

FitzpatrickWoolmer
creative

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Bringing information
to life!

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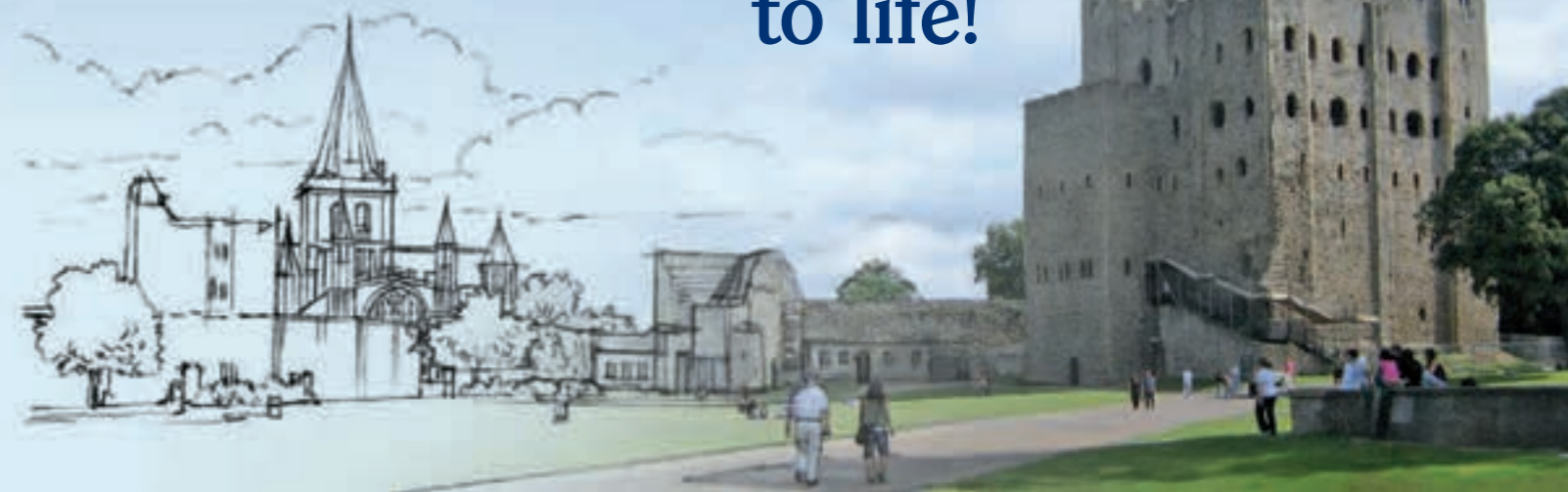
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About us

Since 1995 Fitzpatrick Woolmer has helped provide clear and attractive visitor information to a broad client base. Working closely with our customers and always with the end user in mind, we are able to fully realise any brief through creative and original thinking, based on many years experience in design and communication.

Our customers include local and regional authorities, conservation and regeneration trusts, historic sites, landscape architects and privately owned properties. We are able to offer advice and concepts for initial discussion, through to finished artwork, utilising our extensive graphic, illustrative and mapping skills. Other services include interpretive planning, research, copywriting, print management and sign manufacture.

Previously completed projects include walk and trail leaflets, property and historic guides, interpretation and orientation displays, and visitor centre information displays. All are approached with the same open mindedness that allows us to create unique and user friendly designs, on schedule and within budget.

The following brochure gives a brief snapshot of our services and recently completed projects.

We look forward to working with you on your next project.

A **well designed** display should use an **imaginative** combination of text and visuals to tell a story or guide visitors.



When designing a panel, keeping the amount of information to a minimum can sometimes prove difficult, particularly with larger displays. Visitors can be intimidated by highly detailed displays and therefore the simplest designs are often the best.

The panel must look attractive and be accessible at a glance. Many people will decide in seconds whether they will read it. These few seconds are vital: provoke and stimulate their interest and you've got them!

For customers not familiar with the design process, we can undertake all elements of production including research, copywriting, specialist printing and sign manufacture.

*"Fitzpatrick Woolmer created an end result which combined our ideas, and literally framed them beautifully...
...We're delighted!"*

Pauline Heathcote. Kent Wildlife Trust

An **essential element** to any display, **illustrations** help to explain the unseen in a way that words never can.



A cutaway gives an insight into what's going on below the surface of a pond, or how a building works as a whole. Flora and fauna pictorials help visitors identify indigenous species and create a sense of awareness and investigation.



All these things allow visitors to relate to their immediate environment and give them a better understanding of your site.

Digital, pen and ink or watercolour finish, we are able to provide an illustrative service to bring life to your project.



Always consider the **purpose** of the map
before deciding on the most **suitable**
style for your **project**.



- ① Vertical, watercolour
- ② 3D, computer generated
- ③ Vertical, computer generated
- ④ 3D, watercolour
- ⑤ Panoramic, watercolour

Whilst the variety of map styles is extensive and the method of construction even more complicated, always consider the purpose of the map and who will be using it before deciding on the most suitable map style for your project.

3D, flat plan or panoramic, computer generated or hand drawn, static or mobile, there are many options available to best orientate visitors around your site. Vertical plans offer the flexibility to rotate the plan to the viewer's perspective for each and every location, 3D maps are excellent for interpreting a site, and panoramic maps are perfect for illustrating points of interest from a look out or viewpoint.

We can offer advice on the most suitable style and medium to best suit your budget and application, and provide examples of previously produced work to help you make an educated decision.

"The unrolling of the banner map is always greeted by 'wow' from the children - they are amazed by the size and fascinated by the detail of the trees and buildings"

Elaine Stanley, British Waterways London



There are many factors that contribute to **effective** and **eye-catching design**.

"Great service, flexible and creative!"

Matt Adams. Groundwork Merton

An initial consultation will determine how best to approach your project. Who is the target audience? What message are we trying to get across?

Are there specific guidelines that should be followed; DDA compliance regarding font sizes and contrasting imagery for example, or your own corporate and branding guidelines?

Good design must embrace many principles, but the result has to be simple and engaging. It must often appeal to young and old, and so information should be portrayed in a way that can be understood by all.

Consideration should be given to the final reprographic method, even at the very early stages of design, as this will have a bearing on all elements of the design process.



A **guide book** or **leaflet**
offers a constant source of **reference**
and has greater **retention value**.

Whilst static interpretation displays are an excellent medium for welcoming and educating visitors, a guide book or leaflet offers a constant source of reference and has greater retention value, bringing visitors back time after time.

A guide can include site maps and plans, contact information and opening times, event listings, historical information or simply things to see and do. A good guide, combining lively text, quality imagery and imaginative design, will enhance the enjoyment of any visitor.



*"The visitor guides look fantastic!
It's been a pleasure working
with you - hope to do so again"*

Dr Lizzie Wilberforce, The Wildlife Trust of South and West Wales

Audio can bring the past **to life** and engage visitors at a **deeper sensory** level.

Sound effects, professionally recorded narratives and sound re-enactment, all complement the visual stimulus provided by an information panel, helping to create an enhanced visitor experience.

Imagine the site of an ancient battlefield - the site may be barren today, so it is vital to engage visitor imagination.

By transporting visitors to the time of the battle – audio can bring the past to life and engage visitors at a deeper sensory level than information or interpretation panels alone.

Audio can provide visitors with their own virtual tour guide - maybe an old maid, past head gardener or fictional character. The guide is designed to capture and stimulate the imagination of the visitor, taking them on a journey they won't forget!

By providing mobile or static devices – audio can help you communicate with visitors more effectively, giving you the flexibility to engage them at specific points or on a constant basis, if so desired.



COMPACTMAP™ comprises a lightweight sheet which efficiently folds out from a **palm sized** pack.



If you are looking for a convenient, easy-to-use format to present map or visitor information you might want to consider COMPACTMAP™. Comprising a lightweight sheet, COMPACTMAP™ efficiently folds out from a palm sized pack, designed to fit neatly in to any purse or wallet.

Ideal for communicating information to visitors who have little space to carry a larger format leaflet - COMPACTMAP™ is easy-to-use, available in large or small formats and is a convenient size for ease of retention.

The COMPACTMAP™ comprises an innovative design, lending itself perfectly to a diverse range of communication tasks. Units can be supplied pre-packed in their own point-of-sale dispenser to give maximum impact and profile whilst on display.

The finished product offers a dynamic and informative solution whilst adhering to all corporate and branding guidelines.

Inspire and encourage, incite and impart
 Gift **memorable** days and favourite haunts

A taste of the **past**, a feel for the **present**,
 a glimpse of the **future**

Let them take something away,
 let them always come back

Great interpretation...
 ...it's only the **beginning**



For further information on the full extent of our creative services,
 contact your local office and we will be happy to advise.

Kent

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