



Video Types & Links

For free consultation about your brand video strategy, book a FREE meeting with our Director - https://calendly.com/rushav-antriksh/free_session

Motion Graphic/Animation Videos

When it comes to the complexity and level of detail in animated videos made for brands and businesses, we categorize them into three levels: Level 1, Level 2, and Level 3.

Level 3: Level 3 animated videos are characterized by high levels of complexity and detail. They are visually rich, immersive, and often feature advanced animation techniques. Level 3 videos employ sophisticated character designs, intricate backgrounds, and detailed visual effects. These videos require more time, resources, and expertise to produce. Level 3 videos are typically used for high-end brand promotions, detailed product demonstrations, or captivating storytelling that aims to captivate and emotionally connect with the audience.

Example work links -

<https://youtube.com/playlist?list=PLQOFqldueP5Ai4XXvcx24vZ1b-5KySMli>

Level 2: Level 2 animated videos offer a moderate level of complexity and detail. They usually involve more intricate designs, additional visual elements, and a wider range of animation techniques. Level 2 videos aim to strike a balance between visual appeal and budget considerations. They often incorporate more detailed character designs, varied backgrounds, and smoother animation movements. Level 2 videos are suitable for conveying more nuanced messages, presenting product features, or creating engaging storytelling content.

Example work links -

<https://youtube.com/playlist?list=PLQOFqldueP5B8xrerttJAHzuXEeOgWJlJ>

Level 1: Level 1 animated videos are typically characterized by a simple and minimalist design. They focus on conveying the core message or information in a straightforward and concise manner. Level 1 videos often use basic shapes, limited color palettes, and minimalistic animation techniques. They prioritize clarity and efficiency, making them ideal for conveying key concepts, instructions, or explaining basic ideas. These videos are cost-effective and can be produced relatively quickly.

Example work links -

<https://youtube.com/playlist?list=PLQOFqldueP5DTVcgK7NXA6CwT0DrTP2zJ>

Live-action Videos

When it comes to the complexity and level of detail in live-action videos made for brands and businesses, we categorize them into three levels: Level 1, Level 2, and Level 3.

Level 3: Level 3 live-action videos are characterized by high levels of complexity and detail. They are visually immersive, and often feature advanced shooting techniques including drone shots. Furthermore sophisticated color palette in color correction, coordination and planning before shooting, background music and other factors contribute to an enhanced and planned output.

Level 3 Example work links -

<https://www.youtube.com/playlist?list=PLQOFqldueP5CtQpgb2YCSrk3mTetEOOxP>

Also check out our YouTube channel which has some podcast videos and other formats as well - <https://www.youtube.com/@antrikshglobal>

We also have our own vodcast series -

<https://www.youtube.com/playlist?list=PLQOFqldueP5CkYfMpjjwNLBeL-kEiiNSq>

Level 1 and Level 2 videos have lesser rates, lesser efforts due to factors like minimal scripting, exclusion of complex and drone shots, basic sound & editing, etc.

Level 2 Example work links -

<https://www.youtube.com/playlist?list=PLQOFqldueP5BJKtOURxyA46Zso-y6Ld4m>

Level 1 Example work links -

<https://www.youtube.com/playlist?list=PLQOFqldueP5BfD9RYPYiyOYwWVVncxaMI>

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3D Animation Videos

We can create a 3D world for any application, domain or product as per your requirements. 3D videos also have a range in detailing and complexity based on simple factors like, realistic 3D, animated 3D, presence of shine/shadow elements, etc.

Example Work Links -

<https://www.youtube.com/playlist?list=PLQOFqldueP5BAd0zuRzgOr2of8rcsGH8e>

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