



Thoroughly thought through visuals

Bridge8 offers foresight and design consulting services to produce short, engaging animations to enhance understanding of complex topics in technology, environment and society.

Why use animations?

- Adaptable for different channels
- Suits discussion of abstract ideas and complex thinking
- Meets the needs of time poor, video literate audiences
- Flexible for different purposes such as scenarios, expert advice, introduction to complex topics and animated infographics

We offer the following visual production services:

- Strategy development for public engagement and communications
- Evidence-based research to inform script development
- Human-centred design for script development and stakeholder engagement
- Script writing
- Storyboard development
- Infographics for screen and print
- Illustrations for screen and print
- Sound effects and original music
- Male and female voice-overs
- Creation of animated videos and use of motion graphics
- Creation of transcripts for animations
- Accompanying fact sheets or learning modules

Why use Bridge8?

- Our expertise in foresight means we understand the strategic context for organisations
- Breadth of knowledge and experience to deliver creative and cross-disciplinary thinking
- Capable of communicating complex topics given our postgraduate qualifications and experience in science and foresight
- Have delivered 33 animations for the Federal government, not-for-profits and research institutions since 2010



bridge8.com.au

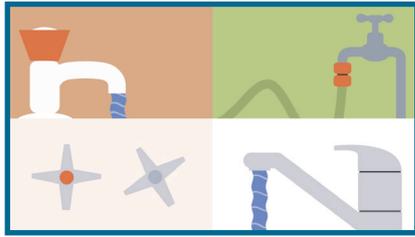


youtube.com/TheBridge8

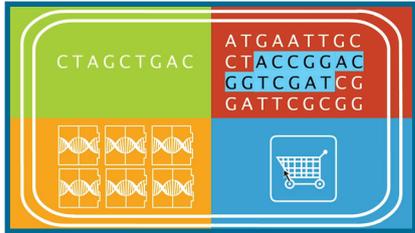


twitter.com/_bridge8

CASE STUDIES



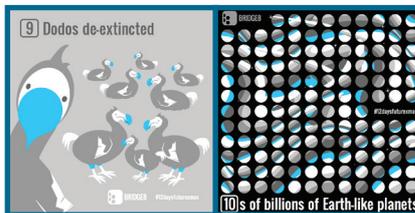
Water: Think and Drink was designed as part of a toolkit for water utilities to have community conversations about water recycling. With our knowledge of communication of contentious scientific issues, we developed a novel framework for a set of six animations that provided different perspectives for the way we think about water and scripted these so that the viewer was invited in to find out more. The content of the animations included accurate references to water chemistry, water treatment processes, and health and safety regulations. Our approach led to new opportunities in the US market with [Ways of Water](#).



Synthetic Biology Explained was one of several commissions for the Department of Industry covering emerging technologies. We researched current synthetic biology applications and developed a script to explain how synthetic biology works and what might be possible in the future. This research positioned us to facilitate a one-day symposium on synthetic biology in Sydney in 2012. The animation was appreciated for its simple explanation of a complex topic and was used by the synthetic biology research laboratory at Cambridge University and the Chief Scientist at NASA Ames.



Critical Thinking was a series of twelve animations for the Department of Industry and TechNyou as part of a public outreach and education resource designed to help people think through applications of technology. The challenge was to make the philosophy of science relevant for a diverse audience. Our limited colour palette with a look influenced by Saul Bass and Dick Bruna provided broad appeal and the series was picked up by international press including Wired, gathering over half a million views on YouTube.



12 Days of Future Xmas was a reworking of the 12 days of Christmas as a series of illustrations with strong retro appeal and a popular futures focus. However its playful exterior belies the foresight scanning processes which linked science fiction tropes back to current science and technology directions and discoveries. Topics included space research, gene and biomedical technologies, drones, personal mobility and transport, robotics and future foods. The series was distributed for a general audience through Facebook, Instagram and Twitter.



Kristin Alford

Kristin Alford draws on strategic foresight frameworks to guide communication strategies and script development.

Her expertise in effective science communication was developed through careers in engineering, human resources, strategy and product development for companies including BHP Billiton, Ansett-Air New Zealand, the Royal Agricultural Society of Victoria and Nanotechnology Victoria, and ten years of client engagement with Bridge8. Kristin holds a PhD in process engineering and a Masters of Management in Strategic Foresight.



James Hutson

James Hutson uses conversational language and clear visuals to prompt thinking about possible futures in animations, illustrations and infographics.

He started as a researcher with the future-focused television series Beyond 2000 in 1997. During this time he has researched, written, designed or developed factual content for local and international clients including Discovery, TLC, Animal Planet, National Geographic and the ABC. James holds degrees in science and law, and a Masters in animation and interactive media.



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