

Visual process support

Processes in the construction industry, in spatial planning or in the energy sector are all complex. Incisive visualizations help to grasp abstract strategies or development goals in an easier way, and instantly allow target audiences to gain an overview of the bigger picture and the interrelationships it contains.

A good visual can drive home a key idea, make it persuasive and give it an identity. Graphics are an expedient tool within the project process: they help to reveal hidden associations, communicate specific content, or scrutinize specific issues.

We develop visualizations for each project according to what is needed. Ideally, we like to outline the visualizations in terms of their tasks and goals as early on in the process as possible. If requested, we will develop the visual projects even while drawing up the project strategies and objectives. Adjusting the level of detail to suit the job at hand, we use visualizations as a tool to win recognition and understanding and for external communication.

We have expertise in the following areas:

- Concept graphics
- Diagrams/map visualizations
- Scenario design
- Visual moderation tools
- Function diagrams
- 3D visualization
- Photography/aerial photos

We deploy these tools in presentations and workshops. On request, we can finalize the resulting images with little extra effort, and thus highlight the results arrived at in the participative process. All of these images can then be integrated into end products such as reports or brochures.