ABOUT PIXELKEY

We're the **PixelKey**,
a ***creative studios*** that loves to learn, collaborate
and create. Just over a year we became fascinated by the
ideas of discovering the world through someone else's eyes.

What if you could see a sunrise from a hot air balloon
in Cappadocia? It sound crazy but we wanted to build the
closet things. Every project is unique, but they all start
with one thing in common.

We want to know everything: where you started.
Where you want to go next. What's you value.
Who's your customers are and why they care about you.
The only way to solve a problem is to understand it
from every angle.

Luckily, we've got a proven process to quench our
insatiable curiosity. While there are many places to discover
events and places we realized there is no better way
to experience a place right now than through a live video.

A picture may be worth a thousand words.

PK **S**tudios

ABOUT US

We animate visual concepts, using **_advance techniques_**, to communicate ideas that inspire, inform, and captivate consumers also combine art and technology to communicate ideas through illustrations and the layout of script and storyboard.

OUR ESSENCE

At our core, **PixelKey** operates an imagination, individuality, inclusivity and impact.

OUR VALUES

At **PixelKey**, we create magic, we dream it and bring it into existence together & everyday reinventing what's possible.

PK Studios

VIDEO CASE STUDY

WHAT IS AN EXPLAINER VIDEO?

Explainer Video is a perfect option for your success. Explainer videos are basically a short, informative video that explains a company, a product and a service. These videos are fun, colourful and ***engaging way to communicate***.They are typically between 30 seconds to 3 minutes.
It uses voice over, music and visuals to connect emotionally.

CAN IT BE A PROBLEM SOLVER?

It is said that businesses using video ***generate 49% more revenue***. According to cisco about 69% of internet traffic in coming years will be videos. These videos on internet and social media attract more numbers of customers as almost 76% of people after

WHERE CAN WE USE IT?

Every business requires different advertising method thus all videos made are not same. Explainer videos being different can be scripted and tailored accordingly. These videos draw out emotional reactions, stimulate processing centres in our brain and even ***value audience's time***.

WHY US?

PixelKey not only helps you out to grow your business but also makes sure to deliver quality work for your business. We deal with variety of clients from every possible fields.

STRUCTURED TIMETABLE

We here at **PixelKey** give each of our customer's priority based on their project need.
A deadline is assigned to each of our project so that the work can be completed on prior basis without delay.

FEEDBACK

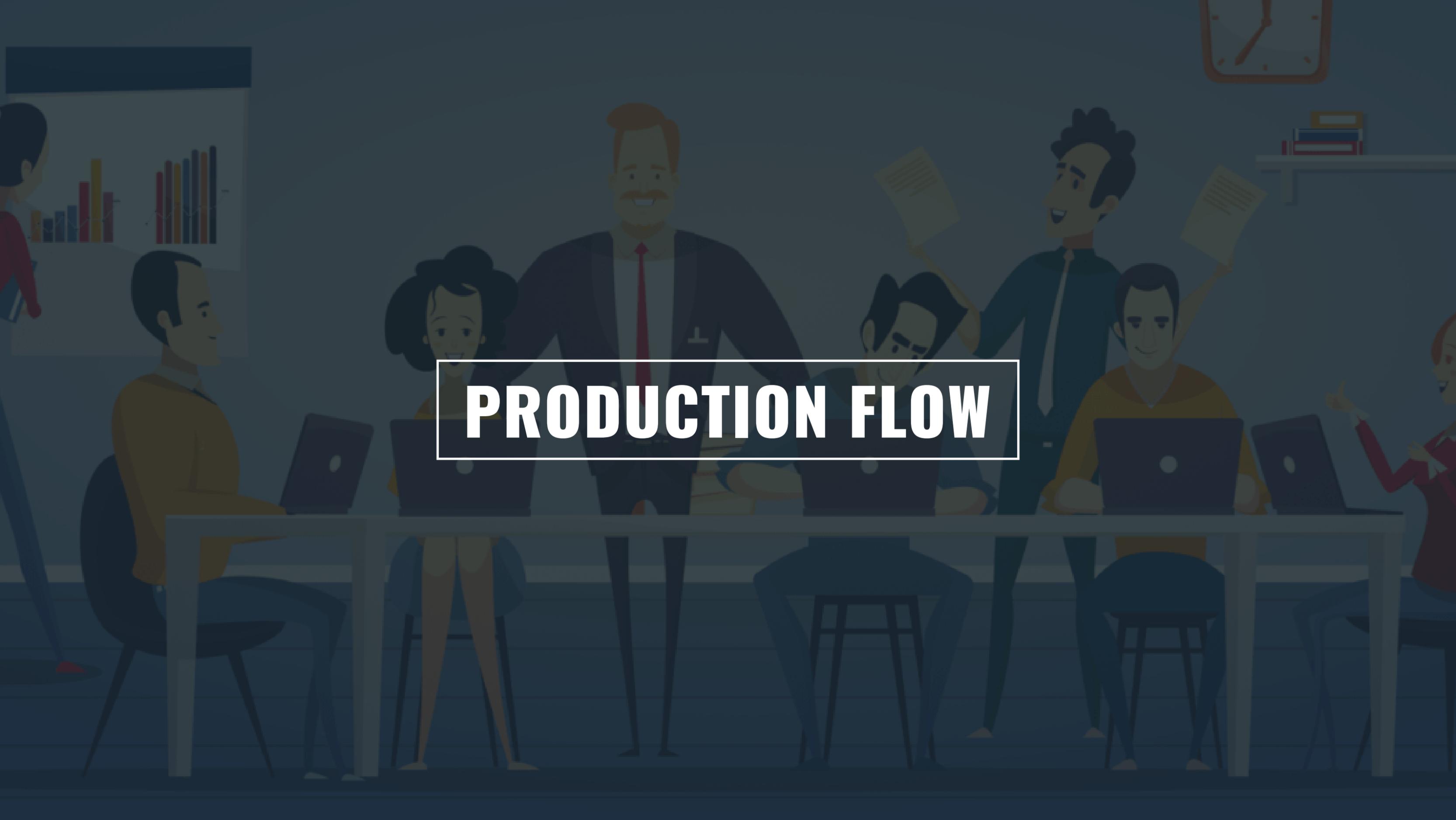Every work before finally accepted goes under the under the customer's feedback for any changes required.
Each product undergoes 1-2 rounds of feedback to get best out of work done.

QUALITY CHECK

Every video made before sending for feedback is send for hierarchal checking to different supervisors to deliver the best out of it.

OUR WAY OF WORKING

PK Studios

PRODUCTION FLOW

SCRIPT WRITING

Script writing is all about understanding the gist of the events happening in an animation video and writing it in a script form. It includes lines about the sequence of events taking place and forming a storyline with a plot.
It includes all the concept of the scenes with it's description and dialogues that is to be used in animation.

STORYBOARDING

As the name suggests storyboard is a representation of the still pictures on a board. It is actually making a plan for people to understand the sequence of the scenes and the storyline that goes in one's mind and is planned accordingly before actually implementing it in a video.

VOICE OVER

Voice over woks as a narration in the background of the animation video. Voice over depicts the event that is taking place at a certain point of time in the story.
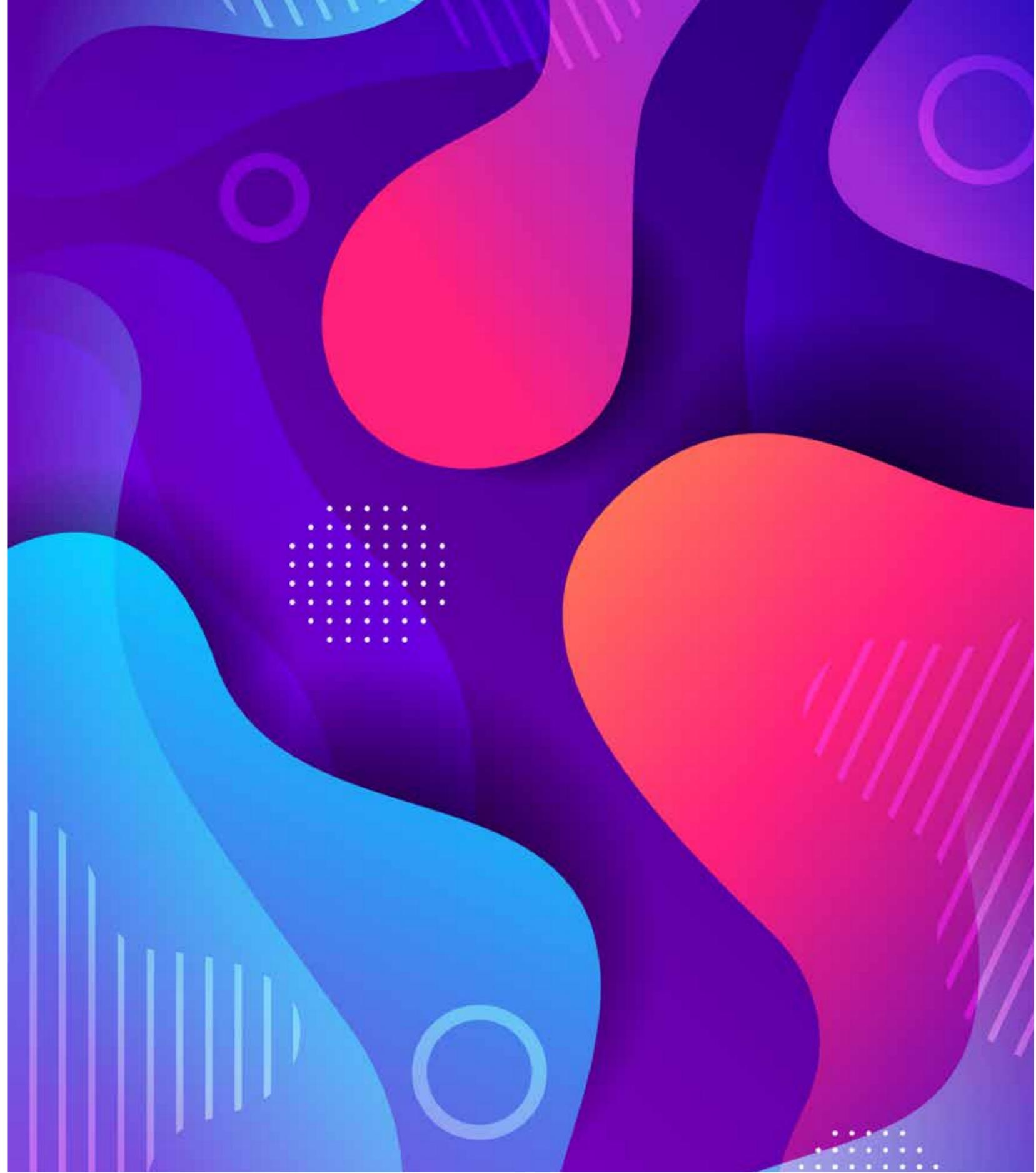
ILLUSTRATION

Illustration is actual making of the scenes including characters, background, style and describing every single detail that is to be shown in animation. Illustration is all about the still images of the scenes of a story or the subject it is designed for.

ANIMATION

Animation is the exploitation of the pictures to make it appear in the form of moving images. In this several frames are combined and are converted into continuous motion.

FINAL COMPOSITION

After the compliment of animation in after effects the all the work done is placed in a series termed as composition. It includes everything from audio, video, voice and texts.

OUR PROCESS

Starting form script writing the data required for the animation is completely understood first, after which comes the storyboard which involves sketching of the scenes in a sequence.

After making the storyboard, scenes are then implemented in a illustrator.
This illustrated scenes are then converted to motion pictures and animation is completed.

For proper understanding of the video each scene is added with a voice over.
Once the voice over is completed and after all the editing we get the final composition.

COST FACTOR

VALUE

Having a customized video for your ideas actually involves our lots of creative work.

Thus creative valuable work directly depends on the value addition and thus higher the value addition, higher will be its cost.

LENGTH

More the duration of a video, more will be detailing of your ideas alongwith our creative work.

Thus its production costs is directly related to the duration of a video. Higher the duration, higher will be the cost of a video.

TURNAROUND TIME

If you need videos earlier than the estimated time, we have to speed up our production process, ultimately leads to aligning of more resources which will directly affects its costing.
Less Turnaround Time, Higher will be its costs

REVISION

If your requirement keeps on changing and you need more revisions than the estimated number of revisions then it will results in increase in its costing. But will work till your Satisfaction.

PK Studios

CONTACT US

SWAPNIL GATHIBANDHE

Founder and Supervisor

info@pixel-key.com

www.pixel-key.com

PK Studios