

**THINK N' LINK**

SCRIBING / ANIMATED VIDEO  
GRAPHIC FACILITATION  
LIVE SCRIBING  
VISUALS

# On Track

to make a video  
with **THINK N' LINK ?**  
And you have some questions !

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What is the difference  
between a video  
scribe and an  
animated video ?

A video scribe use the  
handwriting or drawing and  
the camera focus to create  
movement and captivate.

Like a very Rock n' Roll teacher in  
front of his whiteboard... 😊



<https://www.videoscribe.co>

An animated video use  
motion effects applied to a  
wide variety of objects to  
catch your attention.

Like a PowerPoint in "Ultra  
animation" mode... 😊



<https://www.powtoon.com/>

# VIDEO PROJECT EXPLANATIONS

They are both a  
great way to  
reach your target  
audience.

Everything is in the  
movement !









Moving hand or object  
= eye movement  
= captivated attention

It's that simple !

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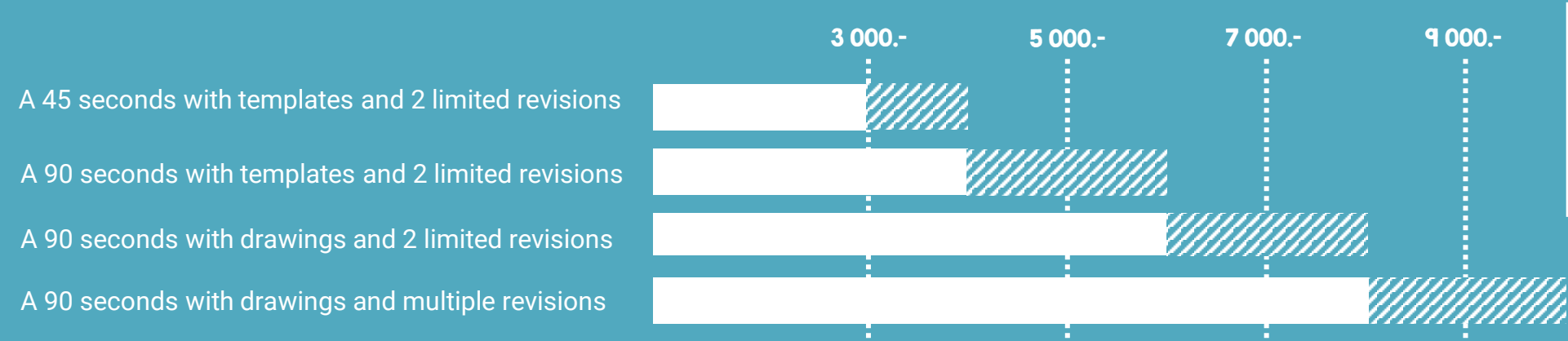
Why can't I not give you a price right away ?

## The price of making videos depends on several parameters

-  Duration and Dead-line
-  Templates or Specific Drawings
-  Free fee music or with royalties
-  Voice-over and subtitles
-  Broadcast rights and copyrights
-  Specifications
-  Number of revisions
-  Number of videos

The price will be evaluated after the scope meeting !

## I work on spent time with a minimal price basis, for example :



This graphic can help you to understand costs depending 3 important parameters

# THINK N' LINK

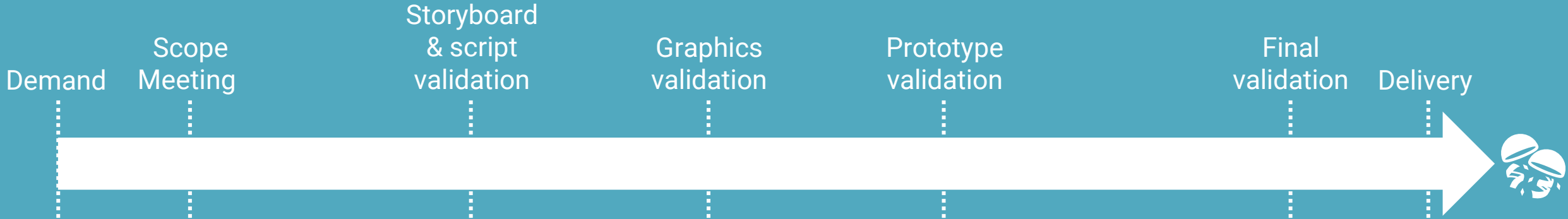
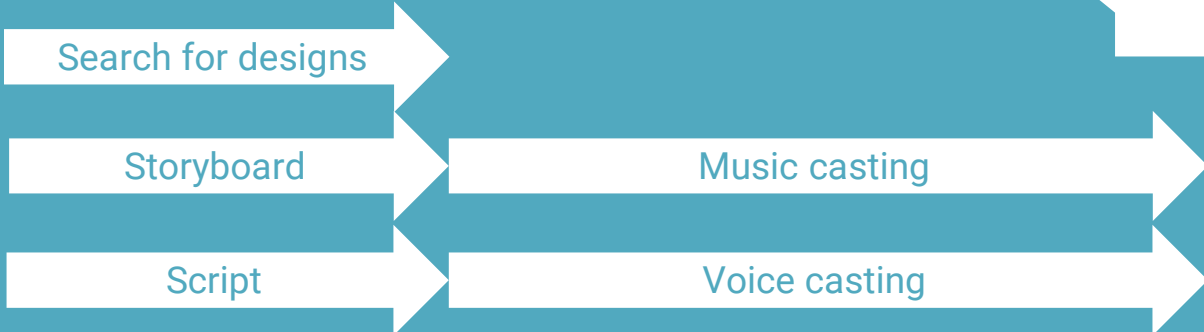
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# VIDEO PROJECT TIME LINE

How does a video project work ?

WE need to co-create in a great part of it, so we need to exchange !

is important to respect in order to get your video in time !



advise you in choose the good pitch and the appropriate design

manage all the technical actions and the relation with third-parts

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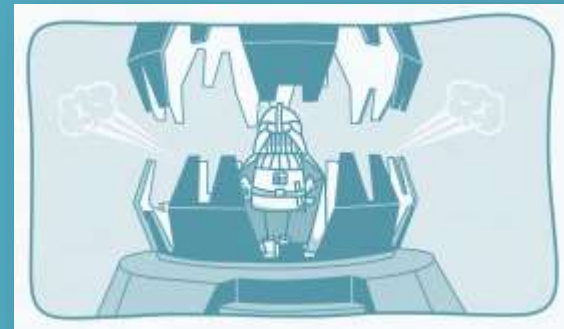
# VIDEO PROJECT DESIGN

What is a template ?

What is a specific drawing ?

A template is a reusable design which can be customized

A specific drawing is realized only for you and your video



Psst!  
I am not a professional illustrator but I'm doing pretty well...

I use Videoscribe (professional access)

I use Powtoon (agency access)



I use CreativeCommons (when it is allowed)



Lower cost and faster to produce



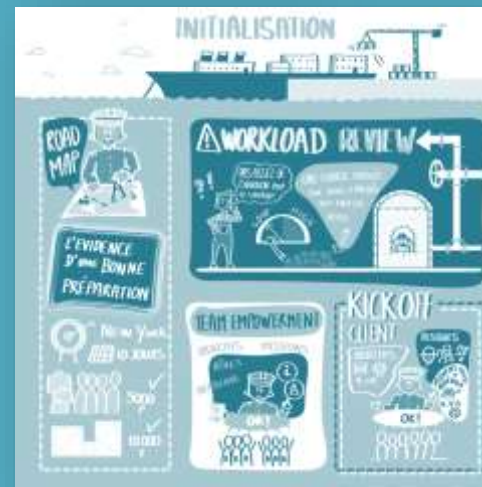
Widely distributed by everyone and can tire your target if they are used to this kind of video/visual



A personal an human touch  
100% customizable



Higher cost and longer to produce  
Perhaps need to pay rights



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**It's time to launch the scope !**

