

Fig. 1 -

Storyboard, Pitching and the traditional approach to project investigation.

This diagram, shows the development from project initiation and brief - ideas - area 1. To a refined storyboard stage - typically presented to a client as stills.

The ideas condense beautifully at this point, often it seems - the peak of the project. Beautiful and articulate visuals and images, that solve the project brief.

In the process of making the work, the animation can seem to chase the storyboards - the project peak happens at the pitching stage.

