

Category: Corporate Design & Communications

Project: Sea Wall Construction Methods

What was the challenge?

TDL-Creative were approached by BAM Nuttall, a civil engineering and construction company, to help design a set of step-by-step guides as part of a tender submission. The tender was for constructing a range of sea walls along a strip of coastline in Portsmouth.

The challenge was to take a selection of hand drawings and technical plans, work with the subject experts to understand them and then create clear and consistent visual methodologies. These would also have to be completed quickly, to a strict timeline.

We were restricted to A1 panels, which would contain up to 9 illustrated steps and include a geographical reference. The visuals had to incorporate BAM Nuttall's branding and style throughout.



Examples of the hand drawn sketches and technical plans we received.

What was the solution?

We decided early in the process that due to the complexity and information required at each step, designing the illustrations on an isometric plane would be best. This would allow the client and bid evaluators to get a better sense of the construction actions and dimensions.

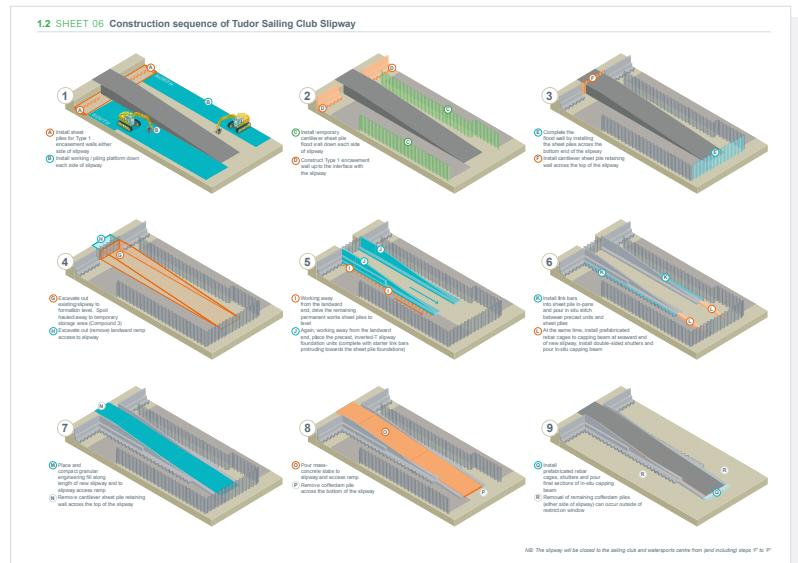
Working from the hand drawn scribbles and technical plans, which were only provided in various 2D planes, an isometric block was created for each phase. We worked closely with the bid team to check and iterate the graphics throughout, ensuring an accurate result.

Key areas of the drawings were highlighted using brighter, saturated tones, whilst passive areas used more muted shades. This helped the user to quickly identify areas of construction relevant to that step.

Each illustration used a combination of alphabetical reference labels and colour coding to direct the user to the relevant annotations. Applying the reference labels to the isometrics allowed them to be clear without the overcomplication of directly adding the annotations, which in turn allowed for more detailed text. Graphic devices such as arrows were used to reinforce some of the annotations on the illustrations, showing the direction of works, or transference of material.

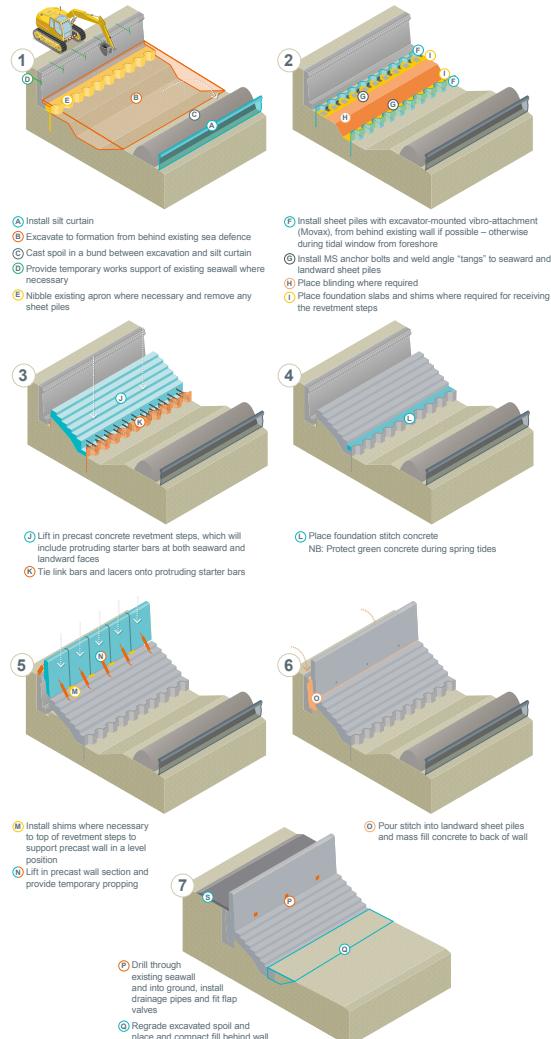
Maps were added next to the steps on each panel to show where the work was taking place, and provide a view of the project as a whole.

In total six A1 sized sequences were designed, each with multiple steps.



A finished sequence demonstrating isometric illustration technique.

1.2 SHEET 05 Construction sequence of new seawall Types A & B



The sequences were positioned next to 'highlight' maps which allowed the viewer to identify where the works were taking place along the coastline.

What was the effect?

BAM Nuttall were very happy with the final product, reporting that this was the first time sea walls had been illustrated in this style for a tender submission. The isometric design has now been adopted across their other projects.

This style increased understanding of the construction process, and helped their submission to stand out against their competitors.

We are working with the client on more construction sequences, and have built a relationship where they also think with this final output in mind. When we receive a brief, they are more detailed, providing guidance in a way that aligns with the diagrammatic process.

"Thanks for all your hard work, they do look amazing and will add real value to our submission..."

BAM Tender Planning Manager



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