Info-Graphic Website Updates (Market Specific Pages)

Content Outline

11.16.18

MP

Market Specific Pages (3)

-Each one of these pages will be a drop down under Our Work. Although, Our Work will still link to the general portfolio page.

1. **Consumer Durables**
2. Page Header title “Consumer Durables”
3. Page Header video “ConsumerDurables\_Header.mp4”
4. Container 1 – Notable Clients – Full width container image
“1-ConsumerDurables\_Clients.png”
5. Container 2 - Body Copy – Our business was built on creating easy-to-use illustrated instructions. In fact, we were using the term “info-graphics” long before most millennials were born. We’ve spent years improving the out-of-the-box experience for some of the biggest consumer brands and dialing in the best practices for creating illustrated instructional content. In many ways, our work tells our story best – so please take some time to review our samples… when you’re done – give us a call!

Body Copy Image: ConsumerDurables\_body.png

1. Container 3 – Recent Projects
	1. **Client Name: InSinkerator**
2. Project Type: Print
3. Project Description: Installation Manual
4. Project Details / Skills: Print, Technical illustration, Step sequencing
5. Categories: Print
6. Images: 18IS006\_0.png, 18IS006\_1.png, 18IS006\_2.png
	1. **Client Name: OXO**
7. Project Type: Print
8. Project Description: Assembly Instructions
9. Project Details / Skills: Print, Design, Technical illustration
10. Categories: Print
11. Images: 15OXO009\_0.png, 15OXO009\_1.png, 15OXO009\_2.png, 15OXO009\_3.png
	1. **Client Name: Rubbermaid**
12. Project Type: Print
13. Project Description: Installation Manual
14. Project Details / Skills: Print, Design, Technical illustration
15. Categories: Print
16. Images: 16RCP007\_0.png, 16RCP007\_1.png, 16RCP007\_2.png, 16RCP007\_3.png
17. Container 4 – Let’s Be Clear – Preexisting container
18. Container 5 – Your Vision Untangled - Call to Action – Preexisting Container
19. **Plumbing and Building Products**
	1. Page Header title “Plumbing & Building Products”
	2. Page Header video “PlumbingBuildingProducts\_Header.mp4”
	3. Container 1 – Notable Clients – Full width container image
	“1-PlumbingBuildingProducts\_Clients.png”
	4. Container 2 - Body Copy – We’ve all opened a box or jumped into a project and had that sinking feeling of being over our head. We’ve spent years working on better content, packaging, merchandising and interactive tools to reduce or eliminate that feeling – for some of the biggest names in the business. Our experience has shown that better content = a better experience and better results, but in many ways, our work tells our story best – so please take some time to review our samples… when you’re done – give us a call!

Body Copy Image: PlumbingBuildingProducts\_body.png

* 1. Container 3 – Recent Projects
		1. **Client Name: Delta**
			1. Project Type: Print
			2. Project Description: Installation Manual
			3. Project Details: Sequencing, Instructional Illustration, Design
			4. Categories: Print
			5. Images/Videos:
			18LH004\_0.png, 18LH004\_1.png, 18LH004\_2.png, 18LH004\_3.png
		2. **Client Name: Moen**
			1. Project Type: Print
			2. Project Description:
			3. Project Details / Skills: Instructional Illustration, Sequencing, Design
			4. Categories: Instruction, Print
			5. Images: 11MN4\_0.png, 11MN4\_1.png, 11MN4\_2.png, 11MN4\_3.png
		3. **Client Name: Trex**
			1. Project Type: Animation
			2. Project Description: Product Features and Benefits Video
			3. Project Details / Skills: 3D Animation, Instructional, Video
			4. Categories: Instructional, Animation
			5. Images/Videos: IG will provide Vimeo link
	2. Container 4 – Let’s Be Clear – Preexisting container
	3. Container 5 – Your Vision Untangled - Call to Action – Preexisting Container
1. **Science and Technology**
	1. Page Header title “Science & Technology”
	2. Page Header video “ScienceTechnology\_Header.mp4”
	3. Container 1 – Notable Clients – Full width container image
	“1-ScienceTechnology\_Clients.png”
	4. Container 2 - Body Copy – Breaking down complex concepts and simplifying advanced technologies into digestible content requires a unique combination of listening, patience, right- and left-brain thinking, and years of experience. We work regularly with a range of engineers, scientists, PhDs and SMEs – many who are off the charts intellectually – and help them translate their unique and complex concepts for a wide range of audiences. In many ways, our work tells our story best – so please take some time to review our samples… when you’re done – give us a call!

Body Copy Image: ScienceTechnology.png

* 1. Container 3 – Recent Projects
		1. **Client Name: EPRI**
			1. Project Type: Animation
			2. Project Description: Explainer Video
			3. Project Details / Skills: 3D Animation, 2D Animation, Video
			4. Categories: Animation
			5. Images: IG will provide Vimeo link
		2. **Client Name: Gridsmart**
			1. Project Type: Print
			2. Project Description: Quick Reference Guide
			3. Project Details / Skills: Technical Illustration, Sequencing, Design
			4. Categories: Instruction, Print
			5. Images/Videos: 18GS006\_0.png, 18GS006\_1.png, 18GS006\_2.png, 18GS006\_3.png, 18GS006\_4.png
		3. **Client Name: Johnson Controls**
			1. Project Type: Animation
			2. Project Description: Product Features and Benefits Video
			3. Project Details / Skills: 3D Animation, 2D Animation, Video
			4. Categories: Animation
			5. Images:
	2. Container 4 – Let’s Be Clear – Preexisting container
	3. Container 5 – Your Vision Untangled - Call to Action – Preexisting Container