

Studio Deck



About

Motion Directive is a creative studio specializing in motion design, 3D animation, branding, and visual storytelling.

We work with brands, agencies, and creators to transform ideas into memorable visual experiences, including complete brand identities, product films, broadcast graphics, and digital campaigns.

Our studio combines design, animation, and technology to create work that does more than look impressive. It communicates clearly, strengthens the brand, and gives every movement a reason.



Recent Client Projects



SkinnyRx

Client



MyDraft

Client



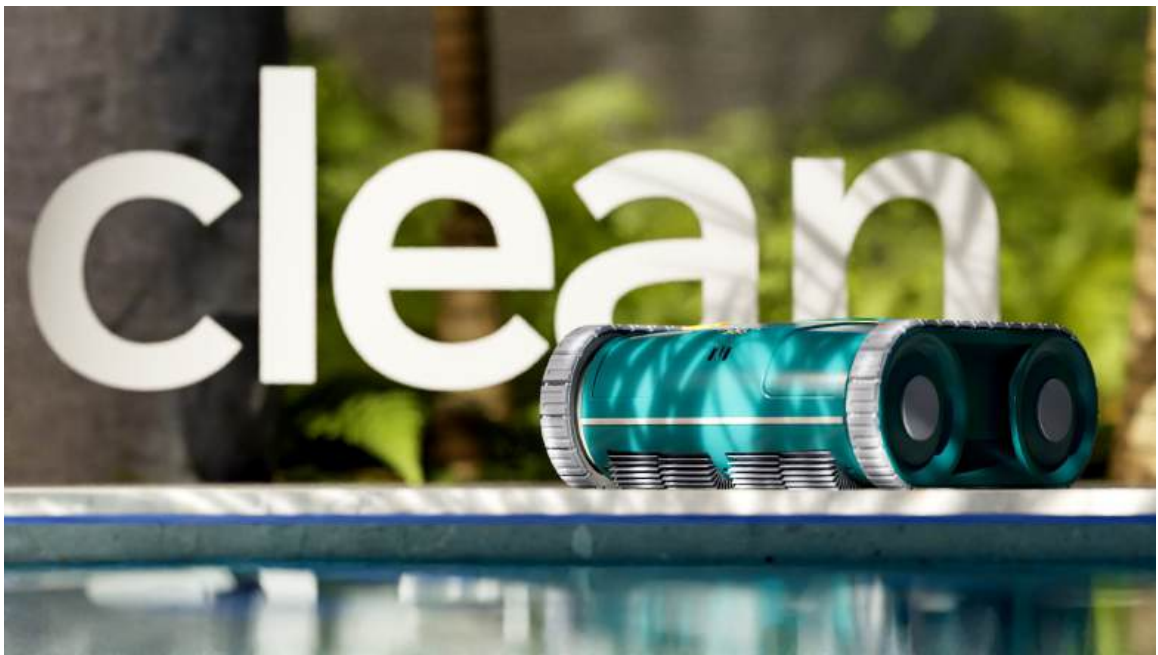
D2X - The Hunger Era

Client



WWE

Client



Acorn200 - Pool Robot Cleaner

Client



Grass League

Client



Recent R&D Projects



Nothing Headphones R&D



Space Station Directive Film R&D



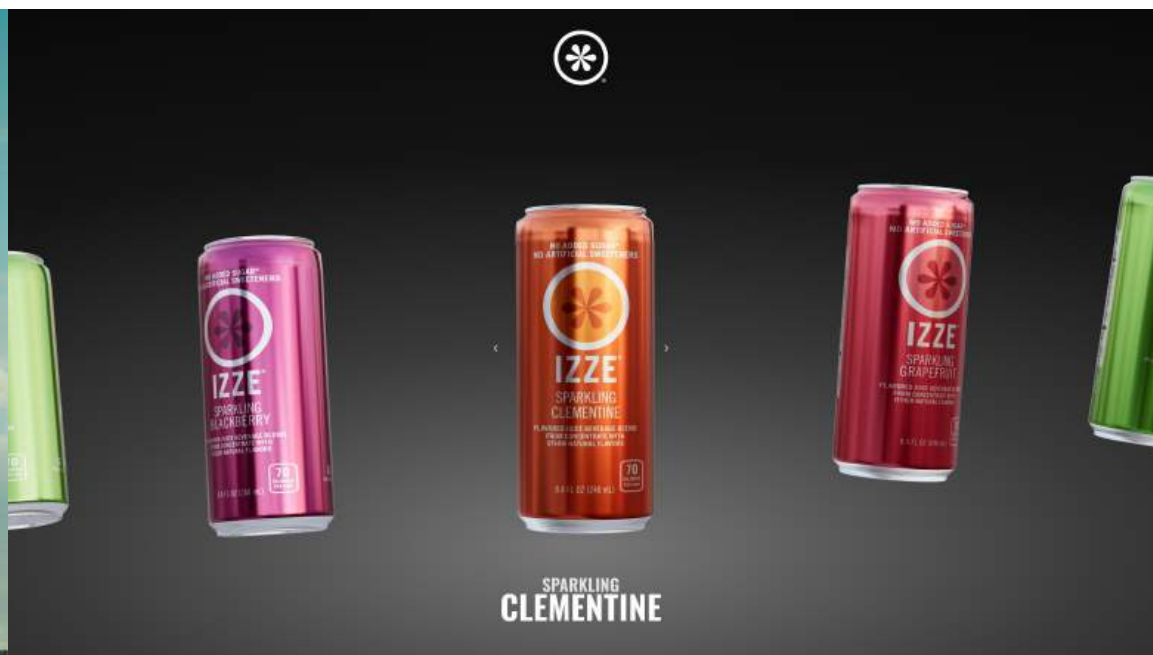
FUM R&D



BMW R&D



Omega Watches R&D



Izze R&D



Clients

Motion Directive has had the pleasure of working across many industries with many brands, creators, and companies.

WWE
SAMSUNG
ADRLN SKINNYRX
GAME 7 GRASS LEAGUE
ROLLING LOUD RIVR GOOGLE
MOODY CENTER DAVE CHAPELLE BOARS HEAD
MYCLIQ.CO PATEK MASON SEATTLE SEAHAWKS
TAMPA-BAY BUCS TED WEALTHFRONT ACORN
DIPLO BLOCKFILLS LOGIC LIL BABY MYDRAFT

Why Consider Hiring Us?

At Motion Directive, we take an idea from the client's mind and turn it into **multiple creative solutions**. We begin with a thorough **preproduction phase**, taking the idea from **storyboards to an animatic** so the concept, composition, timing, and overall direction are clearly established before production begins.

We then explore **multiple variations** throughout the first pass, second pass, third pass, and final pass, or **as many passes as needed** to fully solve the problem. At the end of the day, we are **creative problem solvers working for you**. Our studio's capabilities span web design, graphic design, motion design, 3D animation, 2D animation, and even game design.

Every person on our studio team holds a **degree in their respective area of expertise**, giving us a creatively diverse range of specialized perspectives. Because Motion Directive operates remotely, we can accommodate you wherever you are based, whether that is in the U.S., the UK, or anywhere else in the world.

We work **around the clock** with clients from across the globe. We are here to **elevate your brand**, position you as a premium leader among your competitors, and create real value that helps you generate more revenue. Ultimately, **our goal is to help you make more money while representing your brand exactly the way you want it to be represented**.



Storyboards & Animatics

This phase transforms the initial idea into a clear visual plan. We begin by developing storyboards that establish the key scenes, compositions, actions, and overall progression of the project. Those storyboards are then developed into an animatic that allows us to test the pacing, timing, transitions, and narrative flow before full production begins.

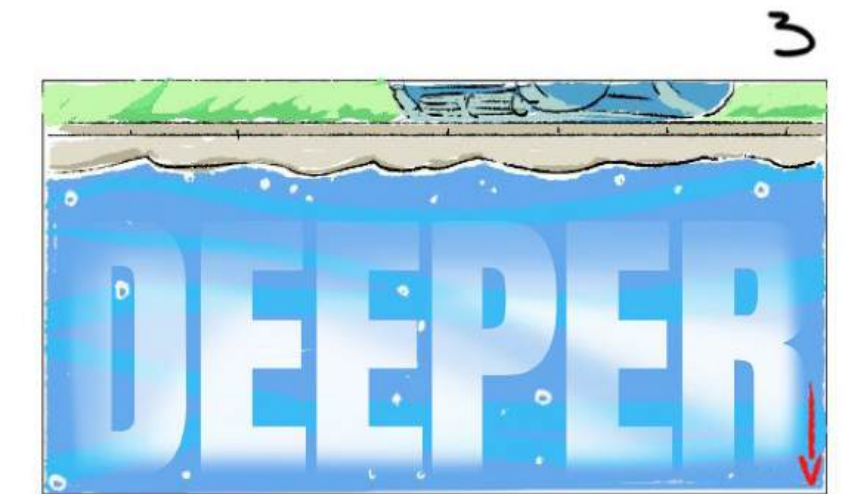
This phase is important because it gives everyone an opportunity to review the complete concept early, identify potential challenges, and make meaningful creative decisions while changes are still efficient to implement. By the end of this phase, you receive an approved storyboard and animatic that establish a strong foundation for production.



Top down shot of the pool water as the logo icon has a moment to shine.



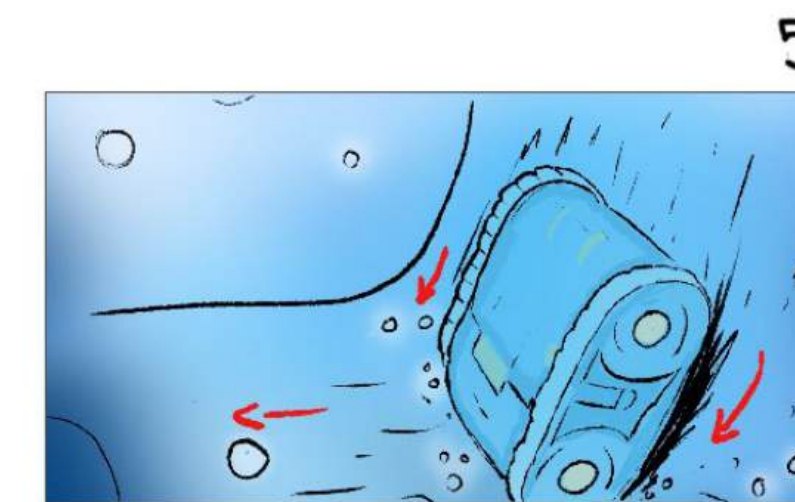
Shot from across the pool above the water long lens hero shot for product sitting on the ledge of the pool.



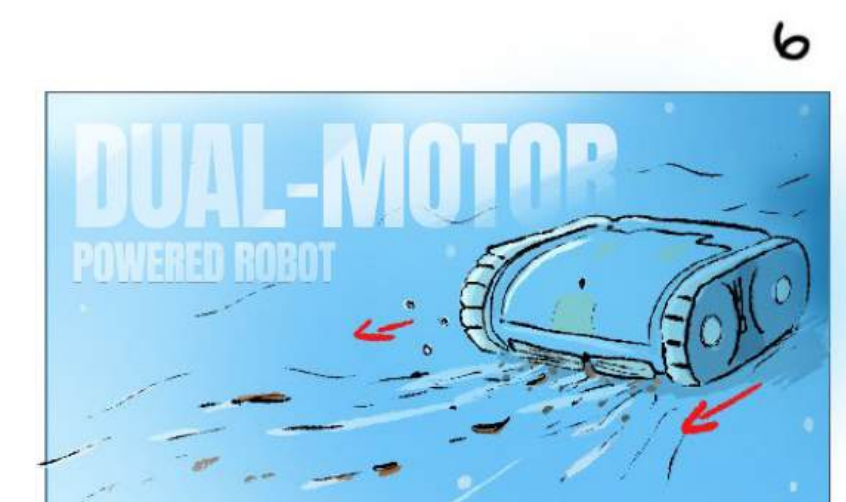
Changing horizons shot under the water as we see a continuation of the text completing the phrase "Clean Deeper" referencing the functionality of the device.



Robot drops into the water from the edge of the pool.



Robot goes underwater using the wall of the pool and makes its way to the bottom.



The robot starts collecting debris and leaves from the bottom of the pool. Text animation for "Dual-Motor" functionality animates on the upper or lower third.

Styleframes & First Passes

Once the structure is established, we begin defining how the project will look and feel. We create style frames to explore the visual direction, including composition, color, typography, lighting, materials, and overall brand treatment. We then develop first passes that bring these creative decisions into motion. Multiple variations may be presented so we can explore different solutions and determine which direction best represents your brand and achieves the project's goals.

This phase is important because it allows us to solve visual and creative challenges collaboratively before the project reaches its final level of detail. By the end of this phase, you receive style frames, creative variations, and an initial animated pass for review.



Final Edits & Revisions

During this phase, we refine the selected direction using your feedback and our creative expertise. We make final adjustments to the animation, design, pacing, transitions, sound, and overall presentation until every element feels intentional and cohesive. This may include a second pass, third pass, final pass, or as many revisions as necessary to properly solve the creative problem.

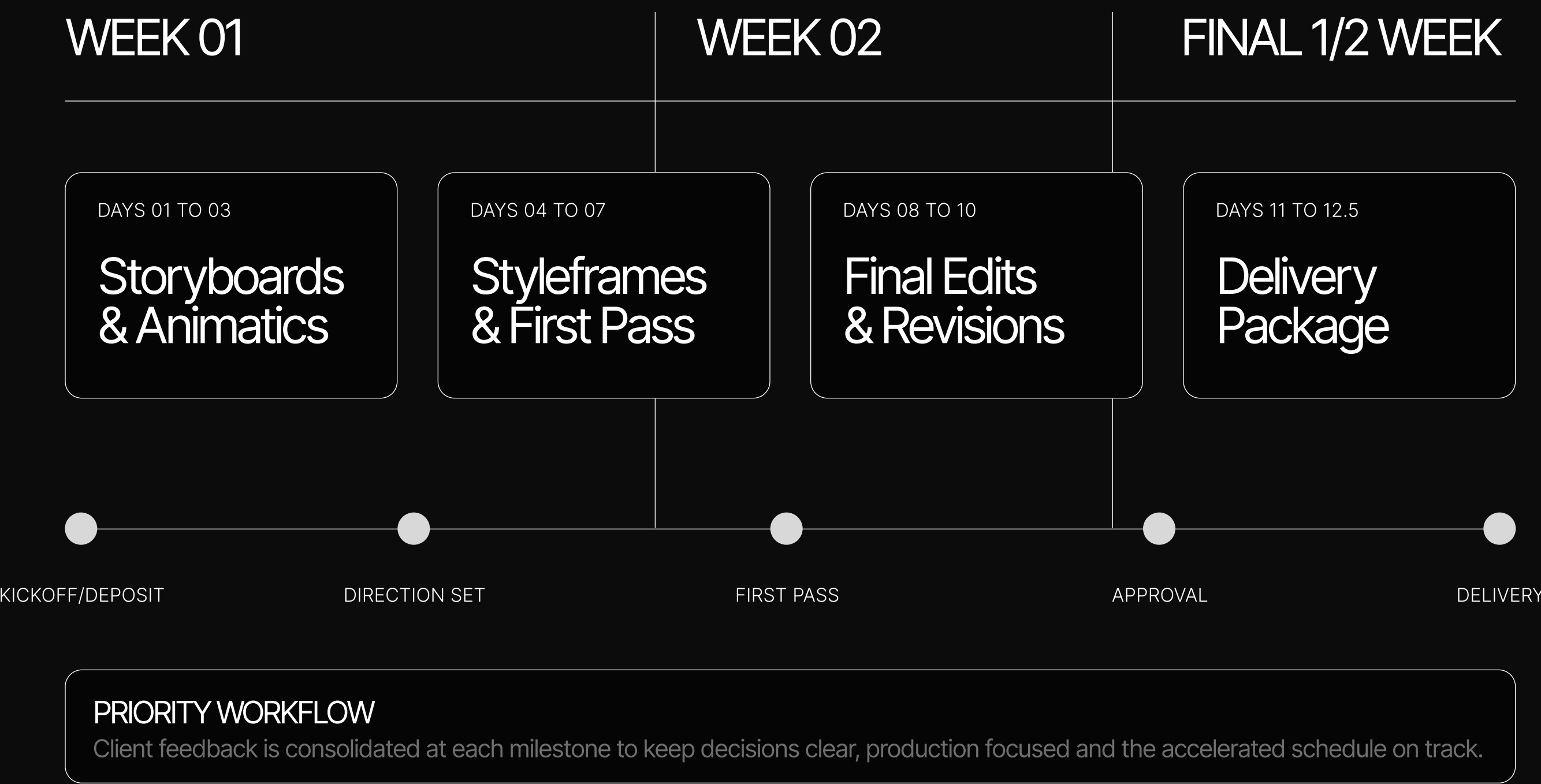
This phase is important because strong creative work is developed through thoughtful refinement. By the end of this phase, you receive a polished and approved final product that accurately represents your brand and communicates the intended message.



Priority Timeline

The timeline provides a clear roadmap for the entire project, outlining when each phase begins, when feedback is needed, and when every deliverable can be expected. It keeps our team and the client aligned throughout the creative process while allowing enough time for exploration, review, revisions, and final production.

This phase is important because successful creative problem solving requires both flexibility and structure. A clear timeline keeps communication consistent, prevents unnecessary delays, and ensures every creative decision receives the attention it deserves. You receive a transparent production schedule with defined milestones, review periods, and delivery expectations.



Delivery Package

The delivery package brings every approved project asset together in a clear and organized folder handoff. Depending on the project, this can include final videos, animations, still images, web assets, social media formats, transparent files, alternate aspect ratios, source files, and any additional versions included within the project scope. Every file is prepared and exported for its intended platform so your team can begin using the work immediately.

This phase is important because a strong creative solution must function properly everywhere it appears. You receive a complete and professionally organized package that gives your brand the flexibility to use the final work confidently across all necessary platforms.



Let's Work Together

motiondirective.com

