

IDEATION + STORYTELLING

PRESENTATIONS
Tell your best story

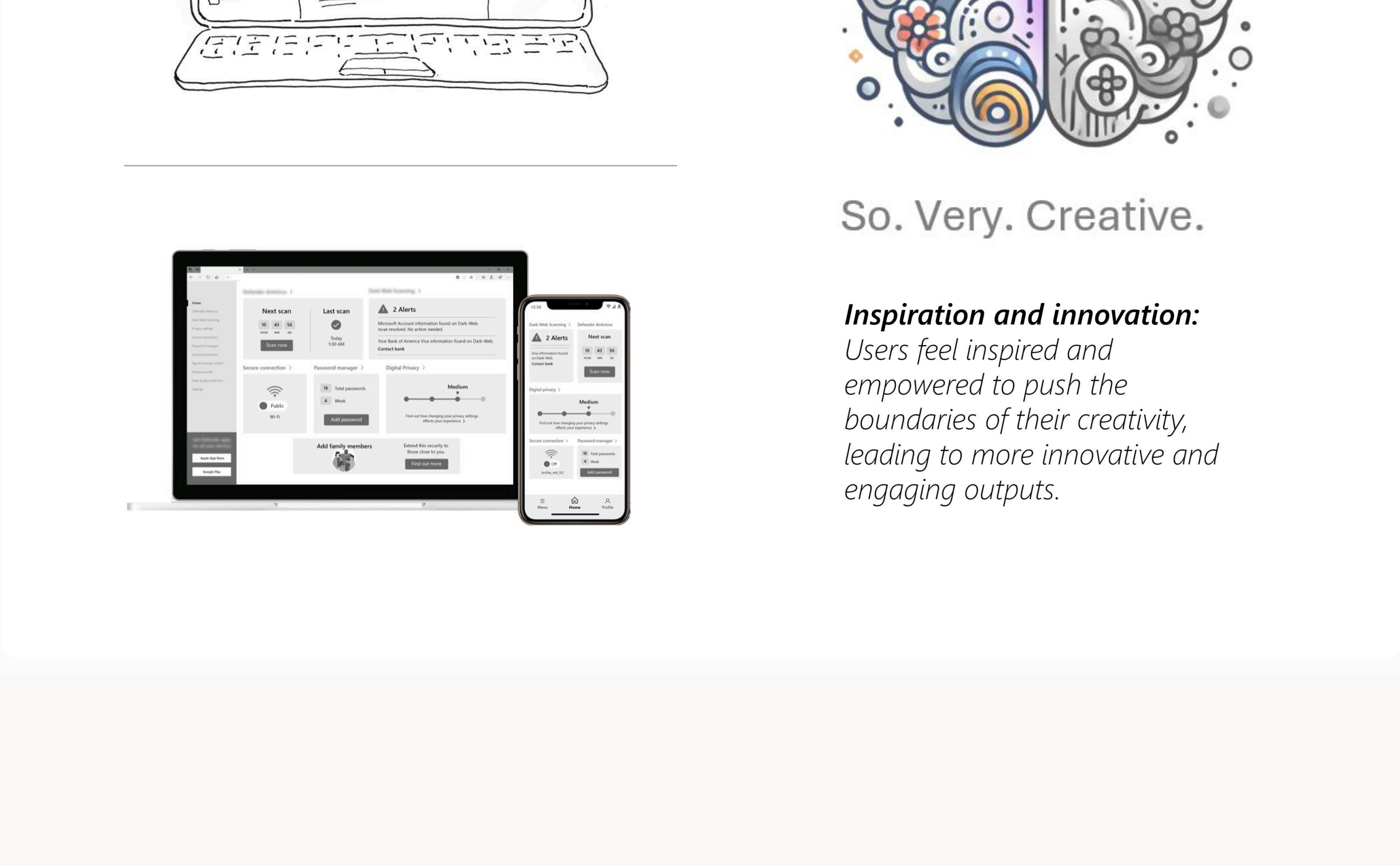


The right story can make all the difference. It can sell a daring concept to decision-makers or inspire team members to dig deeper when exploring product solutions.

Sometimes, the right presentation is the difference between a concept stalling or gaining momentum. We'll help you tell your best story by providing the creative resources to explore your ideas and bring them to life through design, illustration, iconography, and writing.

THE BIG IDEA

We'll start by discussing your idea and mapping out steps that align with your budget, timeline, and goals. From there, our team will develop initial concepts to make sure your ideas are being communicated correctly. Once approved, we'll refine the visuals, text, and formatting to deliver a complete, ready-to-share presentation.



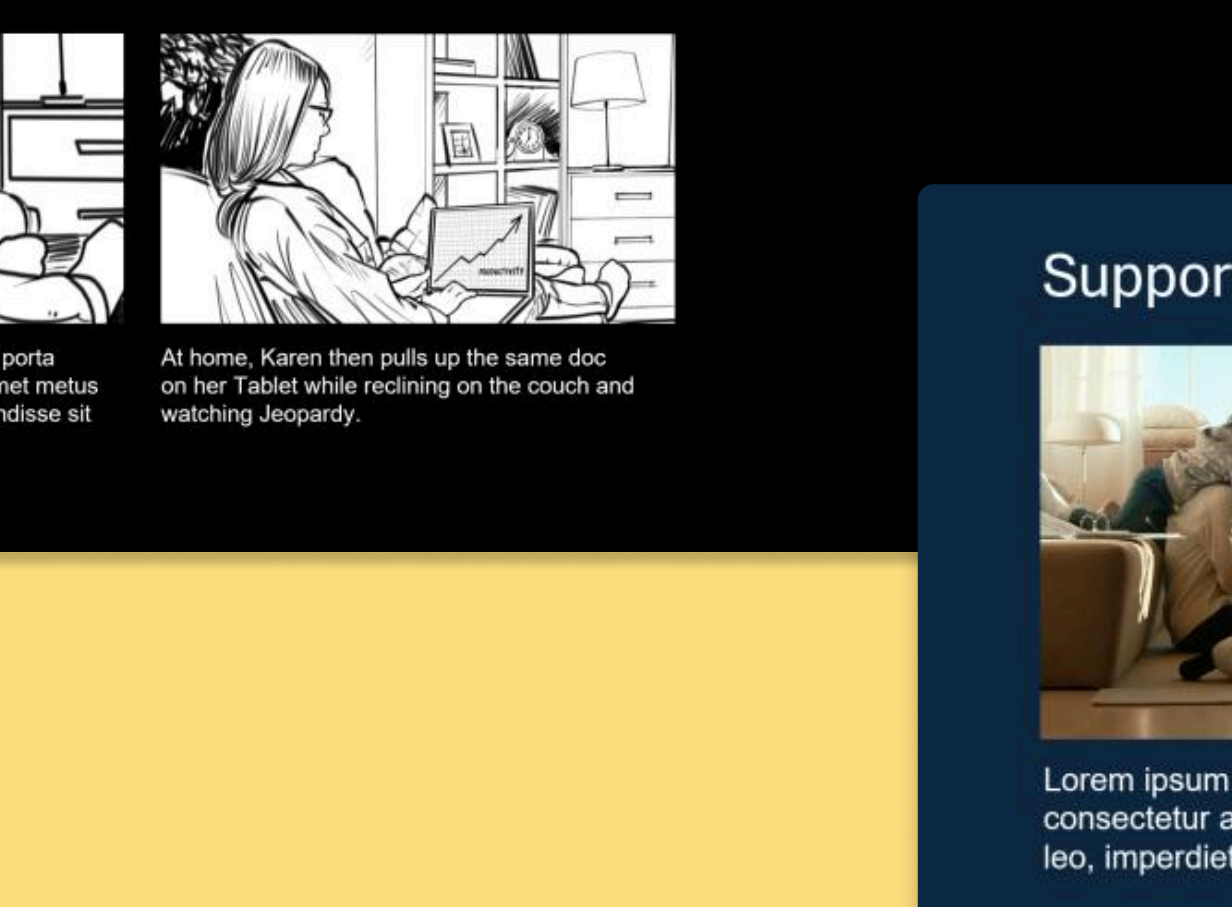
THE PRESENTATION

ICONS, VISUALS, AND DATA DESIGN

There are countless ways to tell a story through visuals. Journey maps can convey complex narratives with milestones, users, and stages. User stories come to life with warm illustrations or cohesive iconography. Sometimes, a simple, well-organized timeline is all you need. Whatever the story, our designers can help you bring it to life.



Scenario 1:



1. Lisa's credit card is declined at Target.

2. She is embarrassed and confused.

3. She calls her bank and is told they will send you a new card in 3 days and look into the charges.

4. Lisa is understandably frustrated.

STORYBOARDS

Storyboards are an excellent tool for illustrating how a user interacts with a product or experience. By combining visuals and text, they help viewers envision the user, their environment, the challenges they face, and the solution. Whether you need copywriting, illustration, or photography, we can tailor solutions to fit your needs.



MOCK ADS - THINK OUT OF THE BOX

Mock ads inspire long-term team members to view an application or product from a fresh perspective. We'll collaborate with you to identify core user benefits and transform them into impactful headlines, text, and visuals that go beyond simple mission or benefit statements.

