

# Animation Creation Pipeline - Checklist

## IDEATION

- ☐ Define the purpose and format of the animation (e.g., explainer, short film, loop, ad)
- ☐ Identify target audience and intended platform (social media, education, entertainment, etc.)
- ☐ Write a creative brief outlining story, tone, length, style, and technical needs
- ☐ Develop a concept or script describing key scenes or messages
- ☐ Create a storyboard or thumbnail sequence mapping out key frames
- ☐ Design characters, objects, and settings through sketches or style references
- ☐ Determine audio requirements (voiceover, sound effects, music)

## PROTOTYPING

- ☐ Create animatic using storyboard and temporary audio to test pacing
- ☐ Build character rigs or setup animation controls (if applicable)
- ☐ Develop base scenes or keyframes with rough poses or motion
- ☐ Add placeholder visuals and timing markers for key transitions
- ☐ Adjust timing, pacing, and movement before committing to final visuals
- ☐ Prepare a consistent file structure for scenes, assets, and audio

## TESTING AND TRIALLING

- ☐ Preview the animation to identify glitches, motion issues, or off-timing
- ☐ Check for visual continuity, flow, and clarity between scenes
- ☐ Test synced audio to ensure correct timing and clarity
- ☐ Gather peer or user feedback and note areas for improvement
- ☐ Revise animation for smoother transitions and impact
- ☐ Test export settings to ensure quality and compatibility with the target platform

## EVALUATION

- ☐ Review whether animation meets goals outlined in the brief
- ☐ Evaluate visual storytelling, style consistency, and audience impact

- ☐ Reflect on challenges encountered and creative problem-solving used
- ☐ Document feedback received and version improvements made
- ☐ Export final version in appropriate formats for sharing or publishing
- ☐ Archive project files, exports, and assets for future use or revision