

CASE STUDY



Client: Laing O'Rourke
Project: Barnsley BSF
Architect: Various
Brief: To produce a promotional movie, conveying the process of design, as well as results, for 4 sample schools. This was to be central to the bid submission.
Deliverables: 16 3D Images
Voiceover
Illustration & Graphics
Bespoke music
Photography – on location, aerial and studio
Post production
DVD Presentation

Notes: Storyboarding the presentation, the Soluis team minimised the costs of the presentation, shifting emphasis to presentation and post production instead of 3D animation.

Bespoke music was commissioned and an illustrator was recruited to pre-sketch the images which would become the 3D showpiece of the presentation. This allowed the bid team to convey the design process, first revealing the early sketches and then transforming them into realistic 3D visuals.

A voiceover was used to supply the key sales message in line with the on-screen visuals whilst members of the design team were photographed to appear as if introducing the presentation.

A radical redesign on two schools took place with just 10 days remaining until deadline. Soluis delivered on time.

In late 2008, Laing O'Rourke were awarded preferred bidder status – another great success!

soluis

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“ Solius provided us with a **professional** service at all times. The quality of the work was **excellent** and they pulled out all the stops when up against some very tight deadlines. Soluis were **instrumental in the success** of the bid ”

Alan Travis, Bid Director