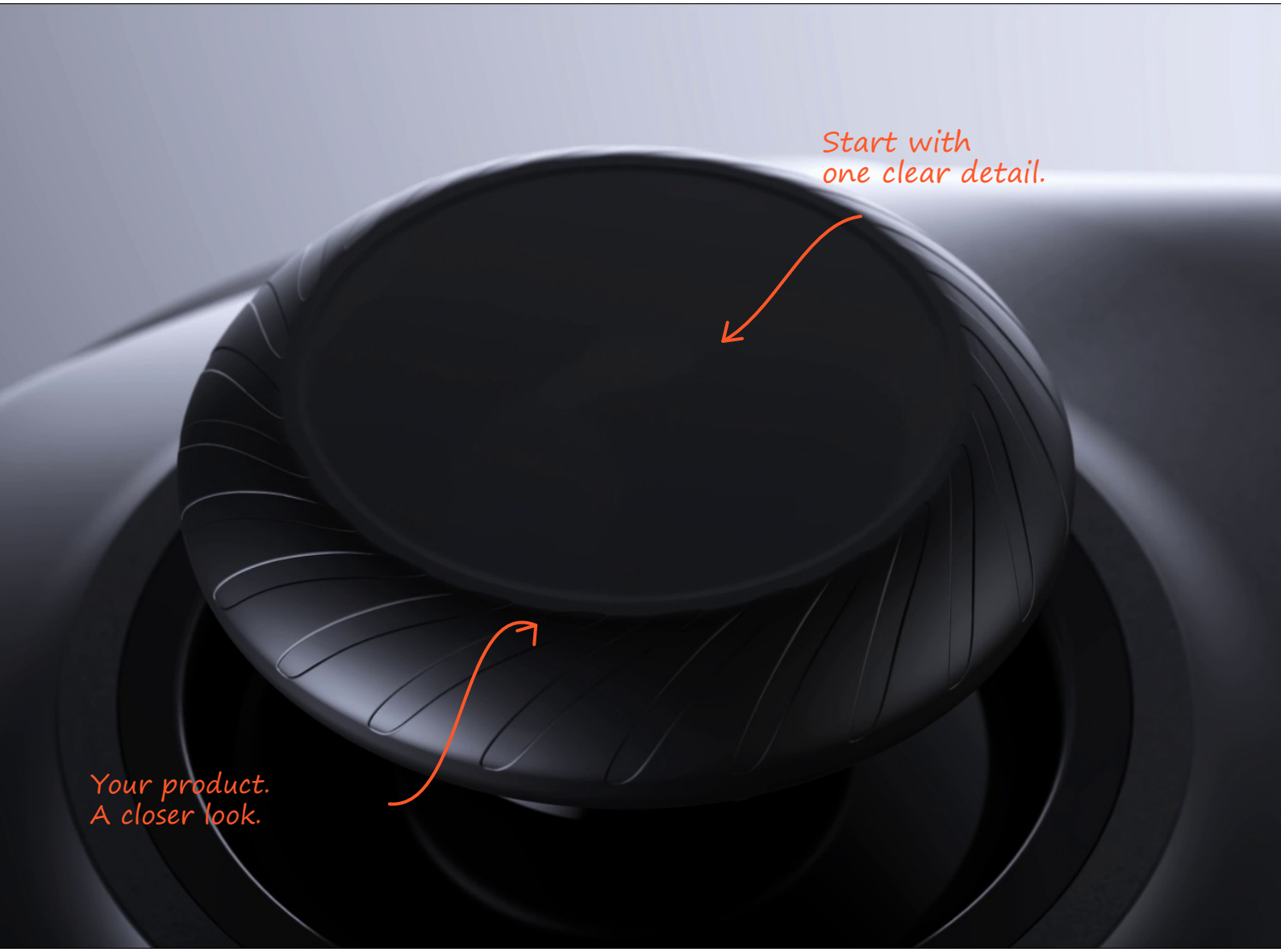
01 / CLARITY THROUGH VISUALS

Make your product easier to understand.

SHOW WHAT IT IS. EXPLAIN HOW IT WORKS.
HELP PEOPLE SEE WHY IT MATTERS.



Give each visual a job.

A good image answers a question. Choose the shot around what your viewer needs to understand. [1, 2]





02 / How does it work?

Connect the product to a simple action.



03 / Why would I use it?

Place the benefit in an everyday setting.

Feature → **Explanation** → **Understanding**

03 / TURN DETAILS INTO EXPLANATIONS

Show the detail.
Explain the difference.

A specification names a feature. A well-chosen close-up gives the viewer something to inspect.



EvoFox Elite X2 Pro / Watch film >



Whole product

Establish the shape before moving in.



Internal explanation

Use a cutaway to make hidden parts visible. The illustration is not a performance test.

CGI gaming mouse study / Watch film >

Make it feel like everyday life.

Context gives a feature meaning: where it is used, what the person does, and what they should notice.



Auramoi DE coffee film / Watch film >



Move closer.

Help the viewer follow a step.

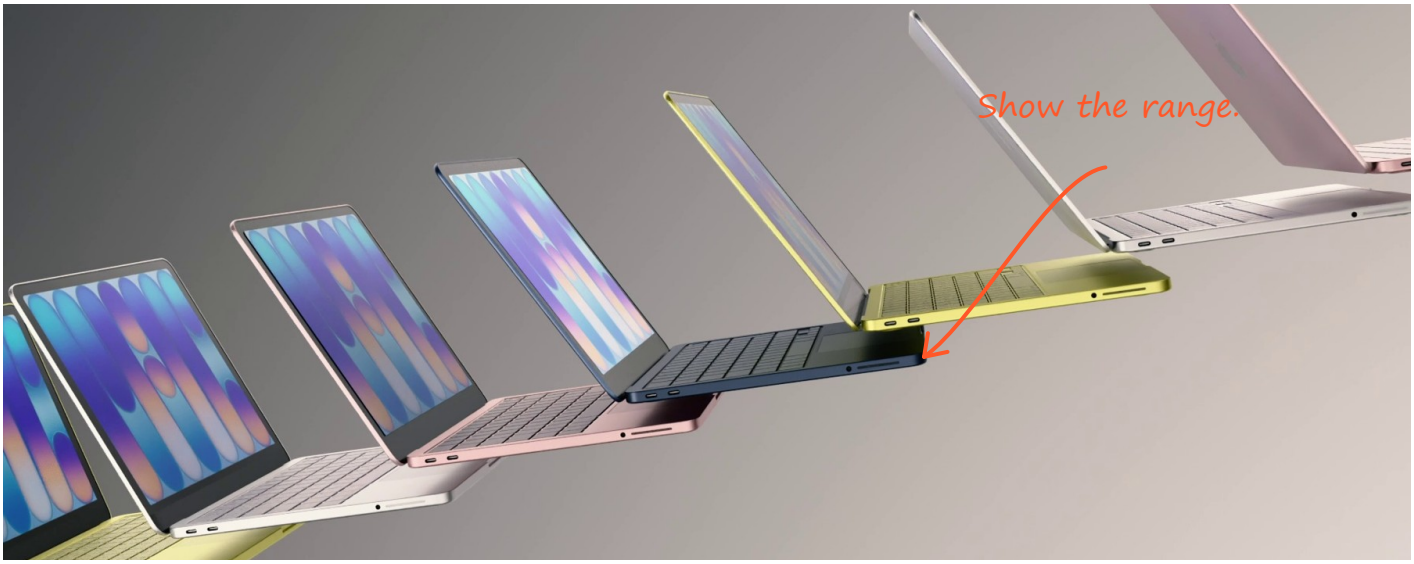


Show the setting.

Surface Headphones 2 / Watch film >

One idea.
Many perspectives.

A reveal, a detail and an in-use moment can each answer a different question. Build the visual sequence around that purpose.



MacBook Neo CGI study / Watch film >



SkinHalo Pro / Watch film >

Product reveal

Show form and physical details. Health or performance claims need evidence beyond a render.



Velox Aero bike / Watch film >

Scale and setting

Place the product in a readable environment. Pair technical claims with real demonstrations.

06 / A SIMPLE WAY TO PLAN YOUR FILM

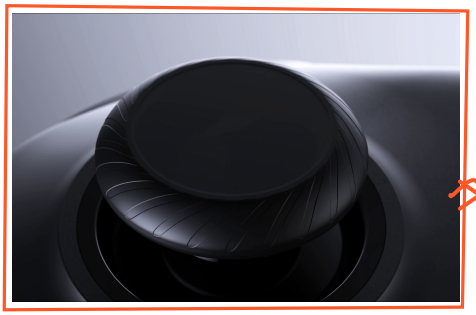
A clearer story starts with a question.

Before choosing a look, decide what the viewer should understand. A rough storyboard keeps the visuals connected to that answer.



01 / NOTICE

A clear first view.



02 / UNDERSTAND

One feature, explained.



03 / IMAGINE

A familiar use moment.

What is the one feature?

Choose the detail your viewer needs to understand.

What proves it?

Gather working-prototype footage and approved product facts.

What happens next?

Explain the development stage and the practical next step.

3D can explain shape, parts and sequences. Kickstarter requires prototype demonstrations to show the actual development state; CGI must not demonstrate functionality that does not exist. [3]

RESEARCH / KICKSTARTER SOURCES CHECKED 15 OCTOBER 2026

[1] Kickstarter / Telling your story
[2] Kickstarter / How to Tell Your Campaign Story
[3] Kickstarter / Design & Technology rules

Talk through your product story: atharva@snollvisuals.com