

# Sample stills taken from the See and Hear Tenancy Agreement

This is the main menu giving instant access to key areas



The two aspects of the agreement e.g the Landlord and Tenants sections are in two different colours but have the same format and layout.



It maybe you just want to access one very specific part of the agreement.

Everything has a strong visual them, the 3D characters are virtual people we can use in any situation.

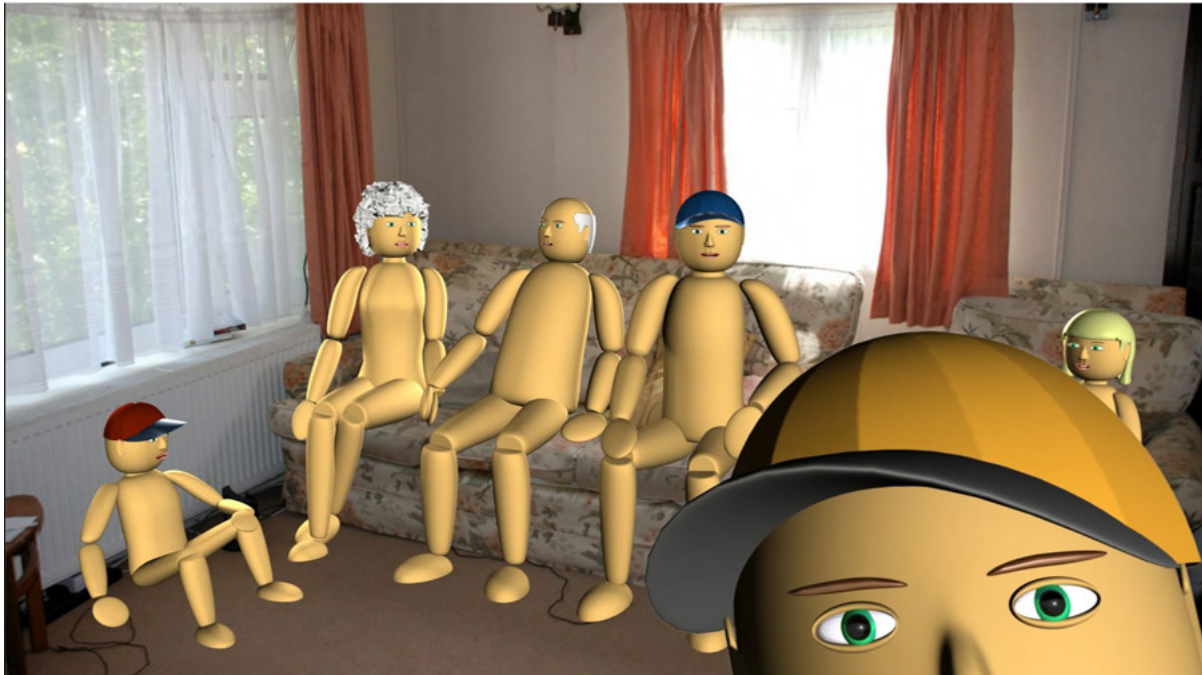


A lot of research and testing went into creating 3D characters that were truly “generic” dealing with ethnicity is always a creative challenge, our family must also appear non threatening.



We have built up an archive of ready to use elements, these are used in the virtual “foreground” so the backgrounds of a particular room, building, estate or common area is easy and cost effective to replace with yours

We created an entire family of characters, and with our “virtual cast” of extra’s they can be used quickly and affordably for any communication objective, on any topic. They are print ready, web friendly, High definition 3D performers ready for any assignment.



We know from research and 30 years in communications that taking yourself too seriously is not always the best way of getting the message across, and retaining the audience's engagement.



Very few people will not understand the message, however go to the same section in a written tenancy agreement on “building modifications” and it's a long list of don't's in legal speak.

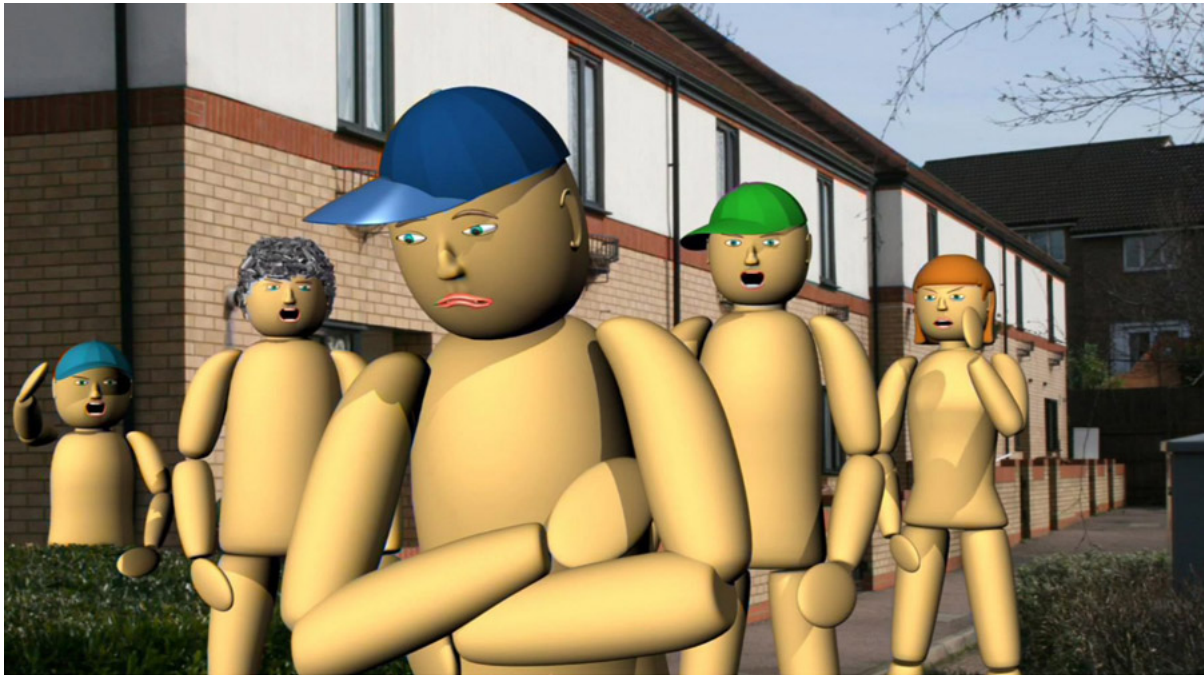
It's a lot safer doing things in the virtual world! We did this to help explain that there are things you must not do in respect of the insurance cover on the property.



Balcony's are often a source of problems and conflicts, but care needs to be taken not to illustrate too graphically the dangers, especially for the more vulnerable tenants a soft touch is better.



We know the hurt and disruption anti social behaviour, bullying and harassment can cause tenants and the challenges it creates for landlords trying to preserve the quality of life for neighbours



Simple images like these make it very easy to communicate to anyone that there is a right and a wrong way of going about things. The kitchen sink is a carefully considered “generic “ metaphore for maintaining a reasonable standard of tidyness and hygiene....spotted mr rat yet?



This was fun to do, virtual vandalism! and is rather more polite than some of the graffiti we have seen, again we take the middle way, having avoided tagging or things that might have messages in that we were unaware of.



Not much we need to say about this except we have loads of satellite dishes modelled in 3D ready to stick on a building of your choice, the images in this document are much smaller than the originals.



Noise is often an issue so we used this in conjunction with other images to remind tenants that DIY at 02:56 am is a problem even if you do work shifts.



This get a laugh everytime, I think its the farmyard sound effects, by keeping the visuals rich and varied with a degree of sophistication and good execution it really does engage **all** audiences.



Accidents happen, in all cases the Landlord needs to know and there needs to be clarity over who pays for the work to be done. So, all parties need to be clear on who is responsible for what, not just the landlord.

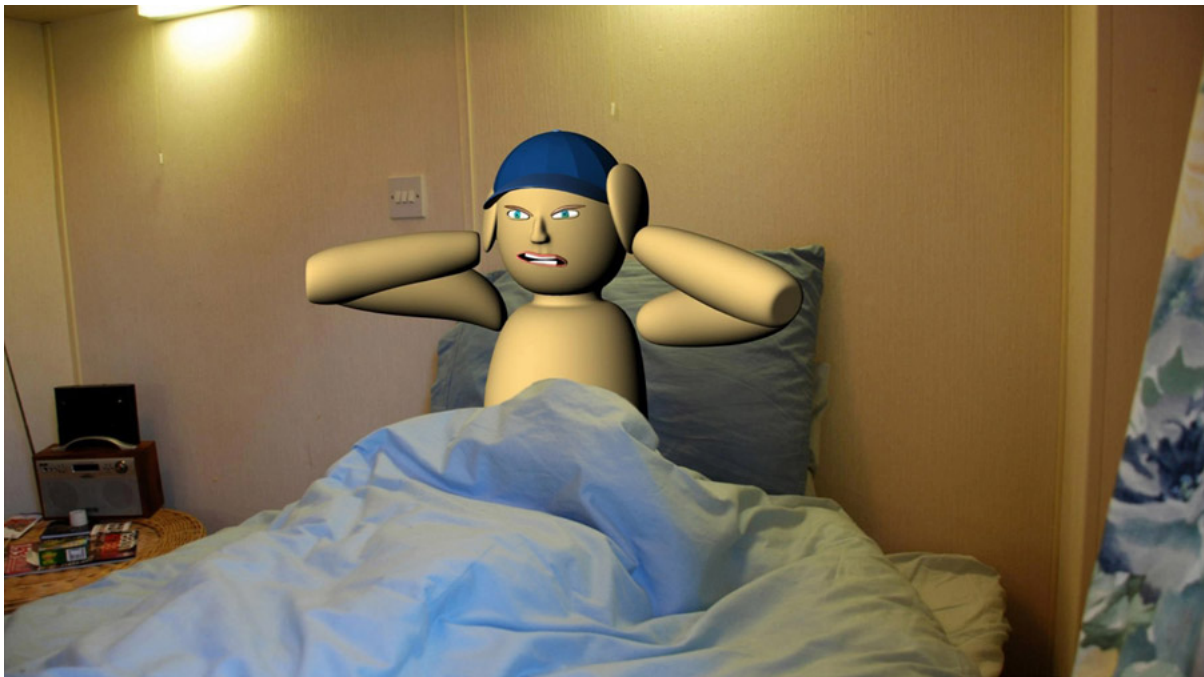


There are many rules around vacating a property, and keeping people informed if it's a holiday or a longer period of absence.





Returning to the theme of anti social behaviour, we compiled a short visual sequence with dull thumping soundtrack...again all the backgrounds are easily interchangeable to tailor it for clients.



For some situations, where a tenant cannot for whatever reason write they may still be perfectly able to view these printed images and “make their mark” to confirm they have understood.



Although we have used the moving image, as in live action for much of our work we also know that distilling the message into key frames that are on screen for a while is a purer form of communication sometimes, as live action brings an unwanted distraction to the message.



We often use visual icons like a blue flashing light, less scary than images of lots of uniformed police or paramedics but just as effective and the blue light covers fire, police and ambulance services.



Health and safety around disposing of medical waste is very important especially when it comes to common areas.



You will see we use a huge amount of "cut out" images, its a very time consuming job, but you only have to do it once, after that its in the archive for any purpose.



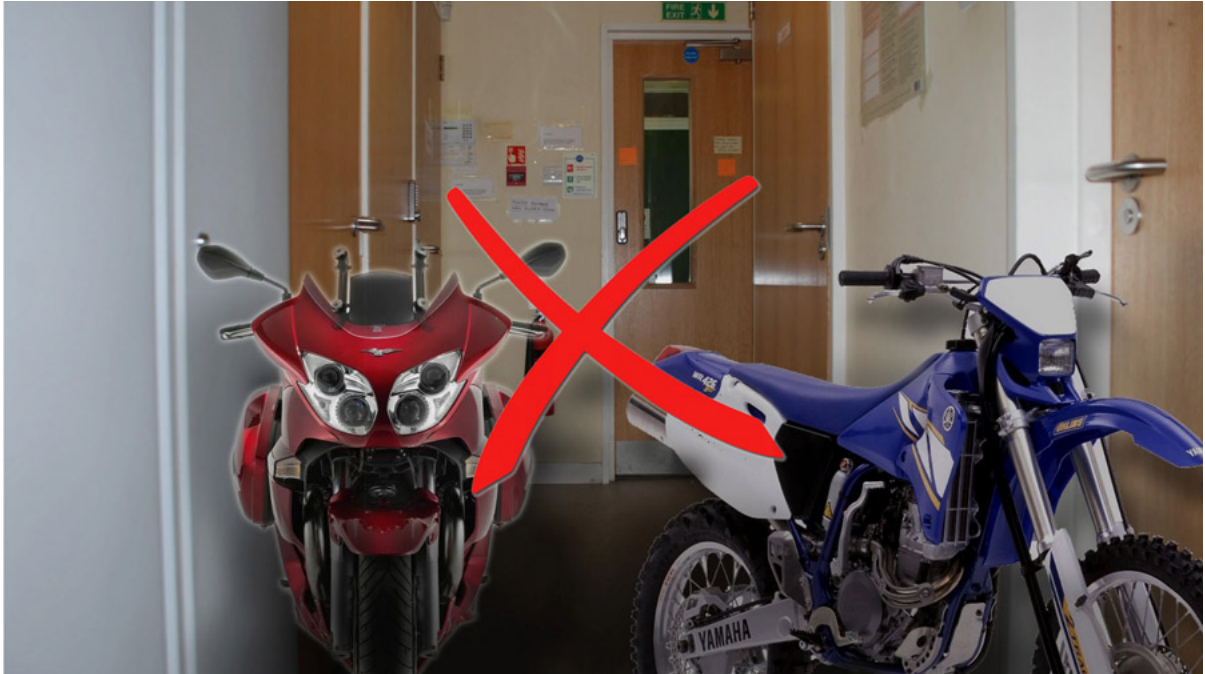
Putting shots like this together in the real world is actually very hard work, as you need a real cooker, 4 tyres and a washing machine.....or just email us a quick still of you location and job done!



Why settle for a dingy when you can have a powerboat straddling the footpath.



Or pushbikes when you can have these monsters, the point is they all get the message across in a fun and memorable way.



It may not have felt like it but you just went through quite a chunk of a 43 page tenancy agreement, ....and just as a reminder this is when you should return the keys by....



And this is how you explain to the next tenant what they pay for and what is included in their rent, the concept works through all stages of a tenancy to enhance understanding.



We have developed a powerful flexible and affordable visual language and vocabulary that we believe can play a valuable role in many key areas including compliance, accessibility, inclusion, equality and diversity.