and so our journey begins…

CREATIVE SERVICES BROCHURE

THERE IS NOTHING MORE SATISFYING THAN DOING WHAT YOU LOVE AND DOING IT WELL
CONTENT

• Illustration
• Visualisation
• Exhibition Design
• Design for Print
• Interpretation Design
• Creative Mapping
• Smartphone Apps
• Digital Interpretation
• Models, Props and Interactives
• Consultancy
ILLUSTRATION

Good illustration is not just about being able to control a paintbrush or a mouse, it’s about understanding your subject and target audience and reaching into your cauldron of creativity and choosing the most appropriate medium and style to best interpret the message.

Our team of illustrators are experts in their subjects and fluent across all media, producing anything from traditional watercolour illustrations to life like CGI re-enactments.

We will reveal what cannot be seen or understood; the gruesome battle that raged outside the castle walls; the world of creatures below the surface of a pond; the fascinating simplicity of Archimedes screw; all can be explained with a beautifully composed illustration.

- Reconstruction
- Re-enactment
- Wildlife
- Habitats
- Characters
- Technical
- Scientific
VISUALISATION

The ability to translate the thoughts of others or even your own thoughts into a visual rendition is a craft born of many years of experience.

A combined knowledge of product design, graphic techniques, spatial planning and visitor interaction all come together to inform the visualisation process.

We combine traditional sketching techniques with digital rendering to create engaging and dynamic images of what may be.

- Concept development
- Traditional sketching
- Digital rendering
- Exhibition design
- Product design
- Interactive design
- CAD
EXHIBITION DESIGN

Producing a successful exhibition requires an imagination that takes you beyond the 2D process of design.

An ability to see how your visitors will interact with the space and the exhibits will create a truly memorable and educational experience.

The use of props and interactives to engage our audience where perhaps words may be passed by; a layered experience that appeals to the young and old, the casual observer and the enthusiast. All must be considered if we are to succeed in our goal.

- Theme and storyline development
- Research and copywriting
- Spatial planning
- Concept development
- Graphic design
- Illustration
- Props and models
- AV displays
- Digital interactives
- Traditional interactives
- Project management
DESIGN FOR PRINT

From a simple flyer to a 100 page brochure, knowledge of the final print process is key to how any publication will be constructed.

But it is not the only thing we must consider before embarking on our creative journey; who do we want to read our publication, how will we hold their interest and what do we want them to learn?

All are important factors when considering the correct font, colour pallet, use of images and final presentation, and our designers will leave no stone unturned.

- Visitor guides
- Walk leaflets
- Interpretation displays
- Education packs
- Newsletters and magazines
- Brochures
- Logos and identities
- Branding
INTERPRETATION DESIGN

Interpretation design is a fascinating journey into the realms of hidden stories, lesser known facts and maybe even a little fiction!

We will immerse our audience on a sensory level that can only be achieved through engaging design, creative copywriting and thought provoking imagery.

Well designed interpretation should spark the imagination; conjure up scenes from the past, smells and sounds, things that cannot be seen or touched are made real through the power of clear, informative design.

- Research and copywriting
- Illustration
- Graphic design
- Interactives
- Print management
- Production management
CREATIVE MAPPING

Maps need not be lifeless. For many centuries the craft of mapping has evolved into an art form that transcends the traditional function of orientation into the world of interpretation.

Helping visitors to navigate your site is just one simple objective; to allow them to truly understand your venue a detailed illustrated map will open their eyes to all that your attraction has to offer.

Our team of skilled cartographers are on hand to produce anything from a simple computer generated flat plan to a dynamic 3D watercolour illustration.

- Watercolour maps
- Digital maps
- Floor plans
- Site maps
- Reconstructions
- Multi platform delivery
SMARTPHONE APPS

The development of an App can be a simple or complicated affair. As the functionality of Smartphones evolves, new features are constantly becoming available to make the user experience ever more engaging.

Apps are a great way to reach new audiences, improve access to information and make exploration fun and interactive, and let’s face it we are living in a digital world where we expect everything to be at our fingertips.

Everything from interactive maps with GPS location, sensory scrapbooks, spotter's guides, games and information, Apps can deliver a visitor experience that appeals to the young and old.

- Content development
- Copywriting
- Icon design
- GPS navigation
- Interpretation
- Spotters guides
- Interactive learning games
- Augmented reality
- Audio trails
- Souvenir photos
- Social media links
- Service maintenance
- Marketing
DIGITAL INTERPRETATION

There is an abundance of information at our fingertips. In this world of mobile and static technology the visitor experience has been taken from the world of the physical into a whole new world where information is readily available and easily updatable.

Using video, audio and text based platforms we can deliver a visitor experience that is accessible by all.

Imagine standing on a modern day street corner and watching the coronation procession as if it were right there in front of you; or listening to the shrieks of crows as a wounded soldier tells the story of a battle just lost; the possibilities are limitless and the technology is advancing every day.

- Content development
- Copywriting
- Script writing
- Audio recording
- Audio visual displays
- Push button audio
- Audio trails
- Touchscreen interactives
- Service maintenance
MODELS, PROPS AND INTERACTIVES

When designing a visitor experience we must consider the breadth of people that are likely to interact with it and their level of ability and understanding.

There are many ways we can communicate key messages and the addition of models, props and interactives will not only make for a visually stimulating display, it will improve the learning experience.

Our designers will immerse themselves in the themes and storylines and then consider how best to interpret the subject and ultimately engage and educate our target audience.

- Terrain models
- Reveals
- Scale replicas
- Prop sourcing
- Motorised props
- Life sized cut outs
- Learning interactives
- Puzzles
CONSULTANCY

Our consultancy services cover everything from signage and wayfinding strategies to interpretation plans, audits and scoping documents.

Using our wealth of experience in delivering comprehensive interpretation and wayfinding schemes, we are able to apply our skills in developing realistic and imaginative interpretive and signage solutions.

The development of an interpretation or wayfinding strategy requires a complete understanding of the process that drives a successful project. We will define the objectives at the outset in consultation with stakeholders and community groups, establish and develop the themes, and provide a complete report with visual recommendations and costs.

- Interpretation plans
- Wayfinding strategies
- Scoping documents
- Audits
- Brand development
- Marketing