



WHAT? STUDIO

Client Terms & Working Guidelines

Motion design studio terms for project work, portfolio publication, payments, deliverables, communication and confidentiality.

[Website](#) - [Email](#) - [Instagram](#) - [TikTok](#) - [YouTube](#) - [Gumroad](#)

Version	1.0 - July 2026
Applies to	Motion design, product videos, UI animation, launch assets, social ads, editing and related creative services.
Studio	What? Studio
Website	https://www.whatstudio.digital/
Contact	hello@whatstudio.digital or the active project communication channel



1. Purpose of this document

These Client Terms & Working Guidelines explain how What? Studio usually works with brands, founders, agencies and product teams. They are designed to make the process clear before a project starts and to avoid misunderstandings during production.

By approving a quote, paying an invoice, starting work through Fiverr, sending project materials, or otherwise confirming a project with What? Studio, the client agrees to these terms unless a separate signed agreement says otherwise.

2. Scope of services

What? Studio provides motion design and creative production services, including but not limited to:

- Product videos, SaaS interface films, launch videos and software explainers.
- UI motion, website/app animations, micro-interactions and motion systems.
- Storyboard, script structure, visual direction and production planning.
- Social media cuts, short ads, reels, trailers and product feature clips.
- Editing, sound design, screen-recording based videos and light visual design support.
- After Effects project work, templates, technical setup and related creative assets when agreed in the project scope.

The exact scope, timeline, deliverables, price and included revision rounds should be confirmed in writing before production begins.

3. Project start requirements

To begin work efficiently, the client should provide the necessary project materials and context, such as:

- A clear brief or short explanation of the goal of the video/design.
- Brand assets: logo, colors, fonts, screenshots, product links, existing videos, UI screens or Figma files.
- Preferred style references, competitor examples or past videos that help define direction.
- Required format, resolution, aspect ratios, duration and platform requirements.
- Deadline, launch date or any time-sensitive milestones.
- Any legal, privacy, compliance or confidentiality restrictions that affect the work.

The studio may pause or delay production if required materials are missing, unclear, inaccessible, or not approved for use by the client.

4. Communication and approvals

- **Main channel:** Communication may happen by email, Fiverr, Discord, Telegram, Slack, or any other agreed project channel.
- **Response time:** Feedback should be provided in a reasonable time. Delayed feedback may move the delivery timeline.
- **Approvals:** A message such as “approved”, “looks good”, “go ahead”, “final”, or equivalent written confirmation may be treated as approval to continue to the next stage.
- **Single point of feedback:** For teams, the client should collect internal notes into one clear feedback message whenever possible.
- **Creative direction:** The studio may make design and motion decisions that support the agreed goal, style and platform unless the client gives specific restrictions in advance.



5. Timeline and delivery

Timelines are based on the agreed scope, complexity, client feedback speed and availability of source materials. Any major change in scope, late materials, delayed approvals, new requirements or platform changes may affect the final delivery date.

Delivery may include final rendered video files, still images, social versions, source project files, or other assets, depending on the agreement. Unless source files are specifically included in the quote, the default deliverable is the final rendered output.

6. Revisions and changes

- **Included revisions:** The number of revision rounds should be confirmed before the project starts. If not specified, minor revisions are included at the studio's reasonable discretion.
- **Minor revisions:** Small timing, text, color, positioning, export or polish adjustments that do not change the approved direction.
- **Major changes:** New concept direction, new scenes, different script, new layout, new style, new product flow, additional versions, or changes after final approval may require extra payment and additional time.
- **Consolidated feedback:** Feedback should be specific and grouped. Repeated scattered feedback after approval may be treated as a new revision round.
- **Client-side errors:** Corrections caused by wrong text, outdated product screens, incorrect links, missing information or late internal changes may require additional fees if they were not provided before production.

7. Payments and billing

Payment terms should be confirmed in the project quote or platform order. Unless agreed otherwise, What? Studio may require full payment upfront, a deposit before work begins, milestone payments, or platform escrow depending on the project size and payment method.

Accepted payment methods

- **PayPal:** Standard payment method for international clients. Payment fees, currency conversion fees or withdrawal fees are the responsibility of the client unless otherwise agreed.
- **Crypto - USDT:** USDT payments may be accepted by prior agreement. The client is responsible for sending the correct amount, to the correct network and wallet address provided by the studio. Incorrect network transfers may be unrecoverable.
- **Fiverr:** Projects may be handled through Fiverr when agreed. In that case, Fiverr's order system, delivery rules, dispute rules and platform fees also apply.

Work may be paused until payment, deposit, milestone, escrow confirmation or platform order confirmation is received. Final files may be delivered after the required payment stage is completed.

8. Late payments, cancellations and refunds

- **Late payments:** If a payment is late, the studio may pause delivery, hold final files, decline new changes or stop active work until the balance is paid.
- **Cancellation by client:** If the client cancels after work has started, the studio may retain payment for the completed work, planning time, communication, research and reserved production time.
- **Refunds:** Refunds are not guaranteed once work has started. Any refund depends on the project stage, amount of completed work, platform rules and the reason for cancellation.



- **Platform projects:** For Fiverr projects, refunds, cancellations and disputes must follow Fiverr's current rules and order flow.
- **Crypto payments:** Crypto payments are normally final due to blockchain settlement. Refunds, if approved, may be reduced by network fees or exchange differences.

9. Portfolio, publicity and publication rights

Unless a separate written confidentiality agreement or NDA says otherwise, the client allows What? Studio to publish, display, reference and reuse project work for portfolio, marketing, educational and promotional purposes.

This may include partially completed work, final work, rejected directions, behind-the-scenes content, process breakdowns, previews, case studies, screenshots, short clips, screen recordings, interface animations, project mockups, social media posts, website portfolio pages, newsletters, showreels, pitch decks and third-party portfolio platforms.

The studio may publish or show the work on:

- What? Studio website and portfolio pages.
- Instagram, TikTok, YouTube, X/Twitter, LinkedIn, Discord or similar social platforms.
- Behance, Dribbble, Product Hunt, Gumroad, marketplace pages, case-study platforms or creative directories.
- Private sales decks, proposals, client calls, educational breakdowns, tutorials, reels, showreels and promotional materials.

Company name, logo and brand reference

- The studio may mention the client company, product name, brand name, logo, website, app interface, public screenshots and publicly visible product information as part of a portfolio or case study.
- The studio may describe the type of work performed, the creative process, the tools used and the general project goal.
- The studio may use short statements such as "Motion project for [Brand]", "Product video for [Product]" or similar wording, as long as confidential information is not revealed.

If the client requires restrictions on portfolio use, publication timing, brand mention, logo use, behind-the-scenes content, or public case studies, those restrictions must be clearly confirmed in writing before the project starts. Additional restrictions may affect pricing because they limit the studio's ability to use the work as marketing material.

10. Confidentiality and private information

What? Studio will not intentionally publish confidential, private, sensitive, unreleased or access-restricted information shared by the client unless the client gives written permission.

Confidential information may include non-public business data, private dashboards, unreleased product features, passwords, API keys, private customer data, personal data, internal documents, financial data, strategy documents, private Slack/email messages, or any information clearly marked as confidential.

The client is responsible for identifying confidential materials before or when sending them. If a screen, asset or document contains confidential data, the client should provide a cleaned/redacted version or clearly request that the studio hide, blur, replace or avoid it.

11. Client materials and rights

- **Client responsibility:** The client confirms that they have the right to provide and use all materials sent to the studio, including logos, fonts, screenshots, videos, music, product UI, copy, trademarks, images and third-party assets.



- **No illegal or infringing content:** The client must not provide materials that violate intellectual property, privacy, platform rules or applicable laws.
- **License to work:** The client grants What? Studio a limited right to use provided materials for creating, delivering, revising and promoting the agreed project according to these terms.
- **Public assets:** The studio may use publicly available website/product visuals or screenshots when they are necessary for the project, unless the client instructs otherwise in writing.

12. Ownership and usage rights

After the agreed payment is completed, the client receives the right to use the final approved deliverables for the agreed business, marketing or product purpose.

Unless explicitly agreed otherwise, What? Studio keeps ownership of its internal methods, workflow, templates, project structures, presets, scripts, plugins, unpublished concepts, working files, production techniques, and reusable creative systems.

Source files, editable project files, raw recordings, template structures, unused concepts and internal production assets are not automatically included. They may be provided only if agreed in the scope or purchased separately.

13. Third-party assets, music, fonts and plugins

- Some projects may use third-party fonts, stock assets, music, sound effects, mockups, plugins or software tools.
- The client may need to purchase or hold the correct license for commercial use of third-party assets when required.
- The studio may use its own licensed tools, plugins, scripts and production systems to create the work. These tools remain property of the studio or their respective owners.
- If the client requests a specific font, track, image, marketplace asset or plugin-based result, the client is responsible for confirming that the license fits their intended use unless the studio separately agrees to handle licensing.

14. File delivery and storage

- **Final files:** Final deliverables may be sent by email, cloud link, Fiverr delivery, shared folder or another agreed method.
- **File formats:** Common formats include MP4, MOV, GIF, PNG, JPG, WebM, Lottie or project/source files when included.
- **Storage period:** The studio may keep project files for future revisions, portfolio use or backup, but long-term storage is not guaranteed unless agreed separately.
- **Archive requests:** If the client needs guaranteed storage, organized archive delivery, or future access after project completion, this should be agreed as a separate service.
- **Technical compatibility:** The studio is not responsible for changes caused by third-party software updates, platform compression, upload processing, website implementation or ad platform limitations after delivery.

15. Client feedback after delivery

After final delivery, the client should review files within the agreed review window or within a reasonable period. If no feedback is provided after final delivery, the project may be considered approved and completed.

Post-delivery support, extra exports, new formats, edits for new platform requirements, updated product screens, additional copy versions or future changes may be quoted separately.



16. Non-disparagement and professional conduct

Both parties agree to communicate professionally and respectfully. The studio may refuse or stop work if communication becomes abusive, discriminatory, threatening, manipulative, unsafe, or repeatedly outside the agreed scope.

The client should not publicly misrepresent the studio's work, process, pricing, delivery, communication or responsibilities. The studio should not publish misleading statements about the client or project.

17. Limitation of responsibility

What? Studio aims to deliver high-quality creative work, but does not guarantee specific sales, conversion rates, ad performance, audience growth, platform approval, investment results, revenue, virality or other business outcomes.

The client is responsible for final review, factual accuracy, legal compliance, product claims, platform policy compliance, medical/financial/legal claims, brand approvals and any use of the deliverables after delivery.

18. Changes to these terms

What? Studio may update these terms from time to time. For active projects, the version agreed or provided at the start of the project normally applies unless both parties agree to an updated version in writing.

19. Optional project confirmation

This section may be used when the document is attached to a quote, invoice or project proposal.

Client / Company	
Project name	
Agreed scope / deliverables	
Price / payment method	
Deadline / milestone dates	
Special confidentiality restrictions	
Portfolio/publication restrictions, if any	

Client confirmation: By approving the quote, paying the invoice, starting a platform order, or giving written approval to begin production, the client confirms that they have read and accepted these Client Terms & Working Guidelines unless another written agreement replaces them.

For What? Studio

For Client

Signature: _____

Signature: _____

Name: _____

Name: _____

Date: _____

Date: _____