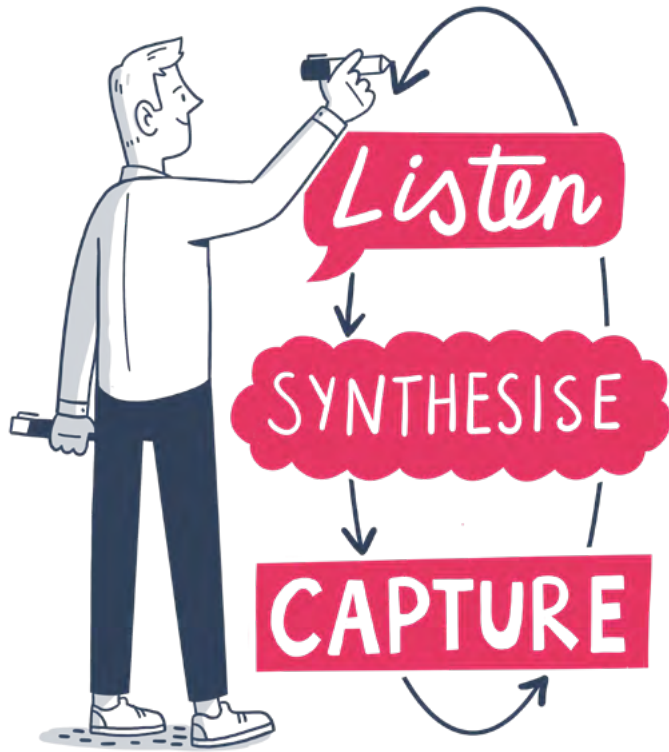


We make  
change happen  
-by design

# We help you tell your story in a visually engaging way

We are a hybrid strategy consultancy  
and design agency. A unique blend  
that helps us think differently about  
the challenges you are facing!



# Live Scribing

## The visual capture of live conversations using words and images

Brings conversations to life by capturing insights through real-time illustration. The end result facilitates recall and reflection as a synthesis of the conversation.

**Great for workshops, off-sites, away days and conferences**

## In-person

Our scribes capture the conversation on your premises (offices, event spaces..) using pens on foam boards or whiteboards. Participants can see points being captured live as the conversation flows.

## Virtual

Our scribes join your video calls and capture the conversations remotely. This can be showcased as a live projection or simply shared after the call as a visual summary.

## Infomurals

Infomurals show the progression of thinking in events and conferences as a visual narrative at a macro level. Its nature is more planned than scribing so they can be designed and structured in advance. Infomurals are visually very impactful and a great backdrop for participants to take their own photos and to get an overview of the day(s).

## \* Suggested add-ons

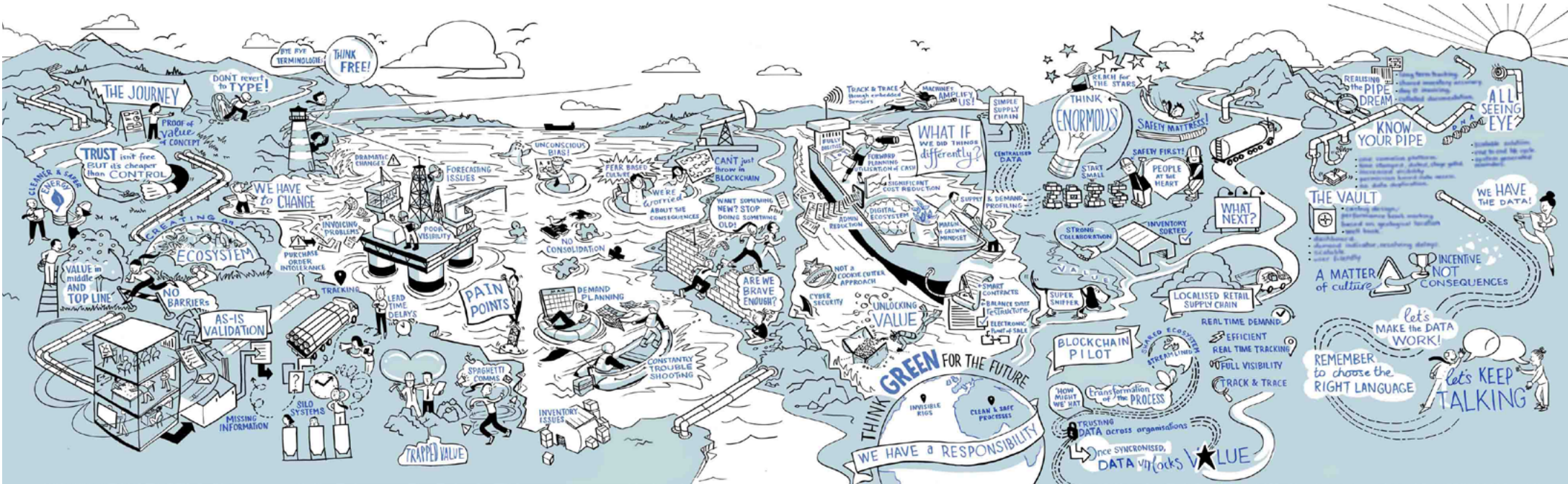
### **Selected highlights**

*Extraction and preparation of main key points from the capture to share in social media or internal communications.*

### **Animated walkthrough**

*Simple animation that navigates around the scribing output, as words and animations appear in sequential order.*













# Rich Pictures

Collaboratively-built detailed and complex illustrations used to show extensive content and context.

Brings content to life in a highly visual way, allowing it to be seen in context which creates greater engagement, understanding and retention.

**Great for proposals, roadmaps, presentations**

## Vision Design

Rich Pictures can communicate the scale and complexity of a programme or ecosystem and everyone's place in it. Our illustrators can work in a variety of bespoke styles to turn complex messaging into understandable imagery according to your needs.

## Visual Notes

Our team specialises in synthesising and organising information in a visually engaging way, ensuring that the main messages are highlighted and making them accessible to the audience. You will bring life and originality to your messaging, to create a memorable narrative.

## \* Suggested add-ons

### **Selected highlights**

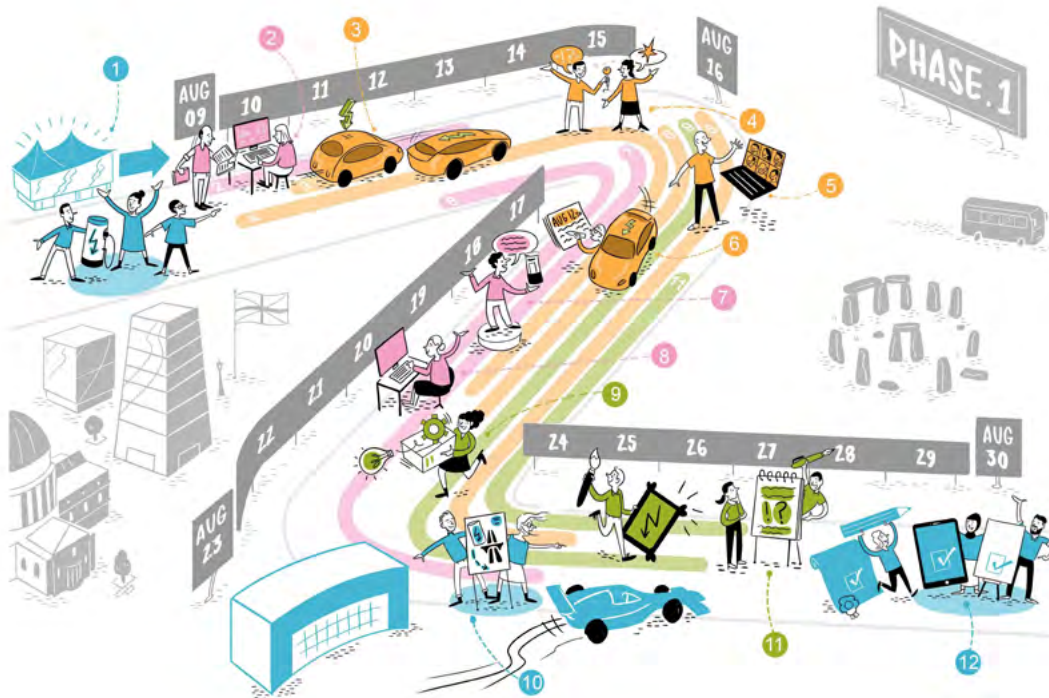
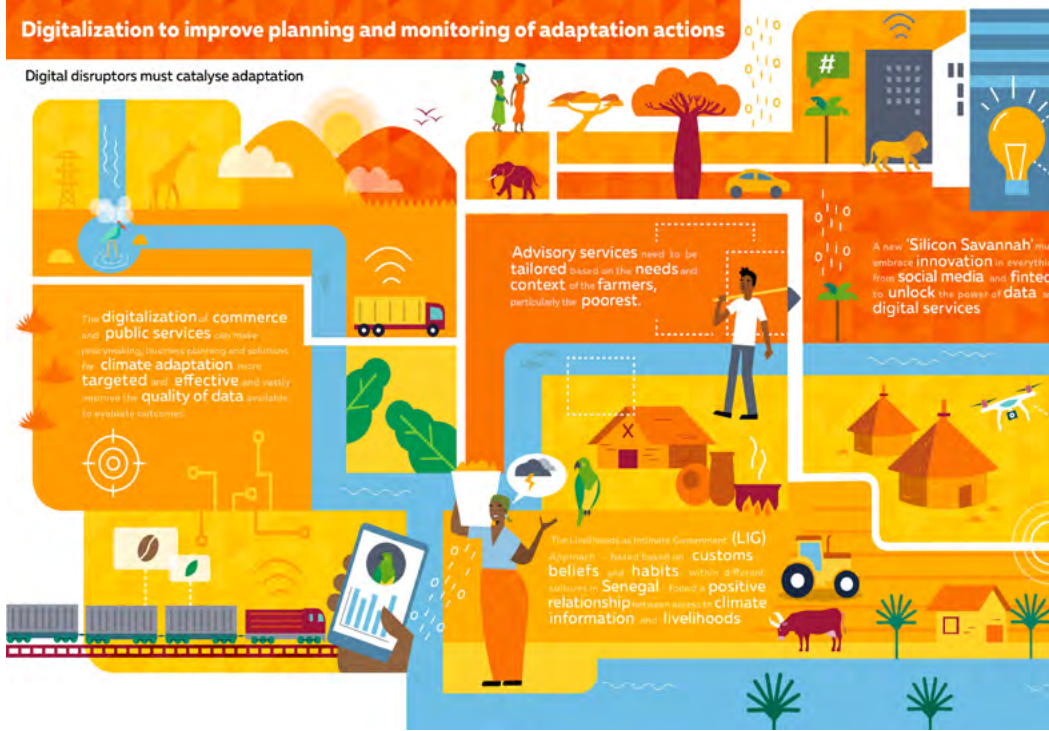
*Extraction and preparation of main key points from the capture to share in social media or internal communications.*

### **Print Ready**

*Our team can develop the artwork in order to fit your needs and assist in the printing process.*

## Digitalization to improve planning and monitoring of adaptation actions

Digital disruptors must catalyse adaptation





# FUTURE OF BANKING: 5 TRENDS RESHAPING A SECTOR IN TURMOIL

**BANKS MUST FOCUS ON STABLE SOURCES OF INCOME**

REBUILD TRUST WITH DEPOSITORS

RENDERING LEGACY MODELS UNVIABLE & CREATING A DIVISION AmOnG LeNders

**FINANCIAL LANDSCAPE**

THE INDUSTRY FACES DE-COUPLING AND A NARROWED SPACE FOR **neutrality**

**ESG PRACTICES HAVE COME UNDER ANTI-ESG BACKLASH**

GREENWASHING CRITICISM

PRESENTS A FORK IN THE ROAD

CLARER DISTINCTION BETWEEN EMBEDDED AND SURFACE LEVEL SUSTAINABILITY

**SUSTAINABILITY AND FINANCE**

**FRONT-END OF BANKING IS SELF-DRIVEN VIA APPS**

WHILST BACK-END IS COMPOSED OF THIRD-PARTY

**FINANCIAL TECHNOLOGY**

THE RISK OF CYBER ATTACKS HAS SIGNIFICANTLY INCREASED!

**GLOBAL MACRO TRENDS RESULTED IN GREATER DIVERSITY OF BUSINESS MODELS**

GLOBAL BANKS HAVE OPTED TO DIVERT THEIR BUSINESS TO LOCAL + REGIONAL PLAYERS

**BANKING BUSINESS MODELS**

SOME HAVE OPTED TO WIND DOWN THEIR CONSUMER BANKING PRESENCE IN

CLARER SIGHT BETWEEN **PURPOSE & FUTURE**

REDEFINE BANK'S **PURPOSE** TO BUILD BONDS!

PREMIUM ON LEADERSHIP TALENT AND COMMUNICATION

**FINANCIAL TALENT**

PLACE A

**AMRITA SHER-GIL**  
HUNGARIAN INDIAN PAINTER (1910 - 1981)

PIONEER OF MODERN INDIAN ART

HER STYLE BLENDS LOCAL TRADITIONS WITH WESTERN ELEMENTS

SHE PAINTED THE DAILY LIVES OF INDIAN WOMEN

**EDMONIA LEWIS**  
AMERICAN SCULPTOR (1844 - 1907)

REWROTE THE 19TH CENTURY DEFINITION OF A SCULPTOR

NEOCLASSICAL STYLE WITH BLACK AND INDIGENOUS THEMES

FIRST-WORLD RENOWNED FEMALE AFRICAN AMERICAN SCULPTOR

"The birth of Congo" (1914-1919)

**JUDITH KERR** (1923 - 2019)  
GERMAN-BRITISH ILLUSTRATOR

AUTHOR OF *The Tiger Who Came to Tea*

and writer She CREATED MORE THAN **30 BOOKS**

She used her own LIFE as inspiration

**MACHIKO HASEGAWA**  
JAPANESE MANGA ARTIST (1920 - 1982)

SHE WAS ONE OF THE FIRST-FEMALE MANGA ARTISTS

AFTER THE WAR SHE STARTED HER OWN COMIC-STRIP **Sazae-San** (1946)

ABOUT A FICTIONAL HOUSE WIFE IT RAN DAILY FOR **28 YEARS**

FOUNDED HER OWN PUBLISHING COMPANY

**MARY BLAIR**  
AMERICAN DESIGNER & ANIMATOR (1911 - 1981)

SHE INTRODUCED MODERNISM INTO DISNEY'S ANIMATION STUDIO

CONCEPT ARTIST OF CLASSIC FILMS like *Cinderella*, *PETER PAN* and *Alice in Wonderland*

— ALSO — ILLUSTRATED BOOKS, CREATED MURALS & MUCH MORE...

**SUSAN KARE**  
AMERICAN GRAPHIC DESIGNER (1933 - )

EARLY PIONEER OF **PIXEL-ART**

CREATOR OF MUCH OF THE GRAPHICAL INTERFACE OF THE ORIGINAL **MACINTOSH**

SHE DESIGNED ICONS SUCH AS THE COMMAND KEY, PAINT BUCKET and the "HAPPY MAC"

## the 6R'S TO ACT ON PLASTIC POLLUTION!!

Source: earthday.org

**REDUCE**

TRACK YOUR OWN PLASTIC WASTE

**REUSE**

QUALITY & DURABILITY OVER CONVENIENCE

**RECYCLE**

DISPOSE PROPERLY OF PLASTICS YOU DON'T NEED

**REMOVE**

PICK UP TRASH IN YOUR NEIGHBOURHOOD

**REFUSE**

"I BROUGHT MY OWN CUP, THANKS!"

**RALLY**

URGE YOUR LOCAL ELECTED LEADERS TO TAKE ACTION!

RESTORE our EARTH

## LEFT handedness FACTS

RESEARCH SUGGESTS THAT BETWEEN TEN AND TWELVE PERCENT OF THE WORLD'S POPULATION IS LEFT-HANDED

By my broth, I am right-handed.

"LEFT" COMES FROM THE ANGLO-SAXON **LYFT** MEANING "WEAK" OR "BROKEN"

**sinister** COMES FROM THE LATIN WORD FOR LEFT

IN THE MIDDLE AGES THEY WERE OFTEN ACCUSED OF THE CRIME OF WITCHCRAFT

LEFT-HANDED CHILDREN HAVE BEEN FORCED FOR DECADES TO WRITE WITH THEIR RIGHT HAND

THIS STILL HAPPENS IN SOME COUNTRIES

FROM ABOUT TWO-YEARS-OLD, TODDLERS TEND TO PREFER USING ONE HAND MORE THAN THE OTHER

GENETICS ARE IMPORTANT TO DETERMINE IF YOU'LL BE LEFT-HANDED

## WATER FOR PEACE

SOURCE: www.un.org

MORE THAN **3 BILLION** PEOPLE DEPEND ON WATER THAT CROSSES NATIONAL BORDERS

YET MANY COUNTRIES DON'T HAVE COOPERATION AGREEMENTS FOR THEIR SHARED WATER...

THIS CAN CAUSE **TENSIONS & SPARK CONFLICT!**

FAIR & SUSTAINABLE USE OF WATER

IT CAN LEAD US OUT OF **CRISIS!**

NATIONS MUST **COOPERATE** TO PROTECT & CONSERVE OUR MOST PRECIOUS RESOURCE

WATER IS A **HUMAN RIGHT**

TO CAUSE A POSITIVE RIPPLE EFFECT

& BALANCE EVERYONE'S NEEDS

© INNOVATIONARTS





# Illustration

Brings life to the key points and messages in your communications and presentations.

Hand-drawn or vector images highlight all or selected elements of your content, from iconography to comic strips and concept visualisation.

**Great for presentations, newsletters, social media posts**

## Illustration Libraries

Bespoke illustrations to create or reflect your brand that you can use to populate presentations and deliverables within a project. Delivered as transparent high-resolution digital files so that they can be placed anywhere.

## Portraits

Customer personas and avatars, team and organisation profile images delivered as high-resolution digital files so that they can be placed anywhere.

## Comic Strips

Graphical storytelling through a familiar medium to create greater engagement, inject emotion and intrigue and form a visual narrative to events unfolding over time.

## Concept Visualisation

The distillation of ideas down to their essence and representation of initial structures and flow of content that you are looking to convey. This can be done as a series of drafts with ideas building on one another or as the development of prototypes. The visualisation helps build initial engagement and understanding.

## \* Suggested add-ons

### **Print Ready**

*Our team can develop the artwork in order to fit your needs and assist in the printing process.*





## GROWER

### Gustav

42, male, married, 2 children, senior level

#### DUTIES

- Planting seeds, fertilizing and irrigating crops.
- Managing growing environment to keep them healthy.
- Experimenting with new types of seed or innovative growing methods.



I appreciate being outdoors and working closely with plants, witnessing the growth and development of crops.



Weather extremes or unexpected pests and diseases can frustrate me as they affect the health and yield of my crops despite my efforts.



## AGRICULTURAL EQUIPMENT TECHNICIAN

### Rosa

23, female, single, Mid-level

#### DUTIES

- Refueling machines, replacing batteries, changing the oil and lubricating moving parts.
- Reading and interpreting manuals, using computers to diagnose problems and documenting maintenance and repairs.
- Fabricating parts, repairing electrical systems or welding components to fix machines.



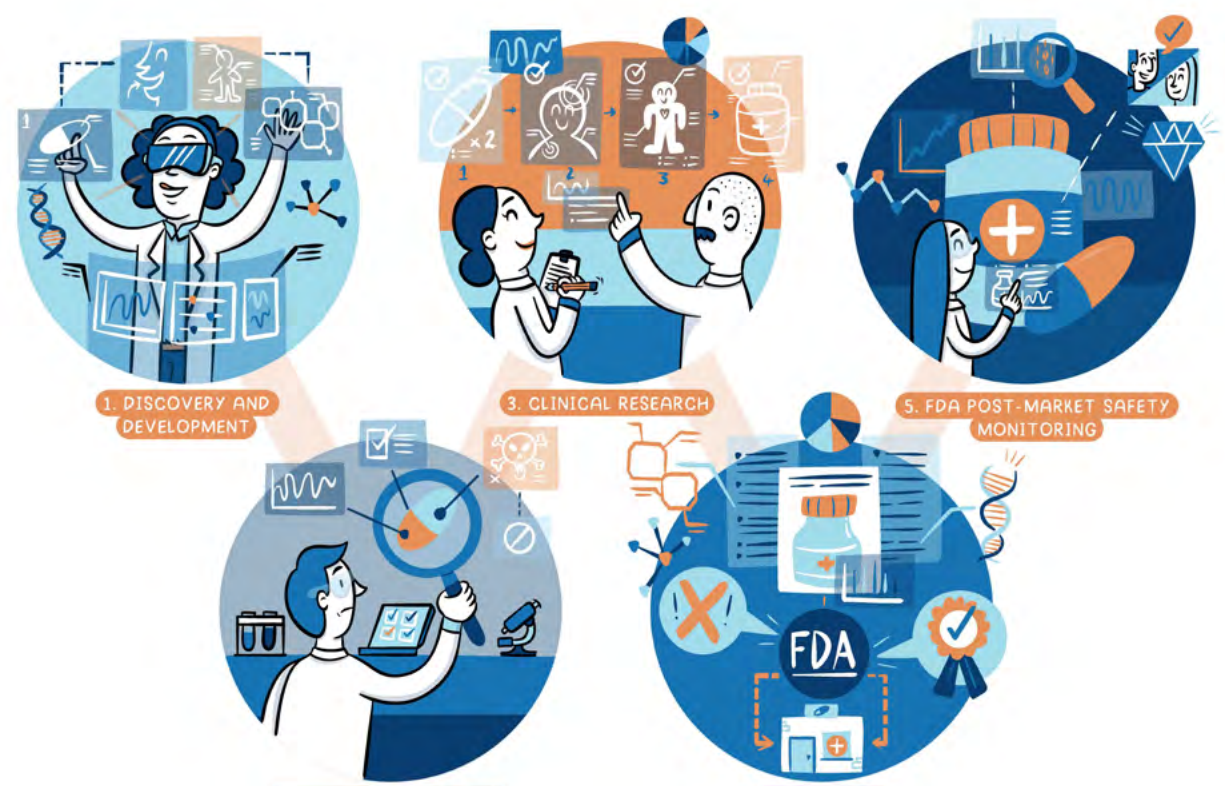
I enjoy the hands-on work of maintaining and repairing machinery, finding satisfaction in keeping equipment running smoothly.



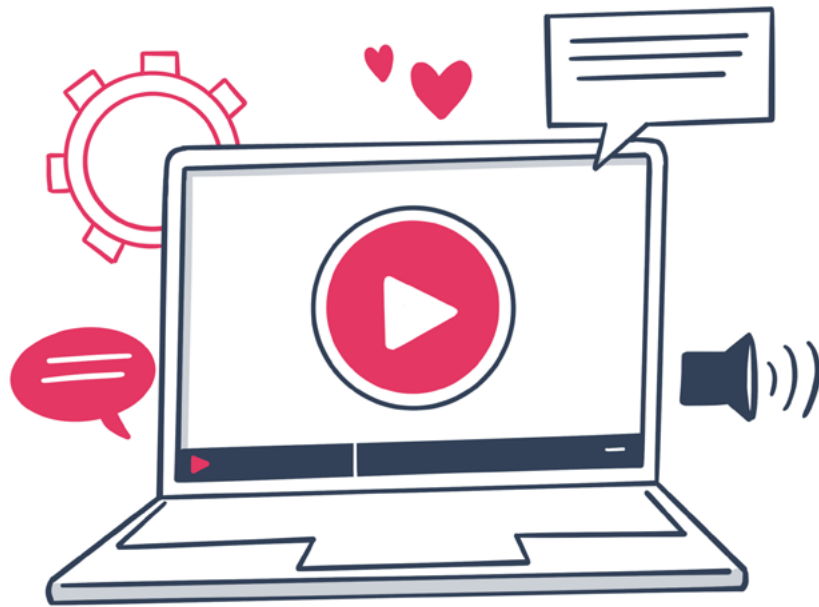
Delays in receiving necessary parts or tools, or dealing with technical issues that are difficult to diagnose, can be frustrating especially when it impacts farm operations.











# Animation

Dynamic and highly interactive “explainer” videos that are highly engaging with a voiced or visually signposted story to ensure your communication is on-brand and on-message.

Communicate impactful messages across audiences that may be difficult to explain in other ways with both narrative, visuals and movement tied together seamlessly.

**Great for explainer videos, brand storytelling, advertising**

## Hand-drawn

These are great to break down messages in a simple way, using our expertise at synthesising from Scribing. Our Innovation Arts hand-drawn style will bring your messaging to life in an engaging way!

## Vector Graphics

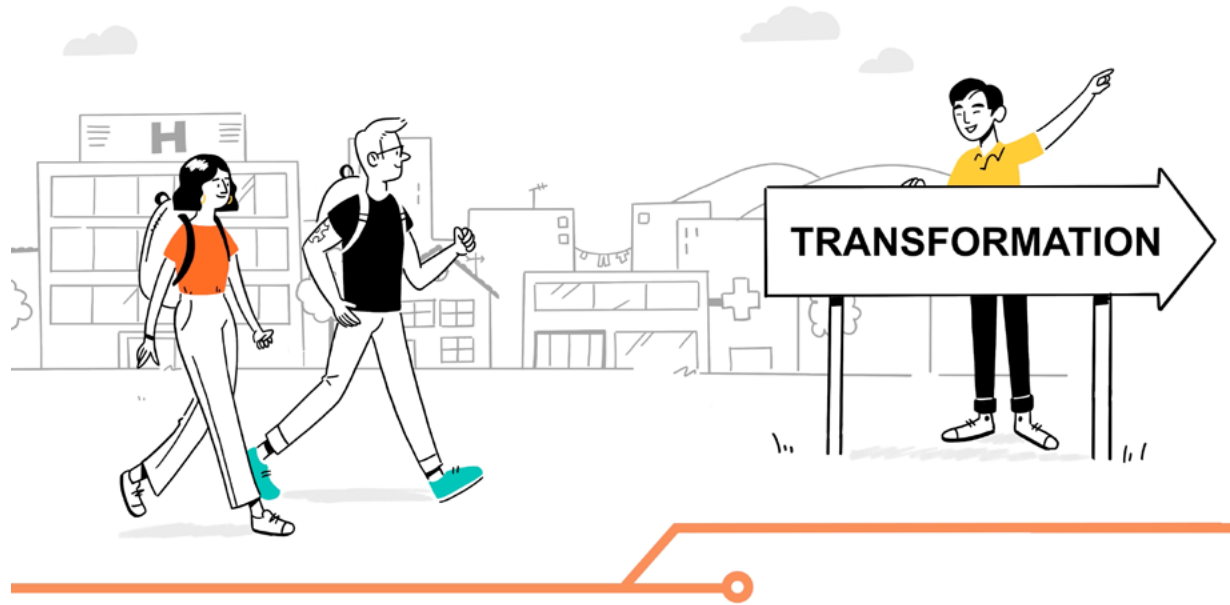
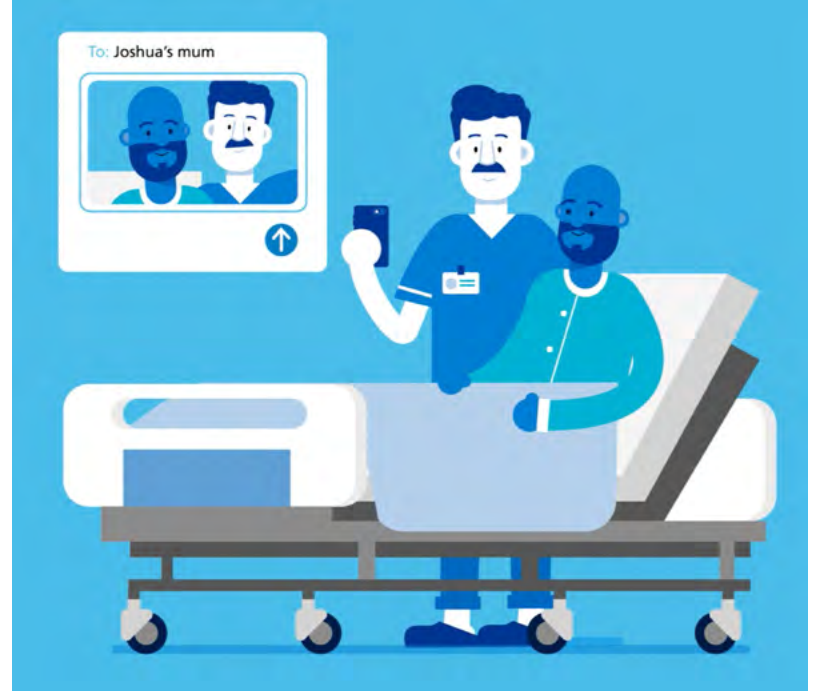
Vector graphics allow more colour and style flexibility, but always adding our “touch”. We will work with you to find a style that matches your purpose and audience.

[Click here to watch our Animation Reel](#)

## \* Suggested add-ons

### **Selected highlights**

*Extraction and preparation of main key points from the capture to share in social media or internal communications.*





# Let's work together!

[www.innovation-arts.com](http://www.innovation-arts.com)

[encore@innovation-arts.com](mailto:encore@innovation-arts.com)

+44 (0)20 7785 7080

## **Have you got anything else in mind?**

Drawing and telling stories is what we enjoy the most, so let us know your vision.

Email us at [encore@innovation-arts.com](mailto:encore@innovation-arts.com) to get a bespoke quote for your needs.

*We love a creative challenge!*