

**BKN
PRODUCTIONS**

BKNOWN

OUR WAY OF
WORKING

VIDEO PRODUCTION

OUR WAY OF WORKING



Brainstorm session

ACTIVATE CREATIVITY

Brainstorming activates the creative process. During this session, we will map your needs and wishes, give you our expert video advice and devise a plan.



Pre-production

PREPARATION

Let's prepare for shooting day. Writing scripts, selecting locations, setting dates, gathering crew members, creating a road map – we take care of everything to make sure you can sit back and enjoy the ride while we take the wheel.



Shooting day

ROLL THE CAMERA

The day is here! Our crew will guide you and your fellow actors/model through the various scenes, making sure we make the most of every shooting moment. This day is all about creativity, fun and efficiency – just the way we work.



Post-production

IT IS TIME!

Time to work our editing magic. All the previously shot footage will be spotted and edited, resulting in your custom video content, including branding elements and fitting music/sound effects.

ANIMATION

OUR WAY OF WORKING



Brainstorm session

MESSAGE

What is the message you want to convey to your target audience? What do you want included in the animation? What can you tell us that we need to know? That's what we will cover during the brainstorm session. We'll collect all the information we need to create a killer script, the foundation of your animation. Whether you'd like one of our copywriters to write out your story or whether you want to do it yourself, the choice is yours.



Initial design

DESIGN PROPOSALS

Time for the next step: design proposals. Based on the script and all additional info and materials, we create up to 3 different style frames to help us determine what your animation will look like. With your input and our creative skills, you will have ample fitting designs to choose from.



Storyboarding

FRAME BY FRAME

This is where the magic happens. Storyboarding is the most essential part of the animation process. We will design your animation frame by frame. Also, we will provide you with several options for both the music and voice-over for your animation.



Post-production

ANIMATE

Once you have agreed on the storyboard, music and voice-over, we will round up the animation process. Still see something you'd like to have changed? No worries; we keep going at it until you're perfectly and utterly satisfied.