



Guts and Graphics

Developing custom visuals with MEDIA



Drawing a blank?

Good graphics can take your materials from ordinary to extraordinary. Follow these suggestions to plan visual images that make your materials come to life.



2D? 3D? Illustrations?
Animations? Let's chat.



Need some blood and guts?
We've gotcha covered.



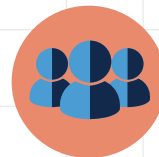
A picture is worth a
thousand words.



Read the room!



Plan ahead.



Enjoy the collaboration.

35° 54' N 79° 24' W



2D? 3D? Illustrations? Animations? Let's chat. Our talented artists can create practically any type of graphic or animations you may need. Let's discuss your instructional needs before determining a graphical solution. We can help you identify a strategy that most closely matches your instructional needs.



Need some blood and guts? We've gotcha covered. There aren't many medical illustrators in the world. The MEDIA team is fortunate to have a certified medical illustrator on our staff, meaning that we're well positioned to create medically accurate graphics and animations for your instructional materials.



A picture is worth a thousand words. We've said it before, but we'll say it again: it's helpful to see examples of the type of artwork you find appealing (as well as examples that you don't like). The same is true for animations, websites, and graphic design; it's helpful when you share examples that you find pleasing or effective.



Read the room! Keep the viewer in mind when considering style, complexity, and level of detail. Students, healthcare specialists, and the general public will have different levels of foundational knowledge and a different visual vocabulary for health science information. Our artists will work with you to define a vision tailored to your audience and instructional needs.



Plan ahead. Define learning objectives early and revisit them throughout the project. Our team will work with you to explore solutions and assess their feasibility based on given timelines and available resources. Features may be added or removed, but always with instructional outcomes as the primary consideration.



Enjoy the collaboration. Our goal is to create high-quality, informative, visually pleasing illustrations and animations for your audience. We will collaborate closely and often throughout the production process: helping you outline your vision, refining it carefully through mockups, preliminary artwork, and animatics, and delivering beautiful, accurate educational materials.

