

THE AIM FRAMEWORK™

THE PROFESSIONAL
AI ANIMATION PRODUCTION METHOD



HOW TO CREATE AI ANIMATION WITHOUT
WASTING **TIME, MONEY, OR CREATIVITY**



**PROVEN
SYSTEM**

A repeatable process
that delivers



**SAVE TIME &
INCREASE QUALITY**

Streamline production
and get better results



**BUILT FOR STUDIOS,
EDUCATORS & CREATORS**

Scalable for individuals
and teams



**FOCUS ON
IMPACT**

Tell better stories.
Deliver more value.

FRAMEWORK
CREATES
FREEDOM

- ✓ CLARITY
- ✓ STORY
- ✓ STRUCTURE
- ✓ CONSISTENCY
- ✓ EXECUTION



By
VIJAY AMARNATH
CREATIVE DIRECTOR
AI ANIMATION DIRECTOR



www.vijayamarnath.com



28+ YEARS
Directing animation
across 4 continents



600+
Animation
students trained



76+ EPISODES
AI animated series
produced



GLOBAL
Trusted by creators,
studios & educators

“ EVERY GREAT AI ANIMATION STARTS WITH AN **AIM** ”

WHY MOST AI ANIMATIONS FAIL

Most creators start with **tools**.



They open an **AI generator**.



Write a **prompt**.



Generate.



Regenerate.



Hope for a **better result**.



The outcome?



Inconsistent
characters.



Weak
storytelling.



Wasted generation
credits.



Frustration.



The problem is not the AI tool.

The problem is the missing production methodology.



After **28 years** directing animation across four continents, I discovered that successful AI animation follows the same principle that has always driven great films:

STORY FIRST. **ALWAYS.**



That principle became **THE AIM FRAMEWORK.**

WHAT IS THE **AIM** FRAMEWORK?

A SIMPLE THREE-PHASE SYSTEM.

A — ARTICULATE

Define your story before touching any AI tool.



CONCEPT



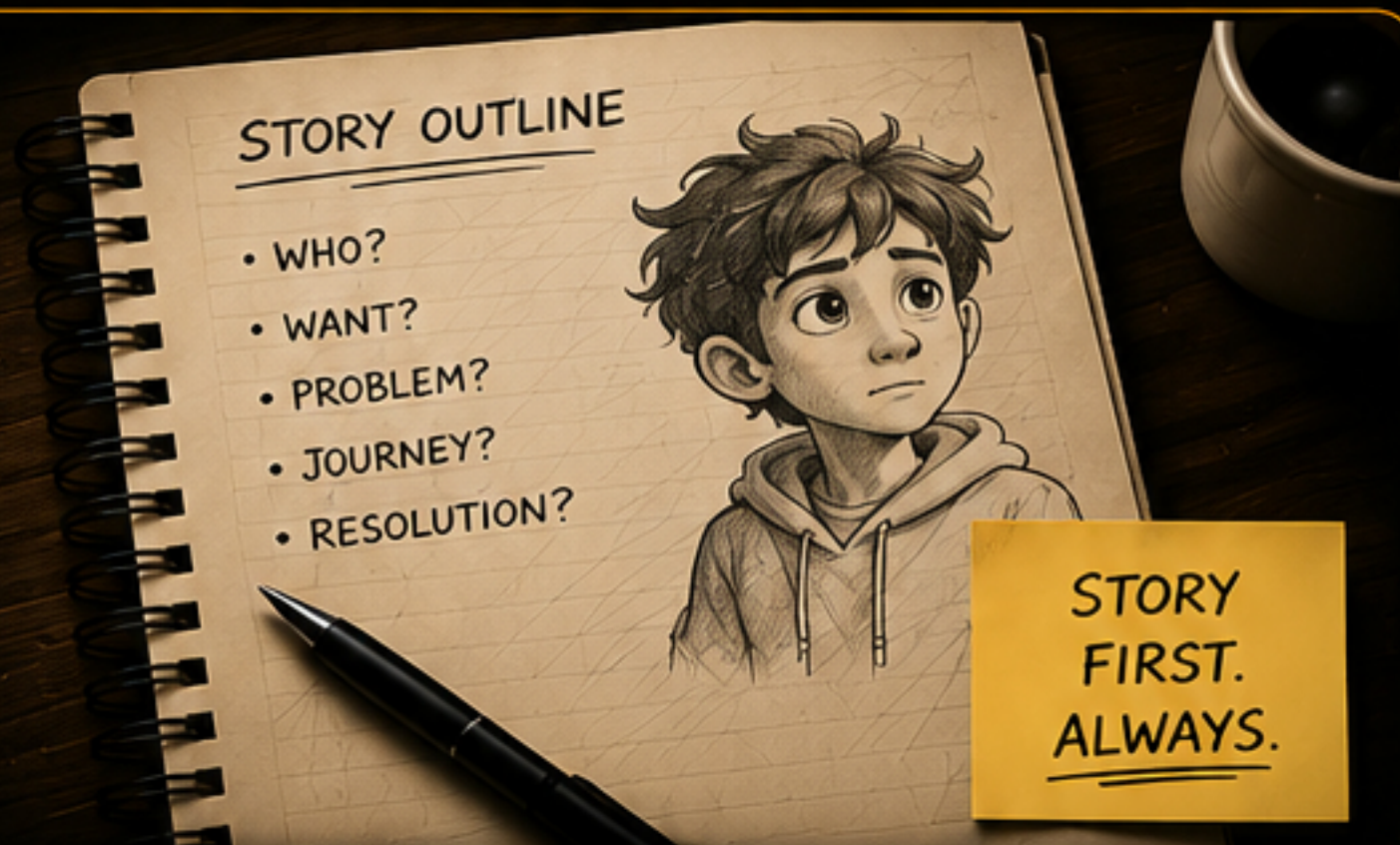
STORY



CHARACTERS



GOAL



I — IMAGINE & BUILD

Create your visual world and animatic.



WORLD
DESIGN



VISUAL
DEVELOPMENT



ANIMATIC
(STORYBOARD)



ASSEMBLE
YOUR WORLD



M — MAKE & DELIVER

Generate, edit, sound design, and publish.



GENERATE



EDIT &
ENHANCE



SOUND
DESIGN



DELIVER &
PUBLISH



MOST CREATORS
START AT

M

(TOO LATE)

VS

PROFESSIONALS
START AT

A

ARTICULATE

I

IMAGINE
& BUILD

M

MAKE &
DELIVER



A - ARTICULATE

BEFORE OPENING ANY AI TOOL,
ANSWER THESE FOUR QUESTIONS:

1.



WHAT DOES THE CHARACTER WANT?

- What is their goal?
- What are they trying to achieve?



"I WANT TO FIND MY WAY HOME."

2.



WHAT DOES THE CHARACTER NEED?

- What is the inner truth they must realize or find?



"I NEED TO BELIEVE IN MYSELF."

3.



WHAT MOMENT CHANGES EVERYTHING?

- What is the turning point that shifts the story forward?



"THE STORM FORCES ME TO MAKE A CHOICE."

4.



WHAT SHOULD THE AUDIENCE FEEL AT THE END?

- What is the emotional impact you want to leave behind?

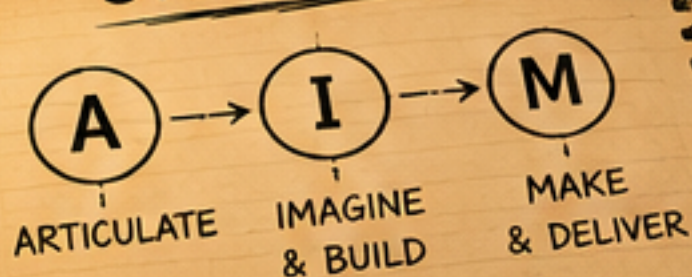


HOPE.
INSPIRATION.
POSSIBILITY.



IF YOU CANNOT ANSWER THESE QUESTIONS,
NO AI TOOL CAN SAVE YOUR PROJECT.

STORY FIRST



THEN USE AI.



STORY
FIRST.
ALWAYS.

GREAT STORIES
CREATE
UNFORGETTABLE
ANIMATIONS.

1 - IMAGINE & BUILD

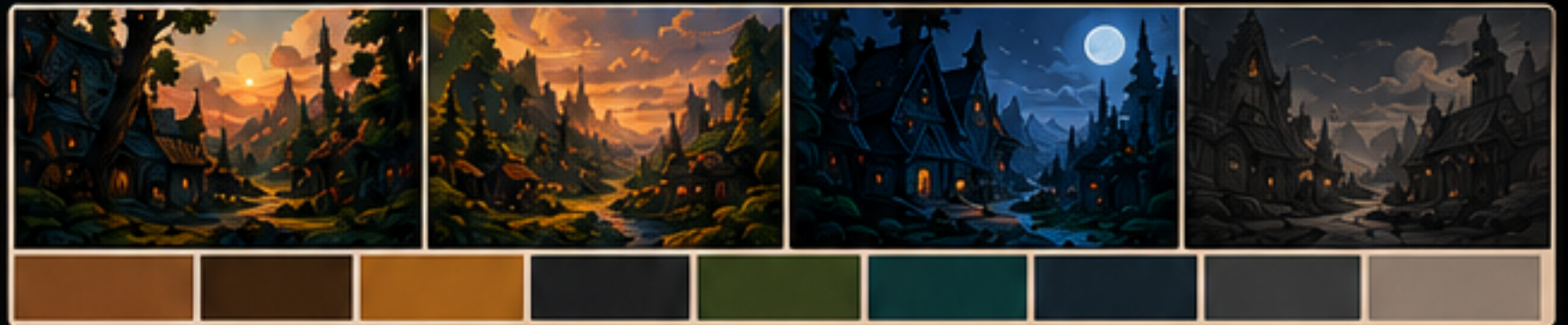


CREATE:



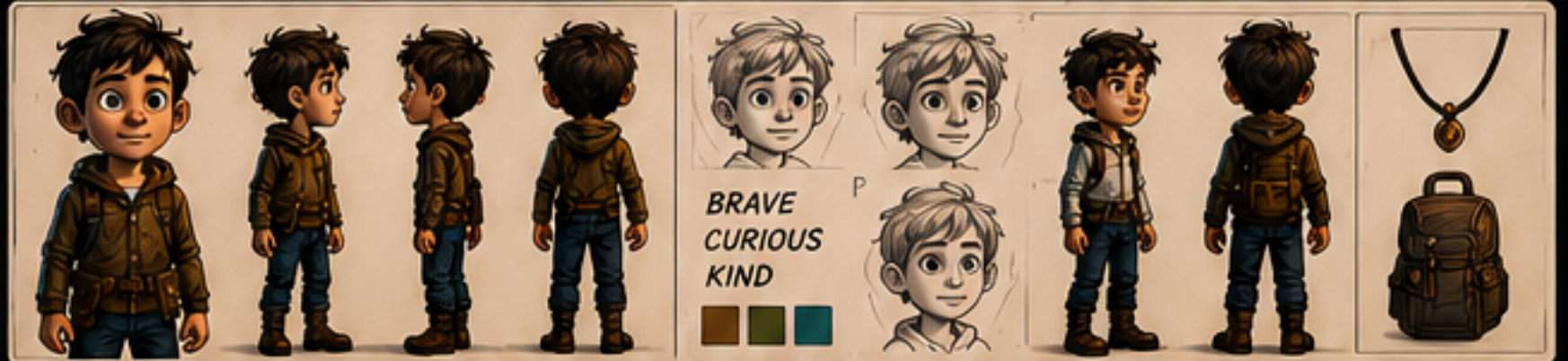
MOODBOARD

Define the look, feel and emotion of your world.



CHARACTER DESIGN

Design your character with consistency.



ENVIRONMENT DESIGN

Build the world your story lives in.



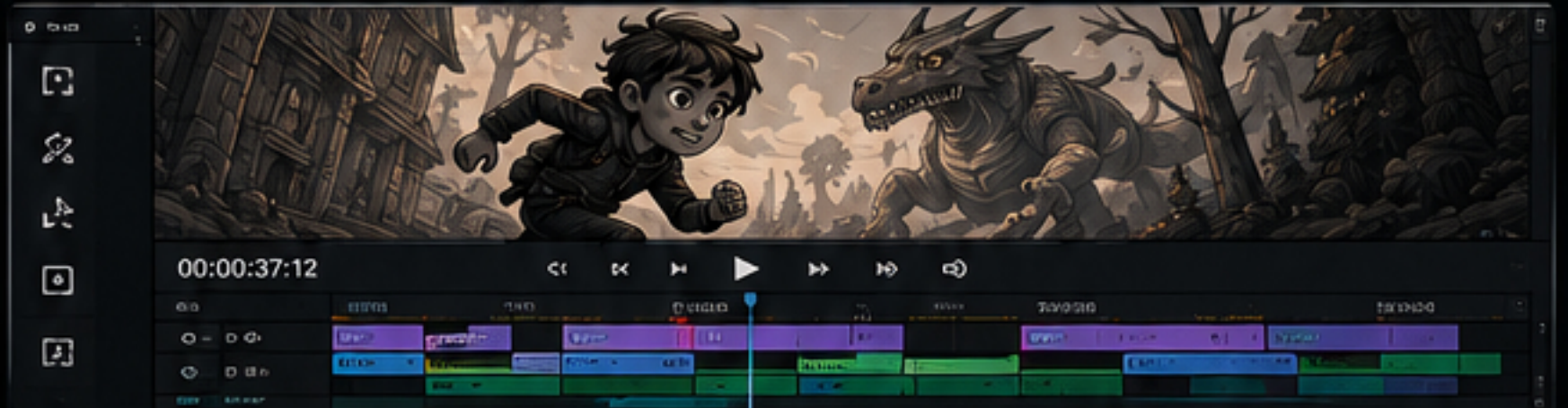
STORYBOARD

Map your story shot by shot.



ANIMATIC

Bring your story to life with timing, motion and sound placeholder.



LOCK EVERY SHOT BEFORE
GENERATING **EXPENSIVE VIDEO.**

PLAN
LOCK
THEN
CREATE



THIS SINGLE STEP
SAVES ENORMOUS **TIME AND MONEY.**

M - MAKE & DELIVER

NOW GENERATE
WITH PURPOSE.

FOR EVERY SHOT ASK:



Does it match
THE STORY?



Does it match
THE CHARACTER?



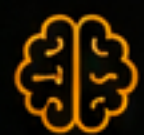
Does it match
THE EMOTION?



Does it match
THE ANIMATIC?



Does it improve
THE FILM?



PLAN



GENERATE



REVIEW



FIX



APPROVE



1. GENERATE



2. REVIEW



3. FIX & ENHANCE



4. APPROVE

AI GENERATES
FRAMES.

YOU DIRECT
THE STORY.



DELIVER WITH CONFIDENCE.

- ✓ FINAL IMAGE LOCK
- ✓ FINAL EDIT
- ✓ SOUND DESIGN
- ✓ COLOR GRADE
- ✓ MUSIC
- ✓ EXPORT
- ✓ PUBLISH



TOOLS ARE POWERFUL.
DIRECTION IS EVERYTHING.

*Good direction
turns AI into
great animation.*

THE AIM PRODUCTION WORKFLOW

FOCUS
PLAN
CREATE
DELIVER



1. IDEA



A young boy discovers
a hidden world
beyond the mountains.



2. PREMISE TEST

- ✓ **WANT:** Explore the unknown
- ✓ **NEED:** Believe in himself
- ✓ **CHANGE:** Faces his biggest fear
- ✓ **FEEL:** Inspired & hopeful



3. SCRIPT

EXT. CAVE - DAY

1/2

A young boy steps into a dark cave.
Light from within flickers...



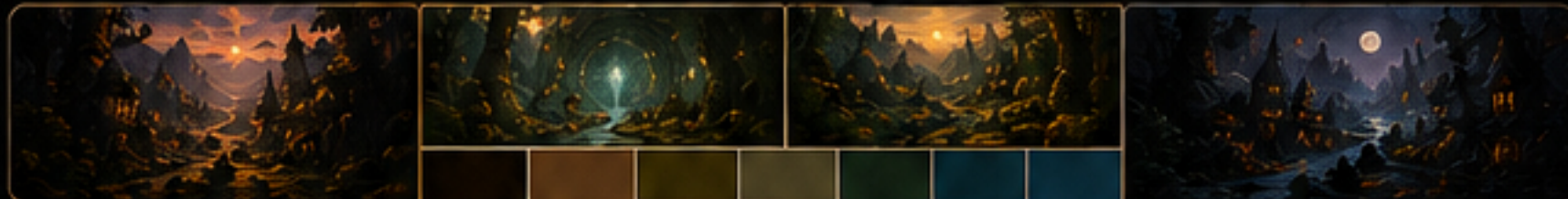
4. CHARACTER BRIEF



Name: Arin
Age: 12
Personality: Curious,
brave, kind
Goal: Find the hidden world
Fear: Not being enough



5. MOODBOARD



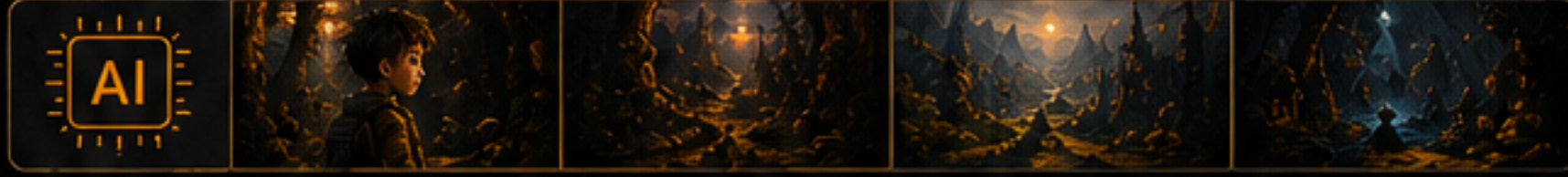
6. STORYBOARD



7. ANIMATIC



8. VIDEO GENERATION



9. EDITING



10. SOUND DESIGN



11. FINAL FILM



- ✓ FOLLOW THE PROCESS.
- ✓ TRUST THE PROCESS.
- ✓ FINISH THE FILM.



SIMPLE.
Clear steps.
No confusion.



REPEATABLE.
Use it for any story.
Any style.



PROFESSIONAL.
Results that stand out.
Stories that connect.

**GREAT FILMS AREN'T LUCKY.
THEY FOLLOW A PROCESS.**

THE BIGGEST MISTAKE AI ANIMATORS MAKE

✗ THEY GENERATE BEFORE THEY THINK.



**NO CLARITY = NO CONSISTENCY = NO STORY
JUST EXPENSIVE GUESSWORK.**

✓ THE AIM FRAMEWORK REVERSES THIS.

1 THINK FIRST.

Clarify your story, characters and the emotional journey.



- ✓ Clarity
- ✓ Direction
- ✓ Purpose

2 BUILD SECOND.

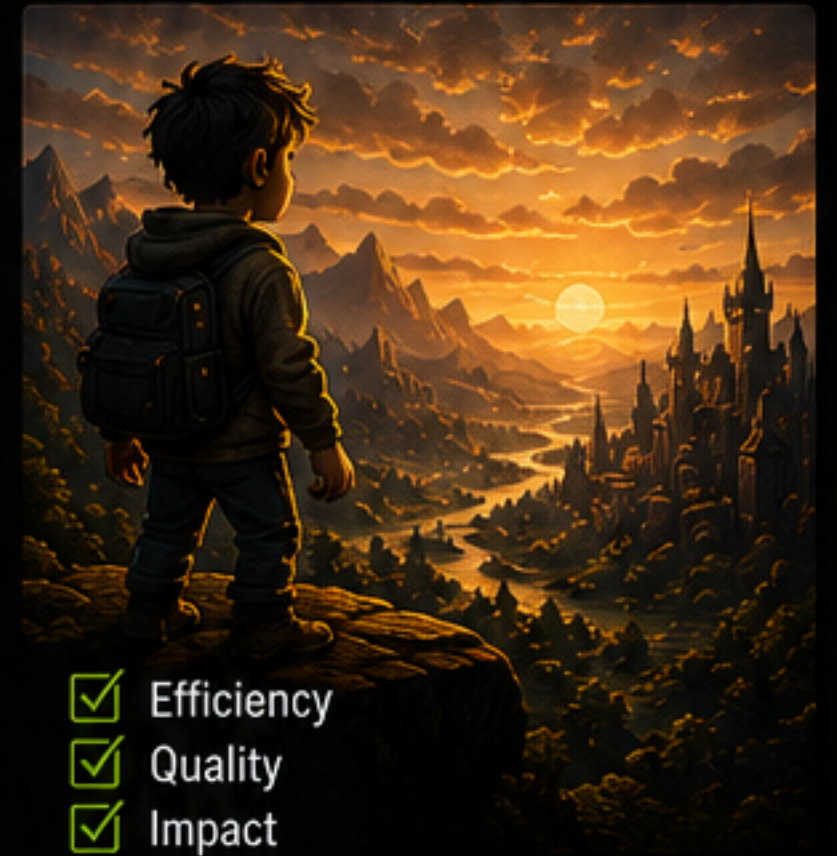
Design your world, plan every shot, and create your animatic.



- ✓ Consistency
- ✓ Control
- ✓ Confidence

3 GENERATE THIRD.

Generate with purpose and bring your story to life.



- ✓ Efficiency
- ✓ Quality
- ✓ Impact



**THAT SEQUENCE
CHANGES EVERYTHING.**



BETTER STORIES
STRONGER IMPACT



SAVE TIME
SAVE MONEY



MORE CREATIVITY
LESS FRUSTRATION



PROFESSIONAL RESULTS
YOU CAN BE PROUD OF



YOUR FIRST AIM CHALLENGE



ONE STORY.
ONE PROCESS.
BETTER EVERY
TIME.



CREATE A **30-SECOND** ANIMATED STORY.



STEP 1

WRITE A
3-SENTENCE
STORY.

1. A young boy finds a mysterious glowing key in the forest.
2. He follows its light and discovers a hidden door in an ancient tree.
3. Behind the door is a world he never imagined, and a choice that changes him.



STEP 2

ANSWER THE
4 PREMISE TEST
QUESTIONS.

- 1 WHAT DOES THE CHARACTER WANT? → To find adventure and discover more.
- 2 WHAT DOES THE CHARACTER NEED? → To believe in himself.
- 3 WHAT MOMENT CHANGES EVERYTHING? → He opens the hidden door.
- 4 WHAT SHOULD THE AUDIENCE FEEL AT THE END? → Wonder, inspiration, and hope.



STEP 3

CREATE
6 STORYBOARD
FRAMES.



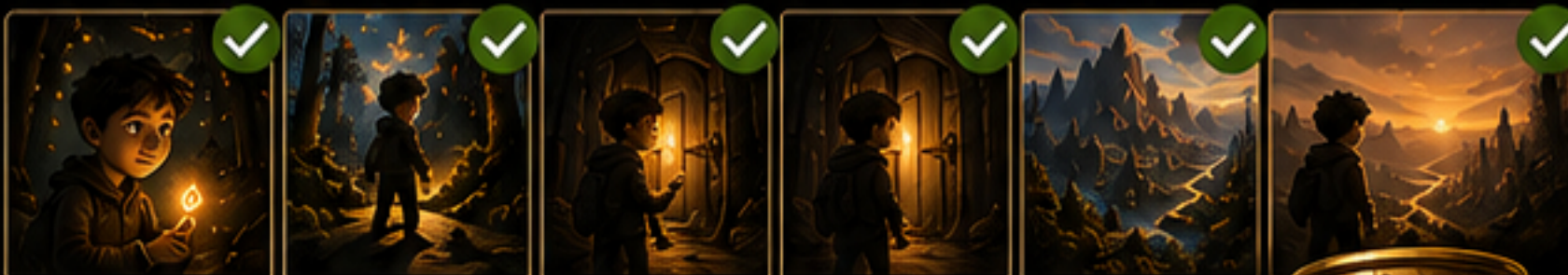
STEP 4

BUILD A
SIMPLE
ANIMATIC.



STEP 5

GENERATE
ONLY THE
SHOTS YOU NEED.



FOCUS = BETTER QUALITY + LESS TIME + MORE IMPACT



CONGRATULATIONS,
YOU ARE NOW USING THE **AIM** FRAMEWORK.



SAVE TIME



SAVE MONEY



STAY CREATIVE



CREATE PROFESSIONAL RESULTS



READY TO CREATE YOUR FIRST AI ANIMATED FILM?

THE
AIM 
FRAMEWORK™

THE PROFESSIONAL AI ANIMATION
PRODUCTION METHOD

Join my **FREE LIVE** AI Animation Masterclass
and see the complete **AIM Framework** in action.



WHAT YOU'LL LEARN

- ✓ Why most AI animations fail
- ✓ The complete AIM Framework workflow
- ✓ Story → Character → World Building
- ✓ AI tools I use professionally
- ✓ Live production demonstration
- ✓ Q&A Session



WHO SHOULD ATTEND?

-  Animators
-  Designers
-  Students
-  Animation Studios
-  Content Creators



RESERVE YOUR FREE SEAT

— SCAN QR CODE TO REGISTER —



OR

REGISTER HERE

<https://forms.gle/V1BunLp9Ggen1dtP8>

Limited Seats!



LIVE ONLINE SESSION



FREE REGISTRATION



ABOUT VIJAY AMARNATH

Creative Director
AI Animation Director



28+
Years Industry
Experience



Directed Animation
Across 4 Continents



600+
Students Trained

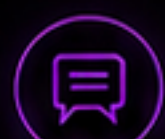


Creator of the
AIM Framework



www.vijayamarnath.com

THE AIM FRAMEWORK PROCESS



ARTICULATE
THE IDEA



IMAGINE
THE WORLD



MAKE
IT ALIVE



DELIVER
WITH IMPACT

FOLLOW FOR MORE



“ Every Great AI Animation Starts With An **AIM**. ”