

From Script to Final Video

A complete, step by step look at how I produce a motion design video on my own, shown on a real project: the promo ad I made for Prism.



Mohamed Neggache

Motion Graphic Designer & Video Editor

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Co-founder of Next Horizon Studio and creator of Prism, a plugin that moves Figma designs into After Effects and DaVinci Resolve.

✦ Core Skills

My main areas of work

Motion Graphics Design

Ads and explainers for SaaS and B2B

Video Editing

Editing, audio and export

AI Videos

AI ads and UGC videos

Graphic Design

Visual design assets

📦 Secondary Skills

Supporting skills

Character Illustration

Custom vector characters

Website Building

Design and development

SEO

Search engine optimization

Multitasking

Several projects at once

📈 Currently Developing

English

B1, improving for professional use

📦 Toolkit

📁 Software	📁 Websites	✦ AI Models
• After Effects	• ElevenLabs	• Kling
• Premiere Pro	• Magnific	• Nano Banana Pro
• Photoshop		• Seedance
• Illustrator		• Google Veo
• Figma		• GPT
• Obsidian		• Claude Opus
• Prism		



INTRODUCTION

Hello, I'm Mohamed

I'm a Motion Graphic Designer and Video Editor. In this document, I'll show you how I turn a script into a professional, ready to publish motion design video. We'll go through four stages: writing the script, storyboarding, animating the storyboard, and adding audio.

To keep it concrete, every stage is shown on a real project, the promo ad I made for Prism. All screenshots come directly from my working files.

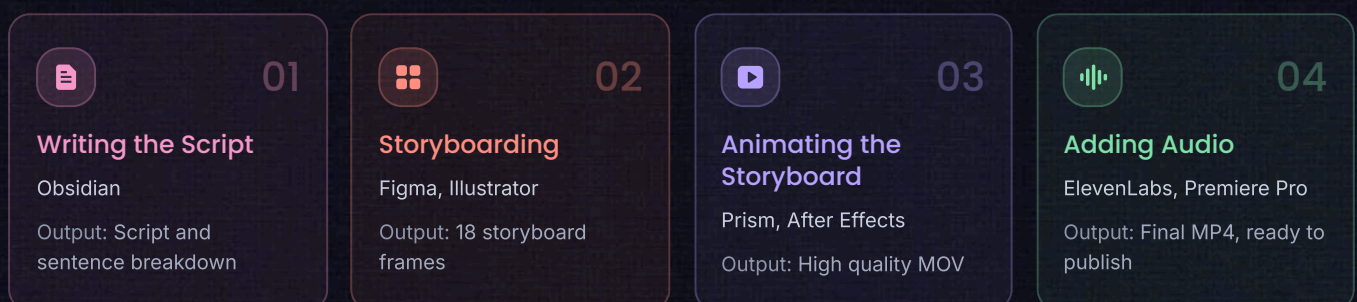
✓ A fully solo project

Every part of this video was made by me, from the first line of the script to the final export: script, storyboard, illustration, animation, voiceover, sound design and editing.

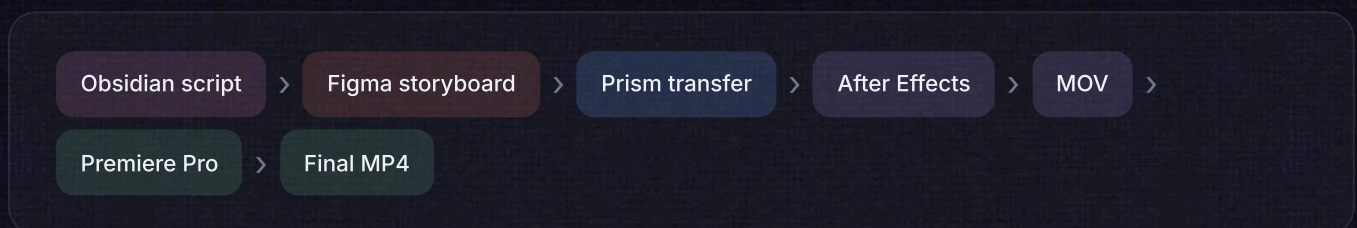
Project overview

Project	Prism promo ad
Goal	Present Prism and invite viewers to try it for free
Audience	Motion designers and freelancers who already work with Figma and After Effects
Format	1920 × 1080, 30 fps
Length	About 28 seconds
Final video	https://nexthorizon.art/project-details?id=55

The workflow at a glance



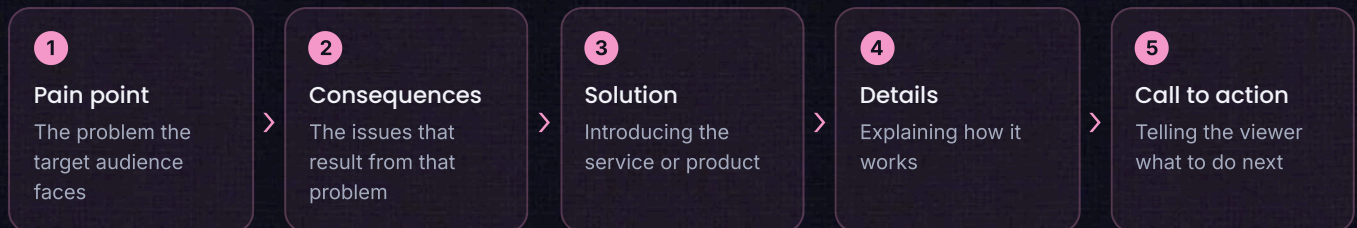
How the files move through the workflow





My method

Every project starts with reviewing whatever materials are available. If a PDF brief is provided, I move straight into storyboard design. If not, I write the script from scratch. I document everything in Obsidian, so I have an organized reference I can return to at any point. The way I write depends on the type of service, but I usually follow a clear structure:

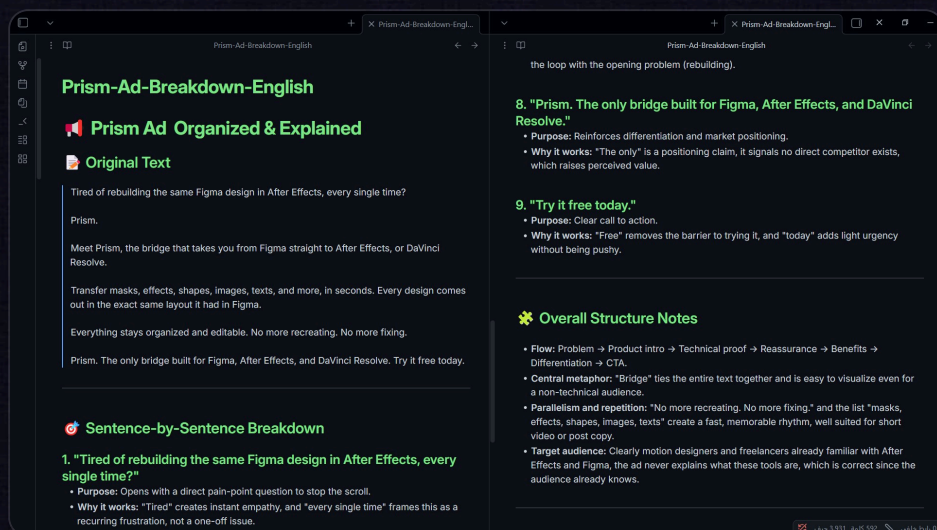


In this project

The final script of the Prism ad:

Tired of rebuilding the same Figma design in After Effects, every single time?
Prism. Meet Prism, the bridge that takes you from Figma straight to After Effects, or DaVinci Resolve.
Transfer masks, effects, shapes, images, texts, and more, in seconds. Every design comes out in the exact same layout it had in Figma.
Everything stays organized and editable. No more recreating. No more fixing.
Prism. The only bridge built for Figma, After Effects, and DaVinci Resolve. Try it free today.

I then wrote a full breakdown of the script in Obsidian, in three parts: the **original text**; a **sentence by sentence breakdown** giving the purpose of every line and why it works (for example, the opening question is there to stop the scroll, and "every single time" frames the problem as a recurring frustration); and **overall structure notes** covering the flow, the central "bridge" metaphor that ties the text together, the use of repetition for rhythm, and the target audience.



The script breakdown in Obsidian: original text and sentence by sentence analysis (left), overall structure notes (right).



My method

Once the script is done, I move into Figma to design the storyboard. I follow a clear structure: **scenes are labeled with letters** (A, B, C, D...) and arranged vertically, while the **shots within each scene are labeled A1, A2, A3** and arranged horizontally.

Some scenes require a character or an object to appear, so I design it in Illustrator. When a project needs it, I also use Photoshop to cut out and prepare environment and scene elements.

In this project

5 scenes

Labeled A to E

18 frames

One frame per shot

1920 × 1080

Final video size

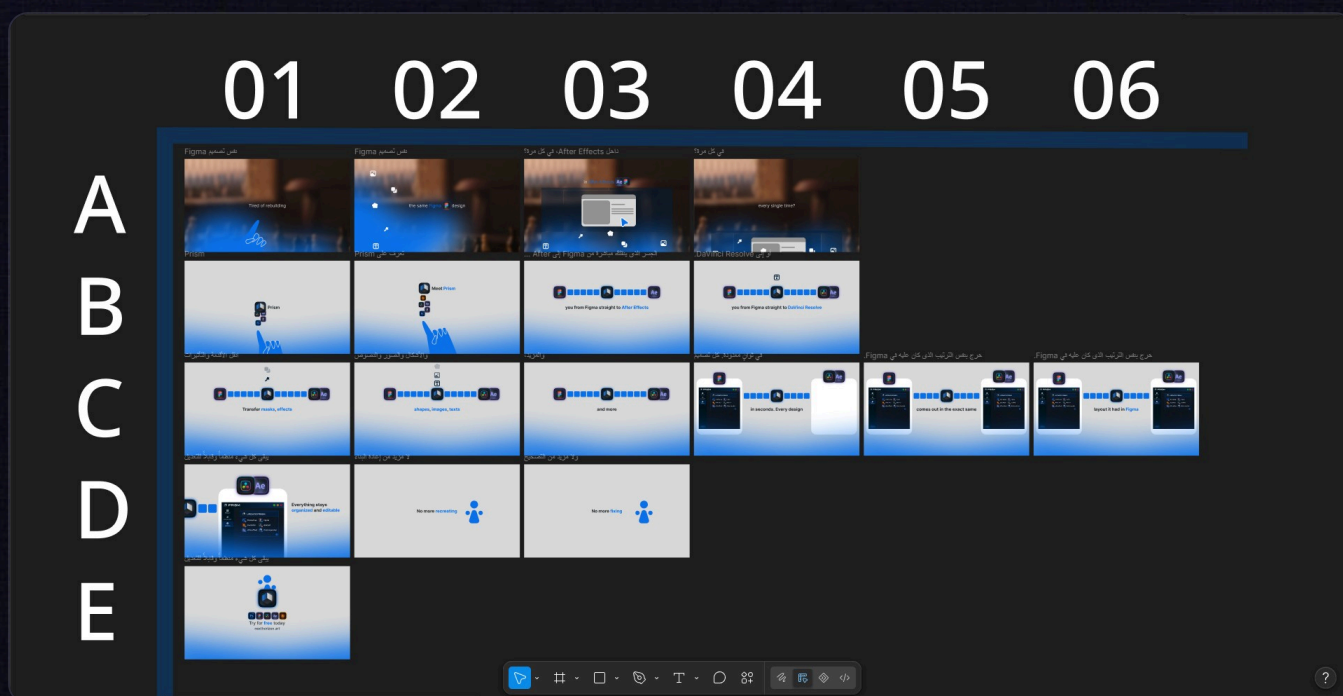
Above every frame, I write the script line it belongs to, so the visuals and the voiceover stay in sync from the very beginning.

SCENE	SCRIPT	ROLE	SHOTS
A	Tired of rebuilding the same Figma design in After Effects, every single time?	Hook and pain point	A1 to A4
B	Prism. Meet Prism, the bridge that takes you from Figma straight to After Effects, or DaVinci Resolve.	Product introduction	B1 to B4
C	Transfer masks, effects, shapes, images, texts, and more, in seconds. Every design comes out in the exact same layout it had in Figma.	Technical proof	C1 to C6
D	Everything stays organized and editable. No more recreating. No more fixing.	Reassurance and benefits	D1 to D3
E	Prism. The only bridge built for Figma, After Effects, and DaVinci Resolve. Try it free today.	Differentiation and call to action	E1

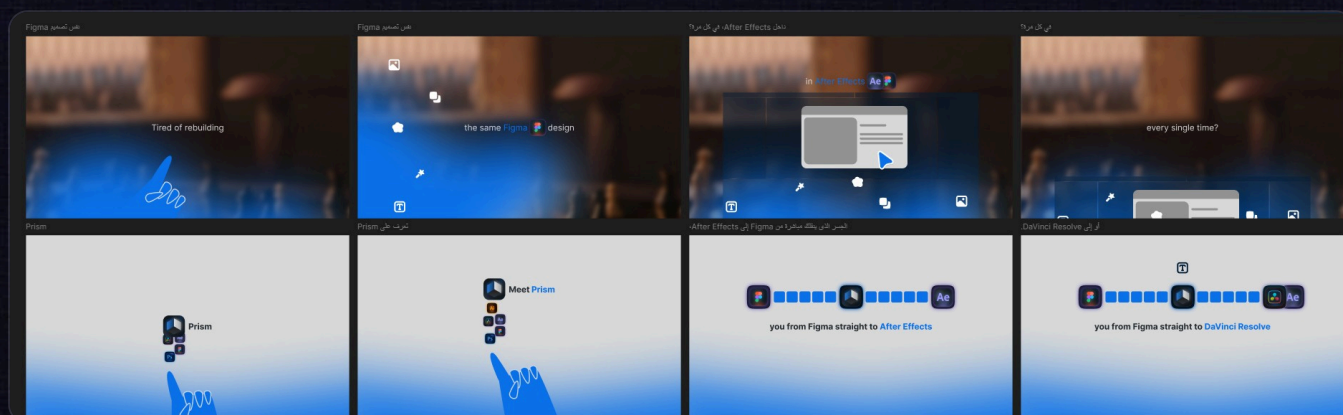
Visual direction

- **Two moods.** Scene A, the problem, uses a dark and blurred setting with a blue glow. From scene B, when Prism appears, the style switches to a clean, light layout in Prism blue.
- **The bridge, made visible.** The "bridge" from the script becomes a visual: a line of blue blocks connecting the Figma icon, Prism, and the After Effects or DaVinci Resolve icons.
- **Design elements on screen.** Small icons for text, images, shapes and effects float around the frames, representing the elements that Prism transfers.

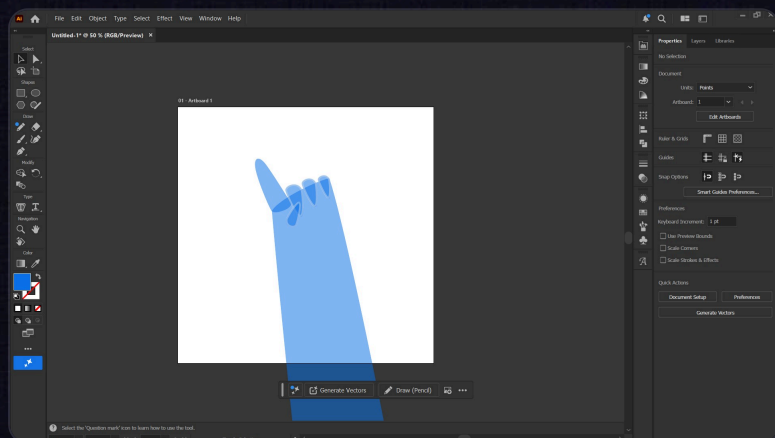
The full storyboard in Figma



The complete storyboard: scenes A to E arranged vertically, shots 01 to 06 arranged horizontally. The script line for each shot is written above its frame.



Close up on scenes A and B: the dark "problem" mood of scene A, then the switch to the light Prism layout in scene B, with the bridge between Figma, Prism and After Effects.



The pointing hand, designed in Illustrator.

Custom illustration

The pointing hand used in scenes A and B is a custom vector illustration I designed in Illustrator, in the same blue as the rest of the ad, so it could be animated as a separate element.

Photoshop was not needed for this project.



My method

After completing all the storyboard frames, I move into the animation stage using After Effects, building the video in layers of detail:

1

Raw motion

All elements animated in their raw form, with no coloring and no effects

2

Color and shading

Added once the motion is in place

3

Visual effects

Deep Glow, Fractal Noise and similar effects for depth

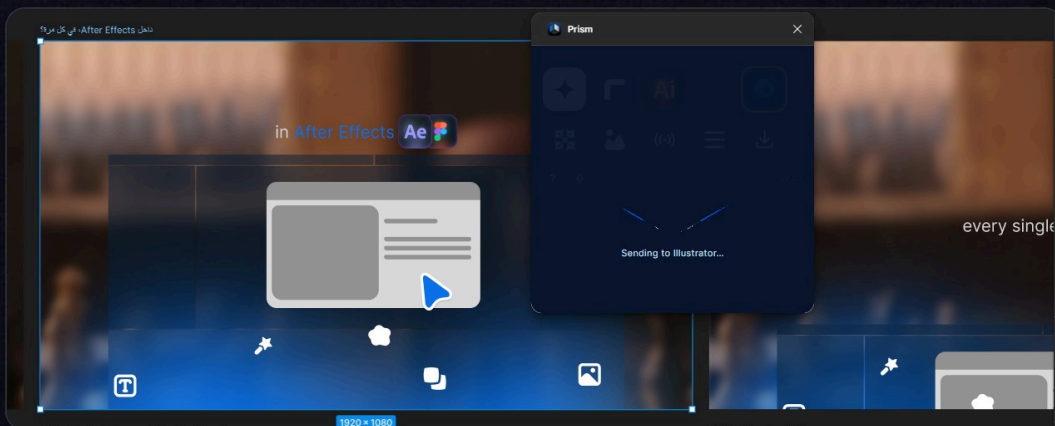
4

Export as MOV

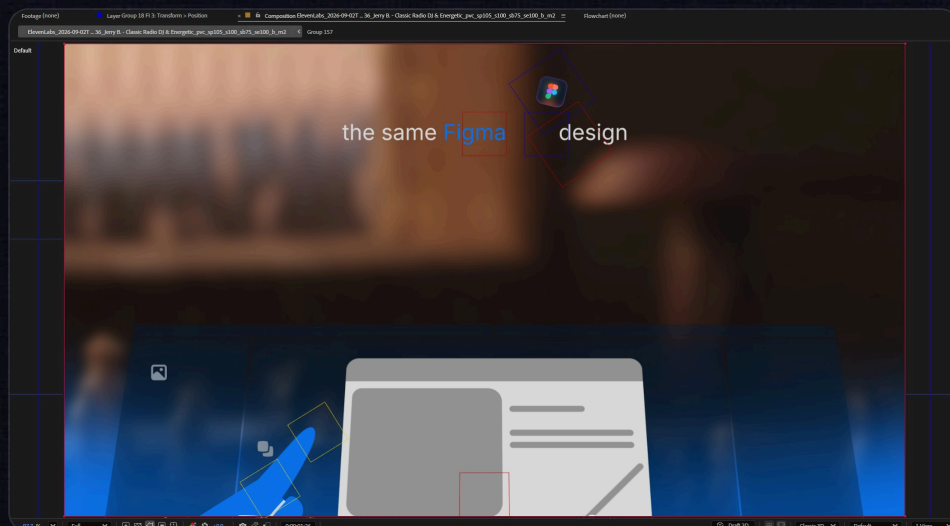
High quality file, ready for editing in Premiere Pro

In this project: from Figma to After Effects with Prism

Instead of rebuilding the storyboard frames by hand, I transfer them from Figma to After Effects with **Prism**, the plugin I built for exactly this problem. The frames arrive in the same layout, with their groups, texts, shapes and images as separate, editable layers, so I can start animating right away.



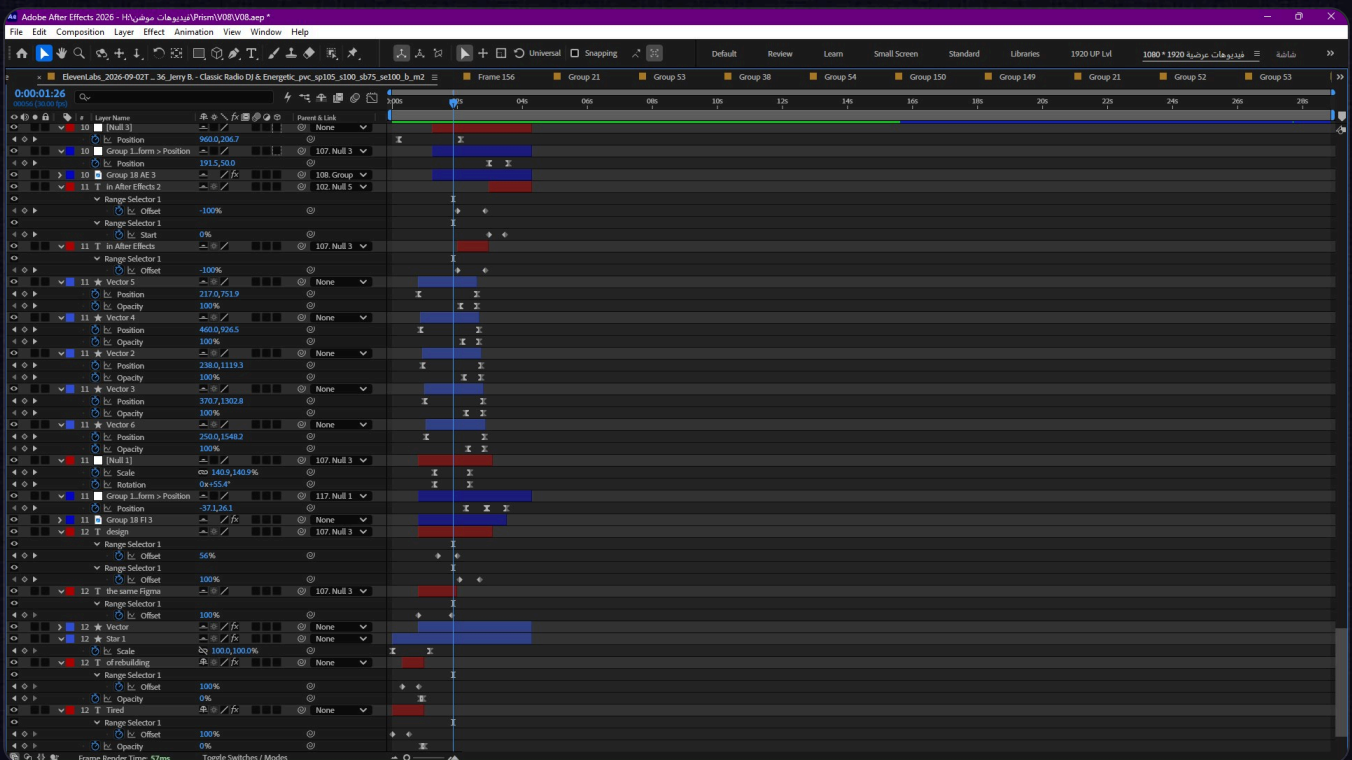
The Prism panel open in Figma on storyboard frame A3 (1920 × 1080).



Inside After Effects: the transferred layers (text, icons, the interface card and the hand) ready to animate.

Building the animation

- Word by word text.** Text layers such as "Tired", "of rebuilding", "the same Figma" and "in After Effects" are animated with Text Animators and Range Selectors (Offset and Start keyframes), so the words appear following the rhythm of the script.
- Staggered icons.** Each floating icon has its own Position and Opacity keyframes, slightly offset in time, so the icons enter one after another instead of all at once.
- Null objects as controllers.** Groups of layers are parented to Null objects, so one Null can move, scale or rotate a whole group at once. The motion stays clean and easy to adjust.
- Smooth easing.** Keyframes use Easy Ease for natural acceleration and deceleration, instead of stiff linear movement.
- Settings and export.** The composition runs at 1920 × 1080, 30 fps. The finished animation is exported as a MOV file to keep maximum quality for the editing stage.



The After Effects timeline: Text Animators with Range Selectors, Null parenting, and staggered Position, Opacity, Scale and Rotation keyframes.



STAGE 4 OF 4

Adding Audio

ElevenLabs

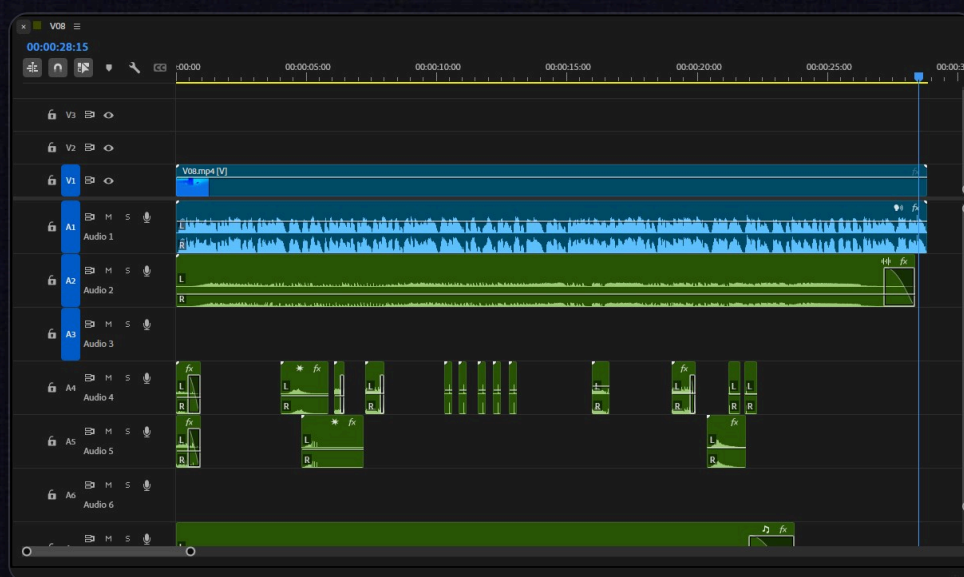
Premiere Pro

My method

In the final stage, I move to Premiere Pro to add the sound effects and the voiceover, and the video comes out in its final version, ready to publish.

In this project

- **Voiceover.** Generated with ElevenLabs, based on the final script.
- **Organized tracks.** The video sits on V1, and the audio is split across separate tracks, so the voiceover, the music and the sound effects can each be balanced on their own.
- **Sound effects on the beat.** Short sound effects have their own tracks (A4 and A5), lined up with the key moments of the animation: icons appearing, text reveals and scene transitions.
- **Clean ending.** Fade outs at the end of the audio tracks, so the video closes smoothly.



The Premiere Pro timeline (empty upper area cropped): video on V1, voiceover, music and sound effects on separate audio tracks.

Final export

MP4

Final format

1920 × 1080

Resolution

35 to 50 Mbps

Bitrate, depending on the project

~28 s

Final length

The MOV from After Effects keeps full quality through the edit, and the MP4 is the light, ready to publish file.



RESULT

The Final Video



Watch the Prism promo ad

<https://nexthorizon.art/project-details?id=55>

Summary: who did what

STAGE	WHAT I DID	TOOLS	OUTPUT
01 Script	Wrote the script and a sentence by sentence breakdown	Obsidian	Script and breakdown
02 Storyboard	Designed 18 frames across 5 scenes and illustrated the hand	Figma, Illustrator	Full storyboard
03 Animation	Transferred the frames with Prism and animated everything	Prism, After Effects	MOV master
04 Audio	Voiceover, sound effects, editing and final export	ElevenLabs, Premiere Pro	Final MP4

Every stage above was done by me alone.

More of my work

Portfolio	https://nexthorizon.art/works
Studio	https://nexthorizon.art
Prism plugin	https://nexthorizon.art/store/figma-to-ae
Email	nhmohammed.c@gmail.com

Thank you for your time.

I'm happy to walk you through any stage in more detail or share more project files.