

Give ideas life

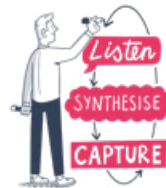
-by design



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



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Infovisuals



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Illustration

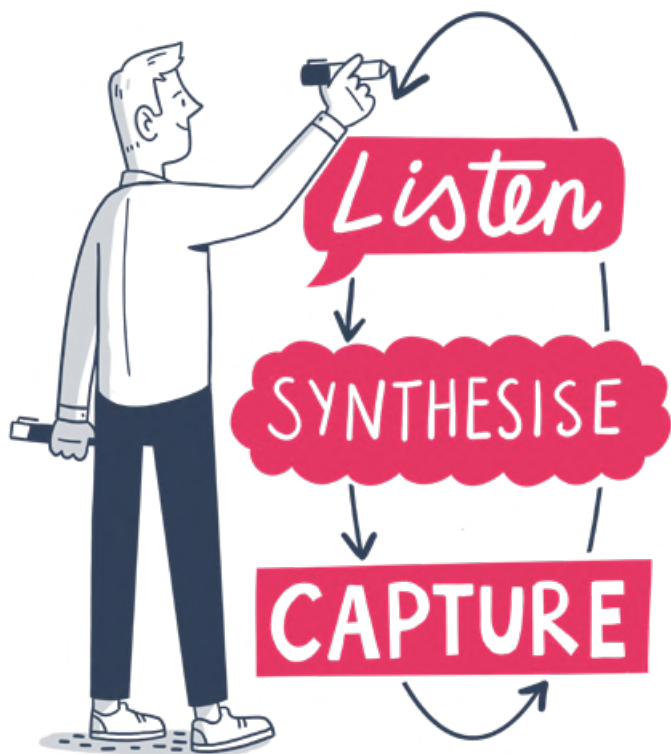


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Live Scribing

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.

Application: 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. A minimum of two scribes will create a very impactful backdrop for participants to take their own photos and to get an overview of the day(s).



Add-ons available for each service

In-person

Application:

Workshops, off-sites, away days and conferences

●●● The process

Definition Phase

Scoping Call: A briefing call to provide the scribe with the event's context, purpose, and flow. This includes discussing the agenda, defining the workspace, and selecting the materials to be used (e.g. foam board and pens, whiteboards, or iPad).

Production Phase

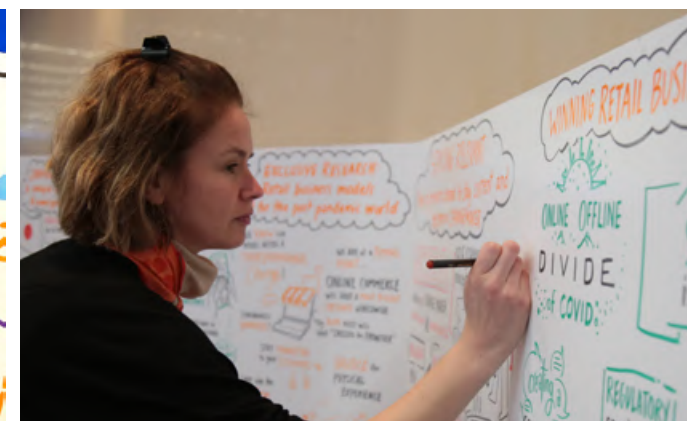
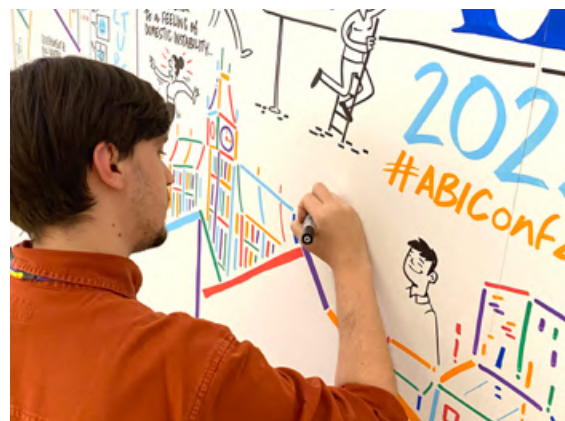
Our scribes attend the event to actively listen and visually capture the content of discussions in real time. Depending on the selected medium, the visuals can be displayed in the room or broadcast to a screen, enabling participants to see the work as it unfolds.

A digital copy of the artwork will be provided, while the original artwork remains with the sponsor for display in their offices as they see fit.

Post-production Phase

Export 1: A coloured digital copy is shared for review (wording and spelling) via our collaborative platform.

Export 2: Delivery of high-resolution, non-editable digital files for distribution to participants and wider networks as required.



●● Add-ons

Selected highlights

Export of individual elements as JPGs.

Animated Scribing

Simple animation that navigates around the scribing output, as words and animations appear in sequential order. It can be combined with a voice-over and music.

Virtual

Application:

Workshops, off-sites, away days and conferences

●●● The process

Definition Phase:

Scoping Call: A briefing call to provide the scribe with the event's context, purpose, and flow. This includes discussing the agenda.

Production Phase:

Our scribes attend the event remotely to actively listen and visually capture the content of discussions in real time. The visuals can be broadcasted to a screen in the event, enabling participants to see the work as it unfolds.

Post-production Phase:

Export 1: A coloured digital copy is shared for review (wording and spelling) via our collaborative platform.

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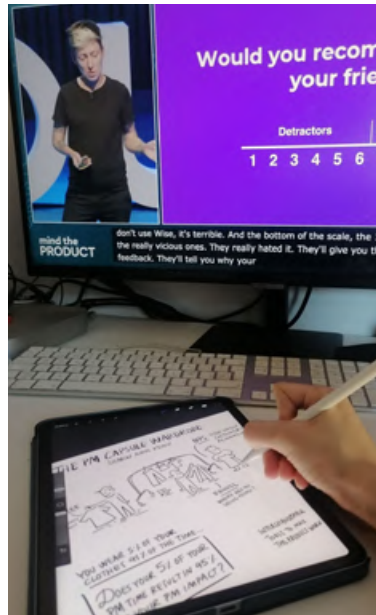
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Infomurals

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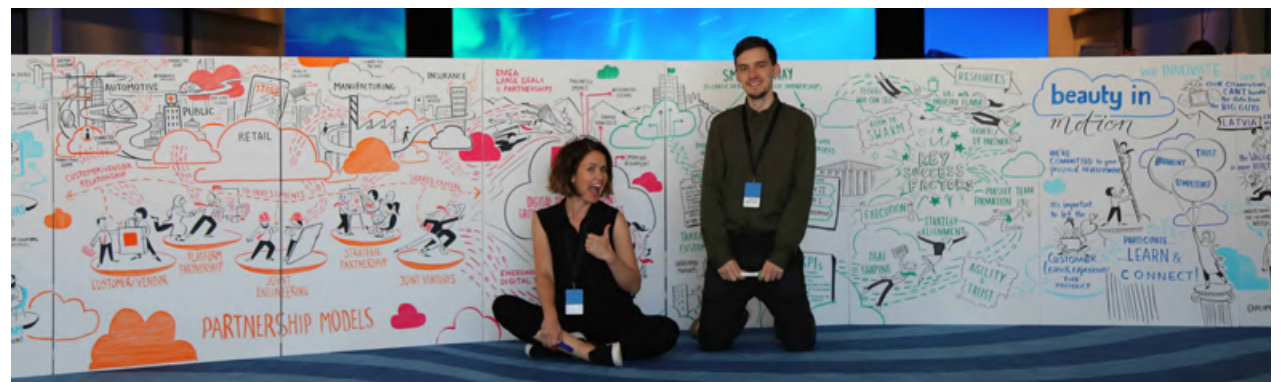
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Infovisuals

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.

Application: proposals, roadmaps, presentations

Rich Picture

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.

Idea Mapping

Idea Mapping provides a concise visual overview of a strategy or roadmap. While less detailed than a Rich Picture, Idea Mapping effectively communicates the core elements of a project's structure, making it ideal for RFPs, bids, and proposals.

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.



Add-ons available for each service

Rich Picture

Application:

Client and customer journeys, current and future states and roadmaps

●●● The process

Definition Phase:

Scoping call: We discuss your needs, the content to be included, and any initial ideas you may have.

Napkin Sketches: We create three structure options and present them during a follow-up call. You select one or a combination, and the structure is approved.

Export 1: Using the approved structure, we produce a detailed sketch including all the content. You collect feedback from all stakeholders and add it to our collaborative platform. (This feedback process will be repeated for all exports).

Export 2: We incorporate your feedback, refine the draft, and share it for final content approval.

Styling: The style and colour palette are defined

Finalisation Phase:

Export 3: Final linework is created, and feedback is gathered.

Export 4: The linework is amended, and colour is applied

Export 5: Final refinements to colour and final touches are made.

The completed work is delivered in a high-resolution, non-editable file format.

●● Add-ons

Content support

We will help to analyse, synthesise and define the content for your Rich Picture.

Selected highlights

Export of individual elements as JPGs.



Some content has been deleted or covered for client privacy.

Idea mapping

Application:

RFPs, Bids and simple strategy overviews.

●●● The process

Definition Phase:

Scoping call: We discuss your needs, the content to be included, and any initial ideas you may have. The style and limited colour palette are defined.

Napkin Sketches: We create three structure options and present them during a follow-up call. You select one or a combination, and the structure is approved.

Export 1: Using the approved structure, we produce a detailed sketch including all the content. You collect feedback from all stakeholders and add it to our collaborative platform. (This feedback process will be repeated for all exports).

Export 2: We incorporate your feedback, refine the draft, and share it for final content approval.

Finalisation Phase:

Export 3: Final linework is created, and feedback is gathered.

Export 4: The linework is amended, and colour is applied

Export 5: Final refinements to colour and final touches are made.

The completed work is delivered in a high-resolution, non-editable file format.

●● Add-ons

Content support

We will help to analyse, synthesise and define the content for your Rich Picture.

Selected highlights

Export of individual assets as transparent PNGs.



Some content has been deleted or covered for client privacy.

Visual Notes

Application:

Meeting summaries, keynotes and content for social media

●●● The process

Definition Phase:

Scoping call: You send us all the content synthesised (key points). The style and colour palette are defined.

Export 1: We make the first draft including all the content and you collect feedback from all stakeholders and add it to our collaborative platform. (This feedback process will be repeated for all exports).

Finalisation Phase:

Export 2: We incorporate your feedback, create the final linework, and add colour.

Export 3: Final refinements to colour and final touches are made. The completed work is delivered in a high-resolution, non-editable file format.

●● Add-ons

Motion addition

Our team will add some motion to your visual notes for a more engaging result to use in your social media channels. (Link to example)



Some content has been deleted or covered for client privacy.



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.

Application: presentations, newsletters, social media posts

Bespoke 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.

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.

* Add-ons available for each service

Bespoke Illustration Libraries

Application:

Persona profiles, portraits, presentations.



●●● The process

Definition Phase:

Scoping call: We discuss your needs, the content to be included, the number of illustrations, and any reference materials you may have. The style and colour palette are defined.

Export 1: We make a draft based on the list of initial requirements that you sent us and share them with you for review on our collaborative platform.

Finalisation Phase:

Export 2: We incorporate the single round of feedback and create the final coloured illustrations. The completed work is delivered in a high-resolution transparent PNG, non-editable file format.



●● Add-ons

Turn them into animated GIFs

We add motion to the illustrations to bring them to life.



Comic Strips

Application:

On-boarding, employee training, coaching, social media

●●● The process

Definition Phase:

Scoping call: We discuss your needs, story, characters, and initial ideas. A finalised script, provided by you, will serve as the foundation for the comic. We also define the visual style and colour palette.

Export 1: Initial layout with scenes and speech bubbles. You collect feedback from all stakeholders and add it to our collaborative platform.

Export 2: Feedback is applied, and the refined draft is submitted for approval.

Finalisation Phase:

Export 3: Final linework is created.

Export 4: Linework is adjusted, and colour is applied.

Export 5: Final refinements and delivery of a high-resolution, non-editable file.

●● Add-ons

Script writing

We can craft an engaging script tailored to your story.

Some content has been deleted or covered for client privacy.



Concept Visualisation

Application:

Editorial, publications, pitches, proposals

●●● The process

Definition Phase:

Scoping call: We discuss your needs, the concept or idea to be illustrated. The style and colour palette are defined.

Napkin Sketches: We create three layout options and present them during a follow-up call. You select one or a combination, and the structure is approved.

Export 1: Using the approved structure, we produce a detailed sketch including all the content. You collect feedback from all stakeholders and add it to our collaborative platform. (This feedback process will be repeated for all exports).

Export 2: We incorporate your feedback, refine the draft, and share it for final content approval.

FINALISATION PHASE:

Export 3: Final linework is created and colour is applied

Export 4: Final refinements to colour and final touches are made.

The completed work is delivered in a high-resolution, non-editable file format.

●● Add-ons

Turn them into animated GIFs

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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.

Application: explainer videos, brand storytelling, advertising

Animated Scribing

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!

Explainer videos

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!

Digitally Rendered

Digitally rendered 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](#)



Add-ons available for each service

Animated Scribing

Application:

Social media content, brand storytelling, advertising

●●● The process

Pre-production:

Scoping call: We discuss your needs and initial ideas to match your purpose. A finalised script, provided by you, forms the foundation for the animation. We also establish the visual style and colour palette.

Storyboard and Structure: Based on your script, we create a visual framework for the animation.

Feedback Integration: One round of feedback is incorporated into the storyboard.

Production

Drawing and Recording: With the structure approved, we create the full illustration and record the process.

Animation and Audio: The recording is enhanced with camera movements and synchronised narration.

Final Export

The completed work is delivered in high-resolution, non-editable video and image formats.



[Click here to see an example](#)

●● Add-ons

Closed Captions

We generate captions for the animation as a separate file to be uploaded to your video platform.

On-screen Subtitles

We create and embed subtitles in the original video file so they always appear on screen.

Script writing

We can craft an engaging script tailored to your story.

Explainer Videos

Application:

Employee training, brand storytelling, advertising

●●● The process

Pre-production:

Scripting and Voice: We assist in crafting the narrative from a finalised script provided by you. We can help refine it to suit the desired purpose. We can also help select the ideal voice to set the appropriate tone for your audience. (Voice-over are an extra cost)

Visual Style: Our team drafts initial sketches and defines the animation's look and feel, ensuring it aligns with your brand where required.

Timeline: We create together a detailed schedule with deliverables, check-in points and feedback rounds, to assure an efficient process.

Storyboarding: Using the agreed script and styling, we develop a visual flow through a series of sketches that represent the animation's structure and narration. This is shared with you in our collaborative platform to gather a round of feedback. The storyboard and voice-over file must be approved in order to start production.

Production:

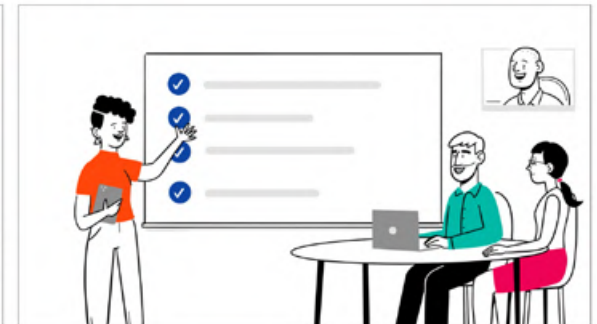
Asset Development: Once the storyboard is fully approved, we create the visual assets that will build the animation.

Animation: Using the agreed voice-over, we will add motion to the assets and synchronise it to the voice.

Export 1: We will share a first export of the full animation to gather one round of feedback from your team to assure that the story is being conveyed clearly (ie: speed and legibility).

Export 2: We incorporate your feedback, refine the animation and share the final export in a high-resolution, non-editable video format.

Hand-drawn



●● Add-ons

Script writing

We can craft an engaging script tailored to your story.

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Explainer Videos

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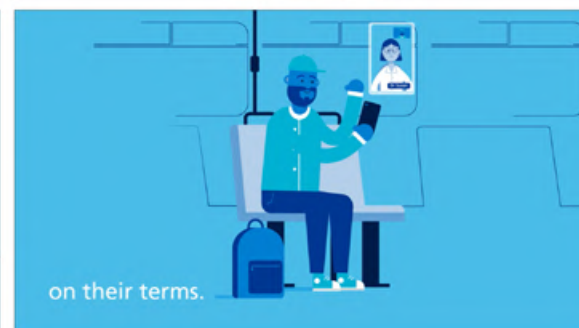
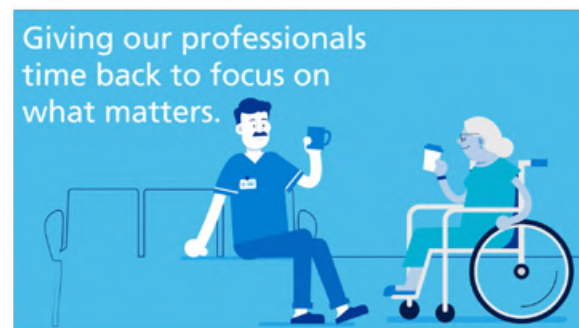
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Digitally Rendered



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On-screen Subtitles

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Let's work together!

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+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 to get a bespoke quote for your needs.

We love a creative challenge!