

Flash Animation Development

Required Information Form

Flash Animation is almost like having a custom animated movie on your web site. It can be used in various ways to make your web site and your brand look more expensive and therefore more credible – less than 10% of all web sites on the World Wide Web have Flash animation and most are big corporations who can afford it. However, many companies do not know that if your *entire* web site is created in Flash, then the Search Engines cannot pick up your text content, and it is your text content that gets you ranked by them. Therefore, it is best to use Flash in the areas that *do not* get picked up, or “spidered”, by the Search Engines and Niki Media group knows exactly how to make this happen so that your web site is not disadvantaged in any way.

Niki Media Group offers affordable, business-driven, and professional Flash animation and we utilize it as follows:

- to give your web site silent salespeople, which ensures that your desired messages get across to your visitors
- to give your web site the expensive, professional appearance of a successful company that has money to spend on a good web site – but not at the expense of Search Engine Optimization

Flash animation can also be used inappropriately. Many companies that provide Flash animation overdo the concept and in turn create something that is confusing or even chaotic.

Our web site (www.nikimedia.com) is a perfect example of professionally used Flash Animation. We hope to give your company the same advantages and benefits that our various Flash animations do for us.

Please fill out the following information so that we can help develop this project for you:

1. Company / Contact Information

Company Name _____ Your Name _____

Phone Number _____ Fax Number _____

Your Email Address _____

Business Address _____

Your web site address for this Project _____

2. Overall Goal (i.e. Get customers excited about our main product right when they hit the home page)

3. Examples of other Flash Animations you like:

There must be two or three web sites in particular that have certain Flash aspects that you would like to implement into your own Flash animation. We prefer that you send us as much as possible so that we get started on the right track.

A1. Web site 1 address _____

A2. What you like about web site 1 _____

B1. Web site 2 address _____

B2. What you like about web site 2 _____

C1. Web site 3 address _____

C2. What you like about web site 3 _____

4. Content for your Flash Animation

1. Will you be providing us with text for your animation? Y N

2. Will you be providing us with images for your animation? Y N

3. Will you require anything else not specified, such as a specific background color? Y N

If YES, please describe _____

4. Will this Flash animation LINK to anywhere? Y N

We are going to need your text, pictures, and anything else you want to include in this Flash animation.
Please write/type these on the separate document and include the following:

- a. Any FONTS you prefer to use for any specific text**
- b. Any COLORS you prefer to have for any specific text**
- c. Any LINKS – what object/text will have a link, and where will the link go.**

INCLUDE THIS SEPARATE DOCUMENT WHEN YOU FAX THIS COMPLETED FORM BACK TO US. Please notify us if you plan to send us pictures, which can be emailed or mailed us a CD with any pictures you may be providing.

5. Step by Step Description of what you would want to happen:

If you would like to leave the creative completely to us, leave this area empty. If you can provide us with any insight or preferences, please list them here. Please see this example so that you understand the format we require:

1. The Words “Welcome to our Web Site” slowly appears in the middle of the screen, then after a few seconds it disappears.
2. Then a picture of our product appears in the middle of the screen, stays for a few seconds, and then disappears. Then our home page appears.

Please write/type these instructions/preferences on a separate document AND INCLUDE IT WHEN YOU FAX THIS COMPLETED FORM BACK TO US.

6. Date that this Project Needs to be Completed by: _____

Please fill out this form or on a separate piece of paper and please fax it back to us at (949) 209-1836, or email it to your representative.