
We produce illustrations and animations using a variety of techniques and software. We gear the selection of a particular technique to the “needs” of the client, listed below.

1. **Budget** - Budget plays a big role for our clients so in general, line drawings are the most cost effective form of illustration we do. Interestingly, simple color, does not necessarily add greatly to the cost in a digital environment.

2. **Time limits or deadlines** - Line work and simple color work is the quickest form of illustration we offer, taking approximately two days if there is an urgent deadline to meet. Animations and elaborate full color illustrations naturally take much more time and are less suitable very tight deadlines.

3. **Publication restrictions** - Many granting agencies or specialty journals place restrictions of size, file type and the use of color in submissions, so it’s best to consider what is really necessary when submitting articles or grants. Usually black and white line work will suffice.

   **Audience satisfaction** - Thoughtful and attractive color illustrations break the monotony of text based presentations. Animation of 2D elements can be accomplished within PowerPoint, and the addition of 3D, though expensive, can draw additional attention to your presentation.

4. **Impress for Success** - 3D Animations geared to a key set of colleagues, VIPs, or potential investors go a long way towards making your presentation memorable and understandable.

5. **Sell your text/atlas with images** - Sculptural form, in terms of highlight and shadow, produce a more striking look, as found in a good medical atlas. The labor costs begin to have an impact on publishing budget, but the, book sales vastly improve with the quality of the illustrations that clarify and depict the topics.

6. **Wide national appeal** (news worthy informational graphics useful to public media) - A clear illustration series explaining your research or clinical concept suitable for publication makes the decision to post or print a news article easier for public media. A well planned and short attractive animation is especially appealing to video and web based news media outlets. Anticipation and planning is your key investment. Create it **before** it is needed! News cycles are a matter of hours, so having your graphic/animated media available at the break of an announcement is invaluable!