

## **Creative Venom at a glance – 19/02/08**

Creative Venom is a Graphic Design and Web Design company.

The services we offer all belong in the Creative arena. A quick overview would include:

- Website Design
- Advertising and Graphic Marketing
- 3-D Modelling and Animation
- Internet Database and Application Design
- Digital Photography and Imaging
- Video Editing and DVD Authoring

Many of you are familiar with the nature of these services and the nature of the end product or result, but we would like to tell you about the sub-services within each area:

### **Website Design**

- **Website and e-mail Hosting**
  - Hosting means that we play 'Host' to your data and its technical backbone. We provide web space for your data and provide Support for your facilities that you use on a daily basis. E-mail is very temperamental and will continue to be as more and more push its boundaries and therefore we ensure that the cogs continue to turn smoothly with limited business interruption.
- **Landing Pages**
  - These are typically promotional pages that maybe enhance a particular ad in the press. For example we did a recent promotion for the Mall in Bexleyheath. This centred on Valentines Day with suggestions for gifts for Him and Her. The focus was a competition to win vouchers to spend at the mall.  
  
The other example is website starting out. At first they are sometimes just a graphic accompanied by the essentials such as e-mail form and all the usual contact details – an effective way to get the ball rolling!
- **Micro Sites**
  - These are basically mini websites. Usually no more than 4 or 5 pages. They tend to be content driven with plenty of enticing images and Photography.  
  
We have recently provided Micro solutions for Swift Security, Premier Foods and OE Europe. These tend to be very popular and provide a good

return on a minimum initial outlay. However these can grow into fully fledged websites with all the bells and whistles over time.

- **Multiple page Static Sites**

- These are larger than Micro Sites, generally offering more interaction. This might include extensive data capturing, feed back area and other considered 'more useful' functionality. The Active Business Group's Site is a good example of this.

- **Bespoke Database-driven Dynamic Sites**

- The onus is now on the custom design. The client will have their own stamp and distinguish themselves in the Visual marketplace. These sites are constantly evolving in terms of Content, usually within quite a rigid framework. The content is organic as it continues to be populated from linked Databases and other forms of User Contributions such as Blogs, Forums and Guest Books etc.

This type of site will always fair well with Google due to the Synergy of data and the daily changes that take place to the content as a result. A site like this would be regularly indexed by Google Crawlers.

This type of website could also be an e-commerce site. In other words a site with the added ability to trade on-line, placing an order and completing the purchase with a transaction that takes a minute or two.

- **Admin features for Maintenance and ease of Upload**

- These features are necessary if a client wishes to maintain their own website. There are generally two schools of thought here. A solution is provided, so that the client has a handle over particular editable regions of the site or we embark on a periodic maintenance contract to suit the nature and the public demand of the website. Time and budget are the two usual factors to consider here.

- **Bespoke Application Design**

- **Internet Strategy and Google Analytics**

## **Advertising and Graphic Marketing**

We team up with D-Isom Printers with the majority of this work, especially with regard to the Print. Under this heading the work would include:

- **Visual Campaigns**

- Brand aware campaigns consisting typically of Brochure, parallel press ads, signage and hoarding. This would often include urban furniture such as bus

shelters, bill-boards and other ambient advertising such as bus-wraps and large-scale artwork.

- **Promotional Posters**

- These are posters with a huge amount of conceptual design injected into them. These could be to promote a Movie or Theatre Production. We have produced posters for the West-End, namely, Les Miserables and are currently working on the Marlowe's production of West Side Story. There are many other requirements on a project like this including the correct pursuit of Photography and the correct choice of Font for maximum impact and appeal.

- **Corporate Literature**

- This would often begin as a Logo or Logotype design job which would naturally lead into a suite of stationery. This could then lead to a substantial Brochure or prospectus. We prefer the creative side of this work but still entertain Annual Reports and the other Typographical projects. An example of this could be Ramada Hotel, Local schools, ITG UK and Instruction Manuals for Hornby.

- **Brand Building and Visual Identity**

- This is working with client in bringing their concept alive with creative flare and professional guidance. We really enjoy this aspect of the business and are proud of the fact that we have contributed to the commercial success of numerous enterprises who's Visual Identity was born out of our studio. Case studies would include Jelly Beanz Hair Design, Local Art Galleries, Blueberry Developments, the Inclusive Partnership and other charities such as the Kent and Medway Walking Bus whom we are currently embarking on an entire re-branding overhaul. This particular exercise we have predicted a completion time of 6-8 months.

### **3-D Modelling and Animation**

This area is proving to have a demand that is increasing month by month as existing clients as well as new are seeing the benefits of this medium:

- Selling properties in the UK and abroad from just the plans as the visualisation fills in the gaps and often communicates the lifestyle too
- Provides an interactive and thus selling tool for a website
- Animation is a natural progression often resulting in complete walk-through
- Photo realism provides excellent material for brochures and estate agent requirements despite any footing being laid

- Different complexity levels are offered and therefore are priced accordingly

We are increasingly working with local businesses and developers as well as increased developers in London. We have worked with Blueberry Homes, Space 2, Rossetti Ltd, Kings down point, Tankerton, Linton Properties and other smaller projects throughout the local area.

### Internet Database and Application Design

This is very much a bespoke area built on specific requirements. There is rarely a 'one size fits all' solution that can be purchased off the shelf. Many of our specific applications have contributed towards a successful Intranet for companies such as Purple, a telecommunications centre, the Commonwealth offices in London as well as 4 years of in-house development of our own modules which provide a variety of functionality to many websites. This functionality includes:

### eNews

This module allows you deliver news quickly and succinctly to your website. Articles are complete with images and optional hyper links. Older articles get archived and there is a search mechanism available when content grows. You have standard add, edit and delete functions available for complete control over your articles.

- eNews (database requirement)
  - Features
    - Add articles quickly and frequently
    - Seamlessly integrate with bespoke design
    - Control over images and page links
    - Add an internal (on-site) or external (to another website) link that relates to the content
    - Perform better with search engine rankings
    - Archive your news content on the website
  - Upgrades
    - RSS Feeds
    - Column control and other layout features
    - Send to a friend
    - Rate Me - poll / vote
    - Search facility
    - Blogging - the ability for readers to leave comments
    - Combine eLinks with eNews for additional related links

### eLinks

This module allows you to administer all links on your website. These can be groups of links that are page specific or can be arranged further by category, heading or Topic. This module is also great for referencing external Web Pages, adding e-mail addresses or simply maximising the exposure of other links within your own site. You have standard add, edit and delete functions available for complete control over all your links.

- eLinks
  - Features
    - Add links quickly

- Add links to specific pages or sections of your website
- Control over internal and external links
- Arrange the order of your links using drag and drop
- Perform better with search engine rankings

## eDropzone

This module allows you to deliver and share media on your website, either publicly or privately. Levels of authorisation are also available. Typical document types include Excel, PDF, Word and many more. Manage using any FTP client; Internet Explorer.

- eDropzone
  - Features
    - Add a variety of media (singularly or in bulk) to a specific page, category or section of your website
    - Most file types are compatible
    - Have content privately (password protected) or publicly downloadable
    - Manage external content such as PDF, Word and EXCEL
    - Perform better with search engine rankings
    - Improve the popularity of your site with games, wallpapers and ring tones

## Digital Photography

Img Digital Imaging™ Studio is an exciting new venture based at our site in Whitstable. It is the perfect accessory to our existing studio complimenting nearly all aspects of the business. An example of this is the Product photography lending itself well to the e-commerce website. We recently photographed many jewellery pieces for an online jeweller not to mention our on-going work with Hornby and Elgate products based in Ramsgate.

It has the latest in Photographic Technology and is attracting a lot of interest from professional photographers all over the county. The studio is run by Creative Venom™ and serves as our core source material provider. This allows us to generate all our own material for our Graphic and Web design demands.

When we are not using the studio for our own needs or for a particular client, the space is available for hire to other photographers.

## Video Editing and DVD Editing

We edit short clips of video. We composite using After Effects and Premiere to produce DVD Menus and other interactive features. We will chapter and author a complete DVD presentation. We will also offer good rates on Duplication. Our most recent work was for property developer Space2, offering a complete interactive DVD serving as a marketing tool that was available in their showrooms.