

# Motion Design brief

threeytix

Project title:

Desired run time:  
(mm:ss)

Project type: What kind of project is this? (eg. explainer animation, real footage video ad)

Purpose: Why is this being produced now?  
What benefit does it give your organisation?

How will it be used?  
Online, presentations, social media,  
exhibition screens, intranet etc.

Audience: (Who are your audience? How will this help them?)

What story do you want to tell?

The core message: Looking at previous section, what is the main takeaway you want the viewer to remember?

Mandatory content: What elements (stats, quotes, logos, etc.) must be included?

Moodboard:  
Find words to describe  
the project (eg. Powerful,  
Scientific, Calm, Corporate).

Visual references: Provide URLs or attach files of visuals that you find relevant.