

Motion design rates

NGN | GENERAL GUIDE | 23 OCTOBER 2026

15-30 second product launches, app showcases, and animated interface films.

Existing general invoice rates. NGN and USD are separate market prices, not exchange-rate conversions. Final scope and fees are confirmed in a written quote.

Service / scope	Typical fee
Startup product showcase One 15-30 second film in one agreed format.	₦150,000 - ₦250,000
Established company showcase A product or brand story with a more involved creative scope.	₦250,000 - ₦500,000
Campaign / multiple deliverables A coordinated set of films or campaign assets, scoped together.	Quoted for scope

Typical showcase quote

₦250,000 for one polished product showcase. The ranges above are alternatives, not amounts to add together.

Included

Creative direction, animation, timing, sound design, one finished MP4 in one agreed format, and two consolidated revision rounds.

Quoted separately

Additional formats, voiceover, bespoke illustration or 3D, further revisions, rush work, and editable source files are quoted separately.

Payment

50% upfront and 50% before final delivery.

Invoice template

NGN | GENERAL GUIDE | 23 OCTOBER 2026

Not issued. Replace every bracketed field and confirm the scope before sending to a client.

Prepared by	Moses Onerhime mosesonerhime11@gmail.com
Billed to	[Client / company name and contact]
Invoice / issue date	[Unique invoice number] [Issue date]
Project / delivery	[Project name] [Agreed delivery date]
Service / scope	Motion design: [Agreed deliverables, format, duration/pages and exclusions]

Description	Amount
[Agreed core service]	₦250,000
[Approved add-ons only]	[Amount / none]
[Agreed discount]	[Amount / none]
[Applicable tax treatment, confirmed before issue]	[Amount / not applicable]
Total service fee	[Final total]
Example service fee only	₦250,000
Example 50% deposit	₦125,000
Example 50% before final delivery	₦125,000

Illustrative amount only. Update the base fee, add-ons, discount, tax treatment and all totals before issue. The example is not an amount owed.

Payment and delivery

50% upfront and 50% before final delivery.

Payment details are supplied privately on the issued invoice. This public template contains no bank account, third-party payment email, client details, late fee or payment request.

Two consolidated revision rounds within the agreed brief. Additional scope requires a separate written quote. State any usage, source-file or posting agreement explicitly before issue.