

DIY FILMMAKING

YouTube has an incredible amount of search results for amateur filmmakers wanting to enhance their skills. Search the following subjects:

- **YouTube Filmmaking Tutorials**
- **YouTube Animation Tutorials**

USEFUL VIDEO EDITING RESOURCES

Most computers and smart phones come with video editing capabilities, check to see, you may have what you need already.

To save on the cost of purchasing simple yet professional grade software, Adobe offers a 30 day trial on their suite of creative applications including their popular editorial program Premiere.

Links for free trial downloads:

- <http://www.adobe.com/creativecloud/catalog/desktop.html?promoid=NQCJRCJ2&mv=other>
- <http://www.adobe.com/downloads.html>

Links for student and teacher versions:

- <http://www.adobe.com/creativecloud/buy/students.html>

THINK LOCALLY - WHO CAN I HIRE?

Local Professionals – Google search South African Production Companies and South African Animation Studios for a comprehensive list. Reputable companies of interest will have engaging creative work to show, an easy to navigate website with a current professional show reel, and original productions that they created, not only service work using Intellectual Properties from other studios. Inclusion of the following studios is not an endorsement.

- <https://eggfilms.tv/south-african-production-company/>
- <http://www.triggerfishstudios.com>

Local Students - Google search South African Production Companies and South African Animation Studios for a comprehensive list.

- <http://www.afda.co.za>
- <http://www.theanimationschool.co.za>

THINK GLOBALLY

Everyone wants the gold winner to craft their film and message, but consider nominees and finalists, let top competitions do the pre-selection for you. Google search by these subjects, add the current year, working backwards chronologically.

- **Academy Award Short Films Shortlist**
- **Academy Awards Documentary Short Subject Shortlist**

- **Student Academy Award Finalists**

- **Academy Awards Short Films Qualifying Festival List**
- **Academy Awards Documentary Short Subject Qualifying Festival List**

DIY MARKETING THROUGH SOCIAL MEDIA

- **YouTube Social Media Marketing Tutorials**
- **Google search: Social Media Marketing Tips**
- **Google search: Social Media Marketing Strategies (for Small Businesses)**

HOW DO I MAKE MY MESSAGE INTO A FILM? A VIRAL SENSATION!

How complicated is the animation and the film production process? What are the steps to making a film and who does what? You will be participant in responding to and approving each stage of the production process.

- **Idea - You/Writer/Director**
- **Budget - Producer**
- **Script - Producer / Writer / Director**
- **Design - Producer / Director / Designer**
- **Character Development - Character Designer**
- **Storyboard - Director**
- **Animatic / Editing / Pre-Visualize - Producer / Editor / Director**
- **Animation / Shoot - Producer / Animator/ Director**
- **Rendering Ink & Paint - Producer / Technical Personnel**
- **Text Overlays to enhance the understanding of the message**
- **Sound Music, Sound Effects, Voice Over, Talent, Mix - Producer**

YOU DON'T NEED TO BE AN EXPERT TO MAKE SUCCESSFUL MARKETING MATERIALS BUT IT'S GOOD TO DECIDE A FEW ESSENTIAL THINGS BEFORE GETTING STARTED.

- Don't overestimate the consumer, make your message simple, straight forward and easy to understand. Test your messaging with friends.
- What are you selling? Are you selling a product or the benefits of that product?
- Is what you are selling relatable to your audience? Will they understand exactly what you're selling?
- Who are you selling to? Know your target audience, age, and demographics. Create more than one version of your message targeted to each distinct audience.
- What is your message? What is the take away and the action you expect and desire?
- How are you planning on getting your message out? Internet, targeted placement on trade publications, news sites, home style magazines and social media?
- Is your website ready and able to handle the media you're hosting, and to meet the remaining follow up questions your customers will have?
- Keep your video short and on message, generally 90 seconds or shorter is enough to get the attention of your prospective clients.

HERE ARE LINKS TO THE VIDEO CLIPS SHOWN AT THE PRESENTATION:

"Dancing Couple by Raimund Krumme for Hilton Hotels

- <http://www.acmefilmworks.com/work/spot/dancing-couple/>

"Woman Finding Love" by Gianluigi Toccafondo and Simona Mulazzani for Levi's Jeans for Women

- <http://www.acmefilmworks.com/work/spot/woman-finding-love/>

"Brenda and Elaine Go Shopping" by Sue Loughlin for Weight Watchers

- <http://www.acmefilmworks.com/work/spot/brenda-and-elaine-go-shopping/>

"Alka Seltzer"

- <https://www.youtube.com/watch?v=FBPPfZCdqYo>

Many more contemporary animated commercials and message films can be seen at:

- <http://www.acmefilmworks.com/>

**WE ARE HAPPY TO BE OF SERVICE TO
YOU, PLEASE CONTACT:**

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