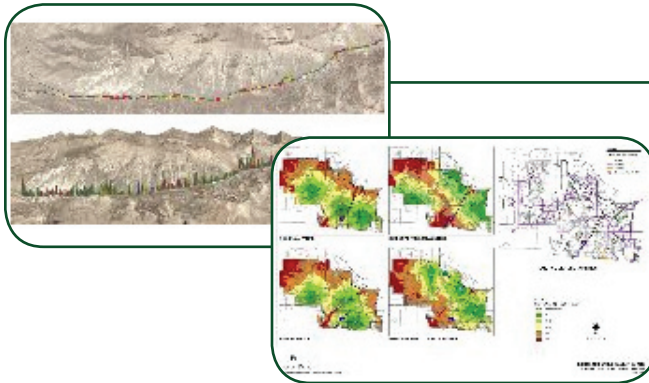




Visual Communications Strategies

Solutions for communicating our technical analysis results

Good visual communication allows the quick and easy understanding of various quantities of information. Combining analytical design with graphic design creates much more efficient tools and provides understandable results to enlighten and inform the public, stakeholders, or decision makers. Visual communications are our best tools for creating clear, meaningful information for our clients, and to support the perception that Fehr & Peers values sophisticated standards in all aspects of its work.



GIS

Informative “Smart Maps” connected to a database. GIS maps display the database through graphic representation using colors, text styles, symbols, and line types.

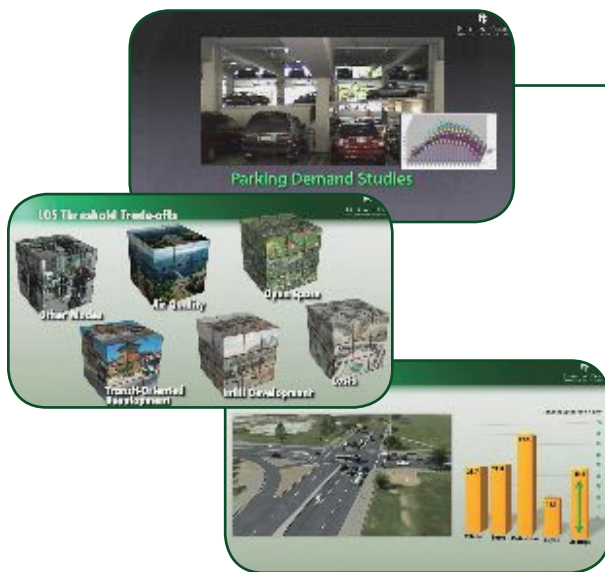


Simulation

3D animation and photo simulations are tools for showing information in a real-world environment. This approach brings the user to a sense of place they can easily relate to. Photo simulations shown.



Visual Communications Strategies



Presentations

PowerPoint presentations, display boards, brochures, and other forms of visual material are primarily used in conferences, city council meetings, and public venues (also for project interviews, and at project milestones). It's important that materials used in these venues are simple and easily understood.

- **Who needs this?**

Project Managers and Sponsors

To effectively communicate their technical analysis results to the client and affected community, and to be seen as polished.

Local and Regional Jurisdictions

To effectively communicate the technical analysis results to decision makers and the public, and to be seen as polished.

- **How is it better than what I already have?**

Visual Communication combines analytical design with graphic design techniques to create the most effective story telling visual product.

- **Who else is using it?**

Only a small minority of other firms have similar capabilities. This is a key differentiator for our services.

