Pitching

A model for pitching.

The traditional approach to pitching, in motion graphics, and television, is to use a storyboard, or set of style frames to work with. (see fig 1.)

This model, and diagrams, is, are - to show, something richer - based on the relationship between the designer and client.

Area 1. shows the expansion of the project - from the design position, and intial brief taken.

Project Expansion Deliverables Collect, feedback loop D TIN P Project Reference (Movie) Stills, storyboards, and style frames Current Location

Design position (original brief)