction, final editing, and minor effects, the final render will really pop!

Finally we'll piece together the cropped, and cutdown versions of your film with mastered audio track.

THAT'S A WRAP!

With your final approval we'll send you a link containing all the agreed upon deliverables, versions and cutdowns of the final work. If at a later date you require any further edits or updates, you know how to find us!



WATCH THE FULL
 MAKING-OF ON
 OUR INSTAGRAM!

NO5

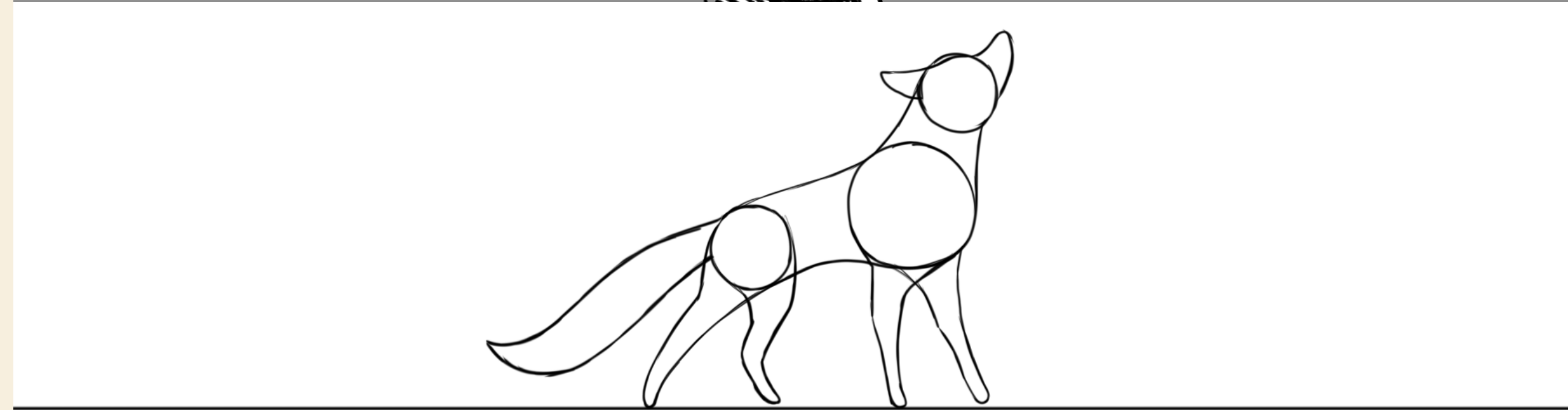
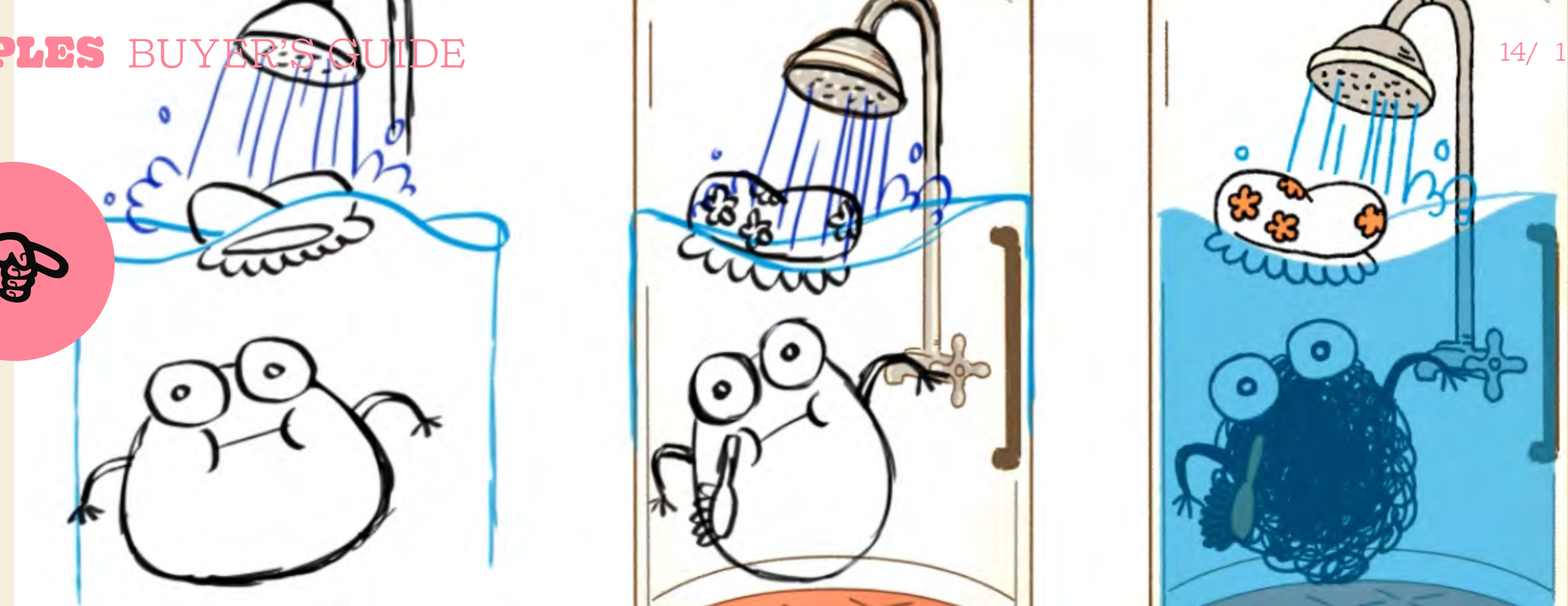
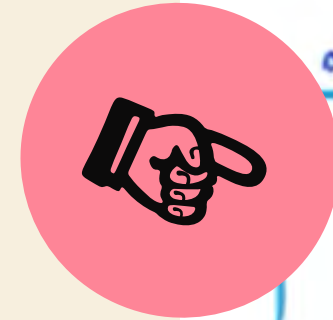
**CASE
EXAMPLES**

NOS

SHOW, DON'T TELL!

To get further acquainted with the evolution that happens between each stage of production, take a closer look at some of our previous works' behind-the-scenes footage!

No matter what the techniques, tools, or visual styles, every production begins with a hand-drawn sketch.





NOOG

GLOSSARY

MOOSE

ANIMATIC

A levelled-up storyboard. Storyboard is turned into a video form, where actions and scenes are timed out and paired with a temp track.

as a stage for the animator to animate their characters or elements into each scene in correct space and angle. The background artists finish the backgrounds based on the layouts.

COMPOSITING

A compositor gathers all the materials, backgrounds, texts, animation sequences, etc., that are crafted for the video to make the final edit.

Final tweaks and fairy dust are applied in compositing, like color correction or video effects.

LAYOUT

A blueprint of the staging based off of storyboards. They work

SHOT/SCENE

Time-based media is often divided in scenes, and scenes are divided into shots. Splitting an animated project makes it easier to coordinate within the different parts of the film.

STORYBOARD

A sequence of images illustrating what happens on screen based on the written script. Demonstrates staging, actions, camera angles

and framing, and emotions and expressions of characters.

STYLEFRAME

A polished image created to visualise the moods and the style of a production. Styleframes help establish what the production aims to achieve visually.

TEMP TRACK

A temporary audio track made to help get a sense of the final timing of the film. Temp track can tell you if the original script for dialogue or narration needs editing. Temp track allows the animators to start working while the official sound work is still in progress.



NOG

ABOUT US

CALICO & CO. IS A FEISTY LITTLE ANIMATION STUDIO LOCATED IN HELSINKI.

We provide animated and illustrated content to different purposes and medias, for all sorts of industries. Big and small.

Our passion and expertise is in exciting visual storytelling, and our animation services cover everything from concept to final render.

Calico & Co. was founded by Sami and Laura in 2020, driven by the desire to craft motions and emotions with purpose and spirit.

The dynamic duo of a creative director and producer is supported by hand-picked freelancers from near and far, who will join our team on a project-by-project basis.

We've been trusted by many consumer brands, game studios and advertising agencies across Finland.





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THANKS!

CALICO&CO.