



A N I M A T I O N & M O T I O N D E S I G N

Welcome.

Creativity.Motion.Impact.

In today's fast-paced digital world, animation and motion design are powerful tools to bring your brand to life. Whether for websites, apps, or marketing campaigns, dynamic visuals capture attention and communicate your message in a memorable way.

Our team specializes in crafting animation and motion design that combines artistic vision with purposeful storytelling to engage audiences and amplify your brand presence.

This overview highlights our approach, workflow, and dedication to producing motion graphics that truly connect with viewers.

What Makes Effective Animation & Motion Design?

Successful animation is clear, expressive, and aligned with your brand's identity and objectives. It enhances user experience, conveys key messages quickly, and stands out in a crowded digital landscape.

Quality motion design:

- Reflects your brand's character with creativity and precision
- Performs seamlessly across platforms and devices
- Builds emotional connections that encourage audience interaction
- Differentiates your content with unique and engaging visuals

We aim to deliver motion graphics that meet these criteria, ensuring your brand not only looks vibrant but also drives meaningful engagement.

Discover a creative process where every motion has purpose and every frame is designed to elevate your audience's experience.

Approach.

Animation and Motion Design That Captivates

Creating animation is more than adding movement to graphics. It's about telling your story in a way that grabs attention and leaves a lasting impression. Here's how we approach each project to deliver engaging motion design beyond just visuals.

A thoughtful animation process:

- **Collaboration:** You are involved every step of the way as we listen and adapt to your vision
- **Purpose:** Every frame and effect is designed with your brand message and goals in mind
- **Engagement:** We focus on creating smooth and compelling motion that connects with your audience
- **Transparency:** We keep you informed and involved through all key stages of production

Let's explore how these values bring your animation and motion design to life.

Step 1 **Discovery.**

Understanding Your Animation & Motion Design Needs

Purpose

Every animation should bring your brand's story and values to life in a way that resonates with your audience. We begin by deeply understanding your goals, target viewers, and the emotions you want to evoke through motion.

Approach

Our process starts with thorough discussions via meetings or online calls along with detailed questionnaires. We cover important topics like:

- What are your main objectives for the animation?
- Who is the audience, and what do they respond to?
- What message or action should the animation inspire?
- Are there particular styles or visual elements you prefer?

What We Collect

During these conversations, we gather:

- Insights about your industry and competitors
- Information on your brand, products, or services
- Notes on your current visual identity or technical needs
- Examples of animations or videos you admire and why

Your Role

Your open feedback is essential. We encourage you to share your thoughts, preferences, and concerns honestly to help shape a design that fits your vision perfectly.

Result

A detailed project brief compiling all key insights. This guide ensures we create animation and motion design that aligns closely with your brand and audience expectations.

Step 2 Research.

Exploring the World of Animation & Motion Design

Purpose

To create animation that stands out and truly connects with your audience, we immerse ourselves in the landscape where your brand lives. Understanding your industry and visual trends allows us to craft motion design that is distinctive and aligned with your brand values.

What We Do

- **Trend Research:** We study popular animation styles, techniques, and storytelling approaches that resonate within your sector. For example, tech brands might lean on sleek, minimal motion while entertainment companies often favor bold and dynamic visuals.
- **Competitive Analysis:** We review animation and motion projects from your competitors to identify what works well and discover opportunities to set your brand apart.
- **Audience Insights:** We examine which colors, pacing, and effects captivate your target viewers and encourage engagement.
- **Tools and Innovations:** We assess the latest animation software and motion design trends that can elevate the impact and smoothness of your visuals.

Deliverable

We compile our findings into a detailed report including style references, audience preferences, and initial creative concepts.

Your Role

Review our research and share what excites or inspires you. Your feedback helps steer the creative direction and ensures the final animation truly reflects your vision.

Step 3 Strategy.

Defining Your Animation & Motion Design Vision

Purpose

Effective animation and motion design are intentional and aligned with your goals. After collecting all key insights, we focus on establishing a clear and compelling creative vision for your project.

Activities

- **Clarifying Objectives:** We identify the primary goals your animation should accomplish along with the unique qualities that represent your brand. This clarity shapes our creative direction and priorities.
- **Building Visual Concepts:** Our team assembles mood boards that blend colors, styles, rhythms, and imagery to capture the desired look and energy.
- **Exploring Style Options:** We present different palettes, animation styles, and pacing choices designed to best reflect your brand personality and engage your audience.

Our Approach

We prioritize meaning and brand alignment over passing trends. Every decision supports your identity and the expectations of your viewers.

Your Role

You assess the mood boards and style proposals, sharing your thoughts and preferences. This teamwork ensures the final direction is a true fit for your vision.

Step 4 Concept.

Design Concepts Coming to Life

Purpose

This phase transforms creativity into visible animation and motion design concepts that represent your brand's story.

Our Artists at Work

- **Creative Exploration:** Our animators and designers collaborate to experiment with various styles, from smooth and subtle movements to bold and dynamic sequences.
- **Early Drafts:** We develop multiple rough animations and storyboards, focusing on exploring ideas rather than fine-tuning every detail.
- **Refining Choices:** We assess these initial concepts according to how effectively they communicate your message, engage your audience, and allow for future enhancements. Only the most promising ideas advance.

Key Considerations

- Is the motion clear and easy to follow?
- Does it create an engaging experience across different platforms?
- Can it be adapted or expanded as needed?
- Is the visual flow harmonious and appealing?

Your Role

Although we may not share every draft, we present selected concepts so you can confirm the direction feels exciting and true to your vision.

Step 5 **Rendering.**

From Concept to Motion

Purpose

At this stage, selected animation ideas are developed into refined digital sequences using industry-standard tools designed for motion design projects.

Our Design Tools

We utilize leading software like Adobe After Effects and Cinema 4D to bring initial storyboards to life with smooth and detailed animation ready for final polishing.

What Happens Here

- Different versions are produced as we experiment with timing, transitions, color schemes, and visual effects to find the perfect balance between style and clarity.
- Precision is essential—every frame, movement, and easing curve is carefully adjusted to deliver a cohesive and engaging result.
- We review the animations on multiple devices and screen sizes to ensure consistent quality and impact everywhere.

Accessibility and Experience

Creating inclusive motion is important. We consider contrast, pacing, and visual comfort to make the animation accessible and pleasant for all viewers.

Your Role

You receive 2 to 4 refined animation samples accompanied by explanations of their purpose and usage. Your input guides us in finalizing the perfect flow before completion.

Step 6 Presentation.

Your Animation and Motion Design, Unveiled

The Presentation

In a dedicated review meeting, we present each animation concept crafted for your project. For every option, we share:

- An explanation of how the animation captures your brand's essence and connects with your audience
- A walkthrough showcasing the motion across different devices and screen sizes
- Insights on flow, engagement, and how the animation stands out in your industry

Our Commitment

Each animation is carefully created specifically for your brand with attention to detail—no off-the-shelf solutions or shortcuts.

Your Role

- Take your time to experience each animation fully, paying attention to both visual appeal and usability
- Ask questions about pacing, style, or how the motion performs across platforms
- Provide honest feedback—including what excites you, what could be refined, and any fresh ideas you want to explore

What Happens Next

We incorporate your feedback to polish the animations, combine preferred elements, or revisit concepts until we deliver the perfect motion design for your brand.

Step 7 Revisions.

Perfecting Your Animation and Motion Design

Purpose

Outstanding animations come to life through careful and ongoing refinement. We focus on polishing every detail until it feels seamless and effective.

The Refinement Process

- Making both subtle adjustments and significant enhancements to your chosen animation
- Tweaking colors, timing, effects, and transitions based on what resonates best
- Sharing regular updates for your feedback, steadily improving the animation with your input

Thorough Testing on All Platforms

Before final delivery, we rigorously test the animation across:

- Desktops and laptops
- Smartphones and tablets
- Different browsers, screen sizes, and operating systems

Ensuring Flexibility

We verify the animation performs well in:

- Various lighting conditions and display settings
- Both portrait and landscape orientations
- Settings that enhance accessibility and viewer comfort

Your Role

Provide thoughtful feedback and don't hesitate to request further variations until the final animation perfectly reflects your vision.

Step 8 Delivery.

Your Animation & Motion Design, Ready for Use

What You Receive

A complete digital animation package including:

- **Source Files:** (After Effects, Cinema 4D, or Illustrator) fully editable and adaptable for any platform
- **Optimized Exports:** (MP4, GIF, WEBM) prepared for smooth playback on web, mobile, and desktop
- **Style Guidelines:** Clear directions on colors, timing, easing, and visual elements to ensure consistent motion

Extra Support

- Advice on integrating your animations effectively across different channels
- Ongoing assistance from our team for updates, refinements, or preparing files for developers

Protecting Your Investment

We recommend securing copyright for your animations and are happy to guide you through the process.

Beyond the Brand.

Building Your Brand Through Animation & Motion Design

A carefully crafted animation strategy strengthens your brand's digital presence. Upon request, we can provide:

- Additional Support
- Custom motion assets such as animated logos, promotional videos, and presentation animations
- Social media motion graphics including story templates, post animations, and branded motion icons
- A personalized collection of animated elements featuring backgrounds, transitions, and visual effects
- Detailed brand motion guidelines covering timing, style, and usage tips for different platforms

Our aim is to help you create a consistent, captivating, and memorable animated brand experience.

Case Studies.

Animation & Motion Design in Action

Case Study: Technology Brand

Challenge: The brand needed motion visuals that could communicate complex technology in a simple, human-centered way across digital touchpoints.

Approach: We developed a motion system blending clean geometric shapes, soft gradients, and intuitive transitions — all aligned with the existing brand identity to enhance clarity and engagement.

Result: A cohesive motion language used across web, product demos, and paid media that strengthened brand perception and storytelling consistency.

Case Study: Creative Agency Campaign

Challenge: The campaign required attention-grabbing short-form animations to bring social content to life and distinguish it within a crowded feed.

Approach: We produced a modular animation toolkit of transitions, typography loops, and icon bursts — allowing the team to generate consistent, on-brand motion assets for any platform.

Result: Dynamic visuals that enhanced message recall and contributed to a more recognizable visual identity across channels.

Case Study: Wellness Brand

Challenge: The client sought to express calm, confidence, and authenticity through subtle animation while maintaining a natural visual tone.

Approach: We designed fluid micro-animations, ambient logo loops, and motion guidelines centered on rhythm and balance to reinforce their brand personality.

Result: An elegant motion aesthetic that elevated the brand's online presence and enriched the overall user experience.

Insights.

Why Choose Professional Animation & Motion Design?

The Impact of Thoughtful Motion Design

Animation is more than just movement. It shapes how people perceive your brand from the very first interaction. Well-crafted motion design captures attention, guides focus, and creates a lasting emotional connection that enhances your message.

Expert Motion Design:

- Creates engaging experiences through smooth and purposeful animations
- Enhances clarity by emphasizing key points and improving content flow
- Builds brand credibility with consistent style and seamless performance across devices

Common Motion Design Pitfalls to Avoid

We often see these issues in rushed or amateur projects:

- **Overuse of Effects:** Too much motion can overwhelm viewers and distract from your message
- **Poor Timing:** Animations that are too fast or slow break the flow and frustrate users
- **Inconsistent Style:** Mixed animation styles and colors confuse the brand story
- **Technical Glitches:** Unoptimized files or incompatible formats cause playback issues

Choosing experienced motion designers helps you avoid these mistakes and delivers polished animations that support your brand's goals.

FAQ's.

Frequently Asked Questions

How long does the animation and motion design process usually take?

Projects typically last between 4 and 8 weeks, depending on complexity and how quickly feedback is provided. We work closely with you to stay on schedule and meet your goals.

How many animation concepts will I receive?

Usually, we present 2 to 3 fully developed animation ideas, each crafted to fit your brand and objectives.

Can I request unlimited revisions during the design phase?

Yes, we encourage your feedback and offer unlimited revisions within the agreed project scope until you are completely happy with the results.

Will I receive all the necessary files for my animation project?

Absolutely. You will get all files needed, including source project files, exported video formats, and any style reference documents.

Is the animation custom made for my brand?

Definitely. Every animation is uniquely designed for your brand with no use of generic templates or pre-made content.

Do you provide support beyond just animation creation?

Yes, upon request we can help with branding animations, marketing video content, social media motion graphics, and other related services.

Will I own the full rights to the final animations?

Yes, once the project is complete and payment is made, you will have full ownership of all the animations unless otherwise stated in the agreement.

Tips.

Tips for Getting the Most Out of Your Animation and Motion Design

- **Be Clear:** Communicate your goals, style preferences, and any specific challenges early so we can create animations that truly fit your vision.
- **Plan for All Screens:** Consider how your animations will look on various devices to ensure a smooth and engaging experience everywhere.
- **Respond Quickly:** Timely feedback helps keep the project on track and avoids unnecessary delays.
- **Stay Open to Ideas:** Sometimes new animation styles or concepts need time to grow on you. Trust the creative process for the best results.
- **Follow Brand Consistency:** Using uniform colors, timing, and animation styles reinforces a strong and memorable brand identity.
- **Protect Your Content:** Make sure you have the necessary rights and safeguards for all animation assets as your project evolves.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Their motion work brought our product to life — every transition felt purposeful and aligned with our story."

– Maya T., Detroit

"A seamless process from concept to final animation. They truly understood how to make movement feel natural and brand-driven."

– Daniel R., Ann Arbor

"The animations added emotion and rhythm to our visuals — subtle, elegant, and exactly what we needed."

– Sofia L., Detroit

"Working with them was effortless — precise timing, refined design, and a genuine passion for motion."

– Ethan M., Royal Oak

Thank you!

Your Next Step – Bring Your Brand to Life with Animation and Motion Design

Ready to captivate your audience with dynamic visuals that tell your story?

Here's what to expect:

1. **Connect with Us:** Book a free consultation to discuss your animation needs
2. **Share Your Vision:** We'll dive into your goals and style to craft animations that match your brand perfectly
3. **Watch It Come Alive:** See how thoughtful motion design can engage your audience and elevate your message