

# **Graphic Recording Services**

## **PROMOTE YOUR IDEAS & INFORMATION**

Graphic Recording can be used for a lot more than just live events. It can be applied across many different settings with a wide range of uses.

Our Graphic Recording services aim to meet these other needs, in areas any organization will find helpful with communicating information and idea development.



### **Live Graphic Recording as Finished Artwork**

Have the Live Graphic Recording redrawn up it is as a finished artwork ready for use in materials and promotions.



### **Individual and Team Graphic Recording Drawing Training**

This covers both online and in person training and drawing activities. Teaching your team to use this skill themselves.



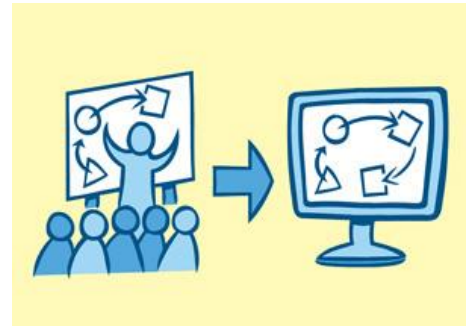
### **Customized Infographic, Mind and Visual Maps**

Use specially designed visual material to represent processes and journeys.



## **Pre-Created Graphic Recording Templates for Live Events**

Pre-created Graphic Recording is useful as an affordable way to meet a budget and have a live recording on the day.



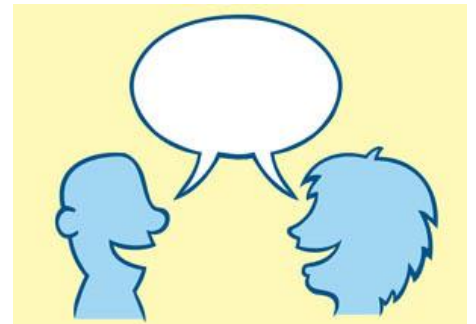
## **Training And Education Mascots**

A symbol or character (cartoon or other styles available) can be a great way to pull together a program or educational material as a focal point for the audience.



## **Cartoons And Illustrations For Trainings Or Presentations**

Use cartoons for projects and information programs as a way of capturing the audience's attention. They also aid as a memory device for the information.



For further information contact Comic Express.

Email: [contact@comic-express.com](mailto:contact@comic-express.com)

Phone: 0431 015 873 / 07 3355 9706

## **Live Graphic Recording Drawn Up as finished Artwork**

Have you had us, or someone else, do a live Graphic Recording event with you? With Graphic Recording events you always end up with digital or paper copies of the artwork. This usually includes retaining ownership rights over the Recording.

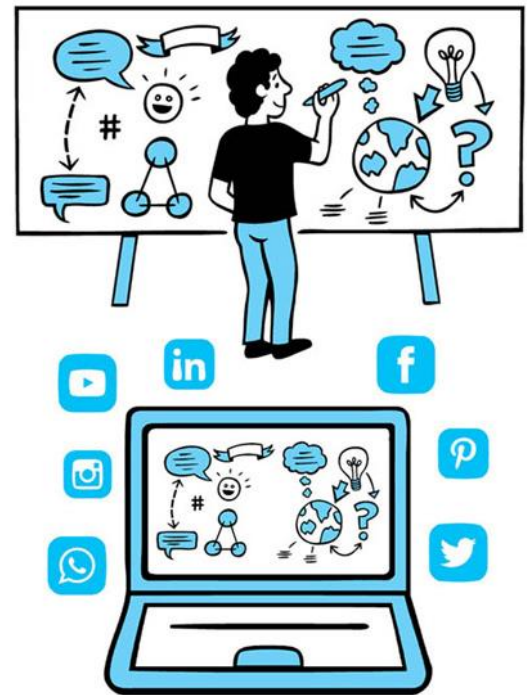
We can offer services to you to have this artwork redrawn, as a finished, high quality commercial artwork. This artwork could then be used any way you wish. For example, used in training and educational materials, promotions or web and social media.

Unlike most graphic recorders we are happy to use our studio skills to do a finished commercial version.

This is a common request amongst our clients and is a separately quoted job, after the event.

We usually recommend the client waits until after the event to decide if they wish to do this with the resulting artwork, and if so, how they would they like it created, as a finished professional image.

This is one way the finished artwork, from the live event can be reused, ready for the client's needs.



## **Individual and Team Graphic Recording Drawing Training**

These services are mainly based around live training. This covers both online and in-person training and drawing activities. The main aim to this service is the equipping of individuals with Graphic Recording skills to aid education, communication and personal use. Please click here to find out more about our specific Graphic Recording Training Services.

[View our Graphic Recording Training Services](#)



## **Customized Infographic, Mind and Visual Maps**

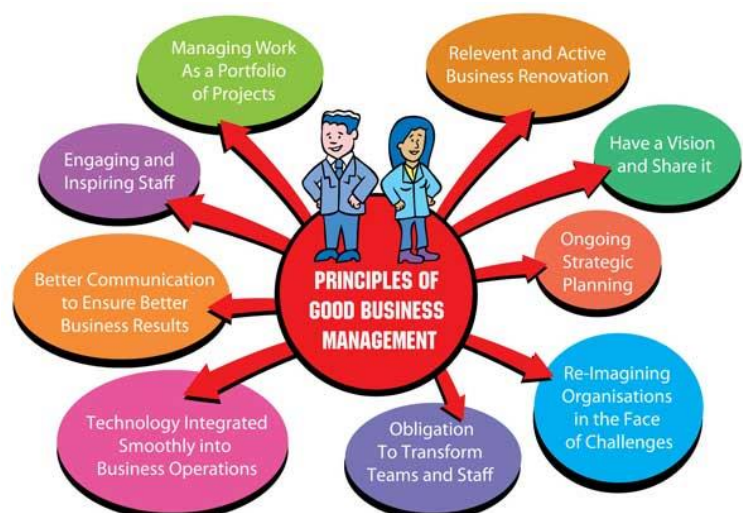
Infographics are a powerful way of translating ideas, strategies, and data as visual devices. They are particularly good at capturing complex processes visually. Infographics use pictures, icons, banners and words to create diagrams or maps. They are particularly helpful with engaging audiences, through the use of visuals, to aid memory recall of specific information.

Infographics can take many forms. These include the following: –

1. Visually mapping out processes, models, and systems.
2. Mapping timelines and history of businesses, organizations or methods. This form of media can acknowledge previous work done as well as the projected future, all in one visual that offers an overall perspective.  
It can also be a good way of noting significant events and milestones for an individual or organization.
3. Visual Maps covering both ‘learning’ and ‘changing’ aspects, can show visually, both the processes needed and their format, leading to an understanding of what is needing to be learned and what needs to be put into action to bring about change.
4. Journey Maps are like timelines but focus on the challenges and opportunities people experience in a service, program or system.

The benefits of using Infographics include being able to: –

- explain visually why changes are needed in an organization
- help communicate the vision of an organization
- represent the journey of a group
- review an organization
- market and share ideas
- be used internally and externally
- help with decision making and reviewing processes
- inspire creative thinking
- help gain new perspectives
- clarify structure and goals within an organization or business







## **Pre-Created Graphic Recordings Templates for Live Events**

If budget or convenience is an issue, there are three alternative services on offer.

Firstly, a pre-created, completed Graphic Recording, that is a stand-alone piece of artwork.

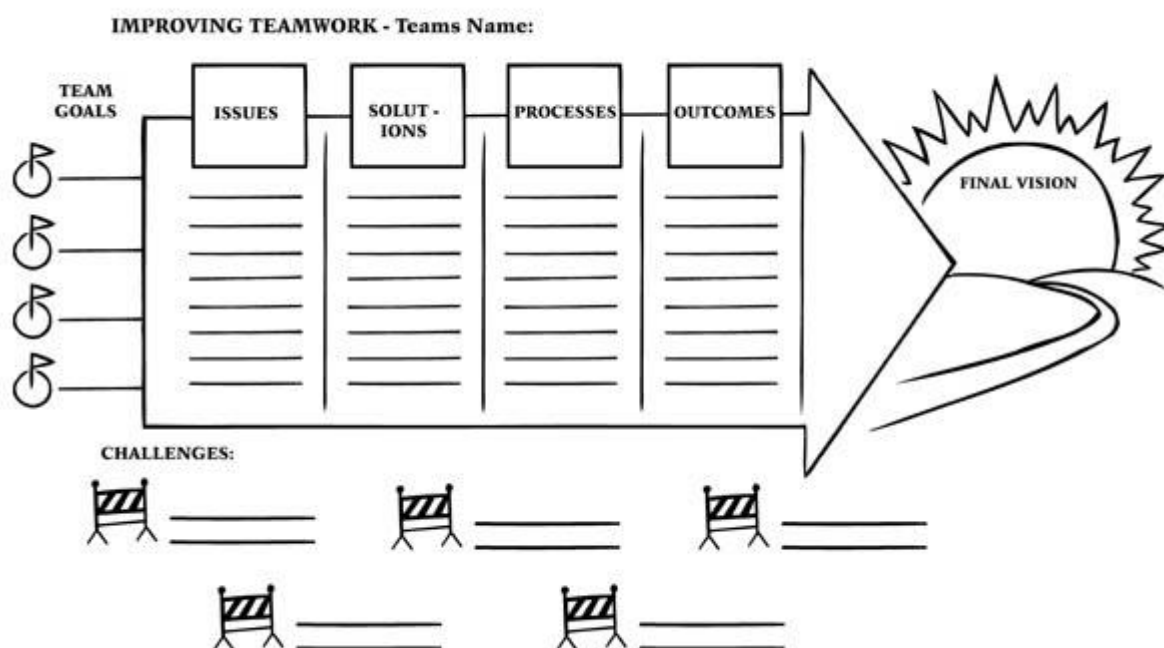
Secondly, a pre-created Graphic Recording that is designed to be interactive, with spaces for the presenters and/or audiences to add into, on the day of the event.



Thirdly, there are pre-created Graphic Recording templates available in our Shop under the Graphic Recording Materials category. [Click here to view.](#)

This pre-created artwork can be as simple or complicated as the presenter and organizers want. They can be tailored to the specific usage planned. The usage options include, capturing audience feedback; recording reflections and thoughts on the day as a message board; or for capturing a specific presentation or facilitator-led discussion.

[View our ready made templates for purchase in the store here.](#)



## **Training or Education Mascots or Cartoon Guide**

A symbol or character (cartoon or other styles) can be a great way to pull together a program or educational material as a focal point for an audience.

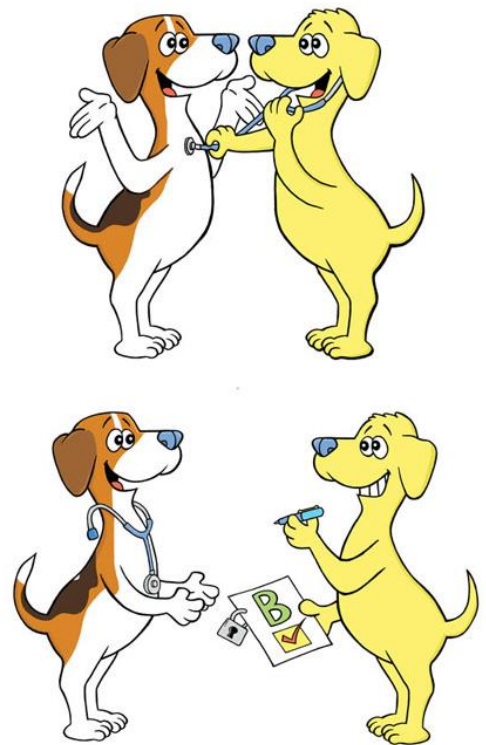
A character can be used as a presenter of ideas and a visual hook for remembering the information conveyed and shared.

The character can also be presented as acting out the points needing to be communicated. For example, both good and bad outcomes of processes, services or specific actions.

The benefit of a character is that the audience will automatically relate to the character, which makes the information more personal and memorable.

A number of clients have used characters across a wide range of training and information programs with great effect.

The characters can be either cartoon-based or more mainstream and symbolic. It will depend on the tone of the project and what type of subject matter is needing to be conveyed.



## **Cartoons And Illustrations For Trainings Or Presentations**

Professionally drawn- up cartoon images can be a great way to capture the attention of and stimulate those looking at the image.

To give your material a unique look that stands out, these images can be simply an illustration or a cartoon with captions.

A sequence of images showing a scenario, such as a comic strip or comic book, is another





option. These images can be used to set the tone of the meeting, presentation, or educational material.

They can be used throughout the duration of the project to reinforce certain points or visually clarify a point.

They can simply be representational in a more serious or symbolic way.

Alternatively, involve humour!

It has been proven that the use of humour enhances the ability for people to learn and retain information.

The combination of picture symbol and humour found in Cartooning is highly effective as a means of communicating information to the audience.

This is particularly significant for dealing with complex or challenging information that needs to be communicated.



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