



“ Be Inspired ” – a complete multimedia design and technical information package for Lignacite facing masonry and blockwork.

Client

Lignacite Concrete Masonry Products Ltd.

The Project

A design and technical information binder, interactive CD ROM and website – a complete information package on all aspects of selection, design and application of Lignacite block products.

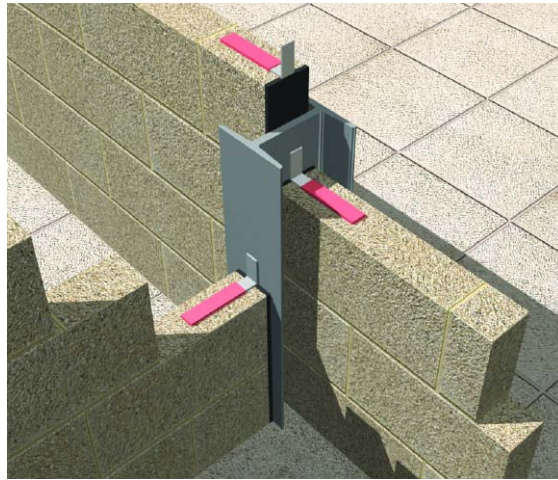
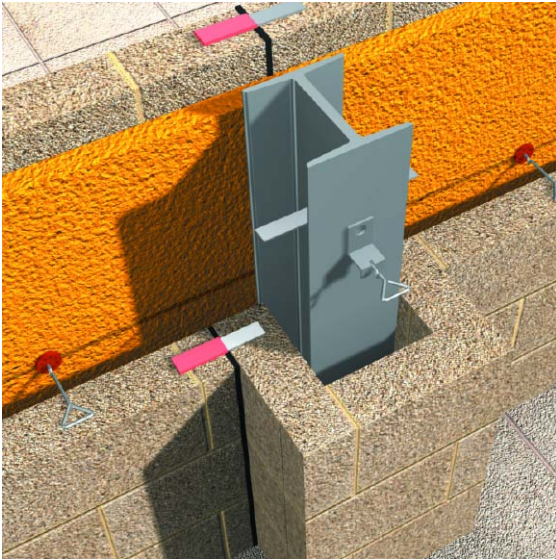
The loose-leaf technical information binder contains range summaries and product selectors, detailed product data, application details and sitework instructions, comprehensively illustrated and annotated in 3D.

The interactive CD ROM includes a virtual building tour, showing typical applications of Lignacite blockwork in animated 3D. ‘Hotspots’ in the 3D model give the user control to navigate to specific elements of detailed technical information. There is also a link to the Lignacite website.

The website features all the Lignacite literature in pdf format, which is easily browsable and downloadable. The site also gives access to the Lignacite CAD library of technical details, and features a unique dynamic ‘wall builder’ tool, enabling the user to create different bonding patterns, colours and finishes in Lignacite Facing Masonry. There is also an informative building case study section and latest news.

Objectives

To create a definitive multimedia information package for specification – a truly integrated information source combining the various attributes of the printed page, CD ROM and Internet.



Work undertaken

- All information structuring and organisation.
- Overall creative concepts and design.
- Technical detailing and illustration.
- Artwork and print management.
- 3D building model created in 3D Studio Max.
- 3D dimensional application details.
- Production of dynamic CD with features utilising Adobe Director.
- HTML programming and dynamic features created using Adobe Dreamweaver.

Feedback

The investment in a true multimedia approach to technical information communication has differentiated Lignacite significantly from its competitors. The combination of essential information and innovative methods of presentation has provided the company with a powerful tool to engage, inform and promote specification of its products.

