

Conceptualisation



Ugly Studios create high quality concept designs that are either hand drawn in a fresh and modern style, or computer generated in 2D or 3D.

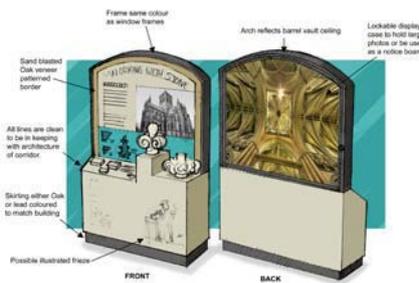
Concept drawings help to share a vision, communicating to stakeholders, partners, contractors and the general public alike. They can be a valuable part of project planning and funding applications.

We can provide concepts of 3D spaces and exhibitions, screen mock-ups, interactives, AVs, 2D design work, in fact anything that you can think of.

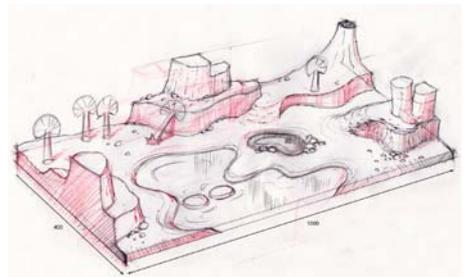
With a background in storyboarding and animatics for film and T.V. our concept designers are used to working quickly to a high standard.



The Lynn Museum



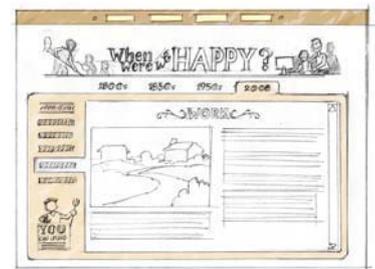
The Cathedral of St John the Baptist



Peterborough Museum



Production Bureau



Museum of East Anglian Life

“Working with Ugly Studios was easy and enjoyable, as they were friendly, helpful and professional.”

Carol Law, Peterborough Museum

What we do:

- Hand drawn sketches
- Illustrations and visuals
- SketchUp models
- Interpretive exhibition concepts
- Interactive concepts
- Digital interactive concepts
- Storyboards
- Animatics



Bridewell Museum

Exhibition Design



Ugly Studios offer an exhibition design service for permanent, temporary and travelling displays.

Successful exhibitions have to combine the needs and expectations of stakeholders, funders and visitors alike.

We use our interpretive communication skills to develop designs with freshness and creativity, ensuring our exhibitions are effective and engaging. Following a tried and tested exhibition-development process ensures a smooth delivery from concept to installation.

With experience of delivering private, public and HLF funded projects, we are dedicated to excellent design, client satisfaction and audience engagement.

“Of all the contractors involved (who were all excellent) working with Ugly Studios was by far the stand out experience for us all here.”

Caroline McDonald
Curator of Archaeology (Ipswich)



Ipswich Museum



Ipswich Museum



Ipswich Museum



Peterborough Museum



Peterborough Museum

What we do:

- Concept Development
- Storyline Development
- Research and Copywriting
- Exhibition design
- Graphic Design
- Large scale Graphics
- Murals
- 3D Models and Interactives
- Digital Interactives
- Project management



The Cathedral of St John the Baptist



Illustration



Ugly Studios' team of highly skilled and talented illustrators can deliver a wide range of illustration styles, in both traditional and digital media.

Illustration is a powerful medium for communicating messages to others.

Illustrations can convey information, feelings, attitudes and atmosphere that just can't be expressed in any other way. We take particular pride in being able to mimic any artistic style.

From small illustrations for websites, to large scale wall murals, we have the expertise to complete your project.

"You listened, considered, listened more and delivered exactly what we were looking for..."

Caroline McDonald, Ipswich Museum

What we do:

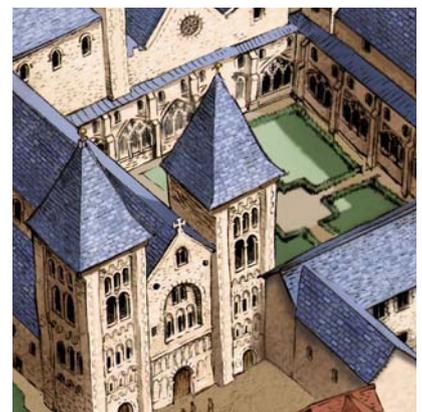
- People
- Architecture
- Wildlife
- Children's characters
- Black and white
- Historical reconstruction
- Pre-historic reconstruction
- Comics
- Games and puzzles
- Landscapes and habitats



Time and Tide Museum



Colchester Natural History Museum



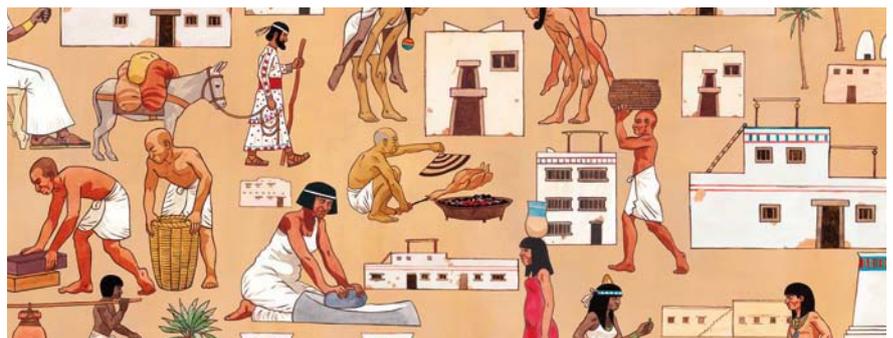
The Cathedral of St John the Baptist



RSPB



Norfolk County Council



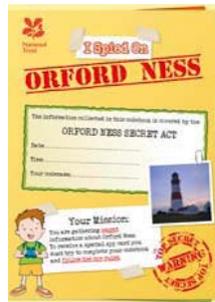
Ipswich Museum

Ugly Studios produce a wide range of high quality graphic design. From concept to completion, we deliver anything from a simple leaflet to full brand development.

Our experience of delivering projects for a diverse range of clients, enables us to conceive and implement designs that are project lead, project specific and above all, distinctive.

This ability to evolve new ideas and styles enables us to ensure the final design work is structured, effective and engaging.

We also have specialist expertise in designing graphics for children that inspire and entertain.



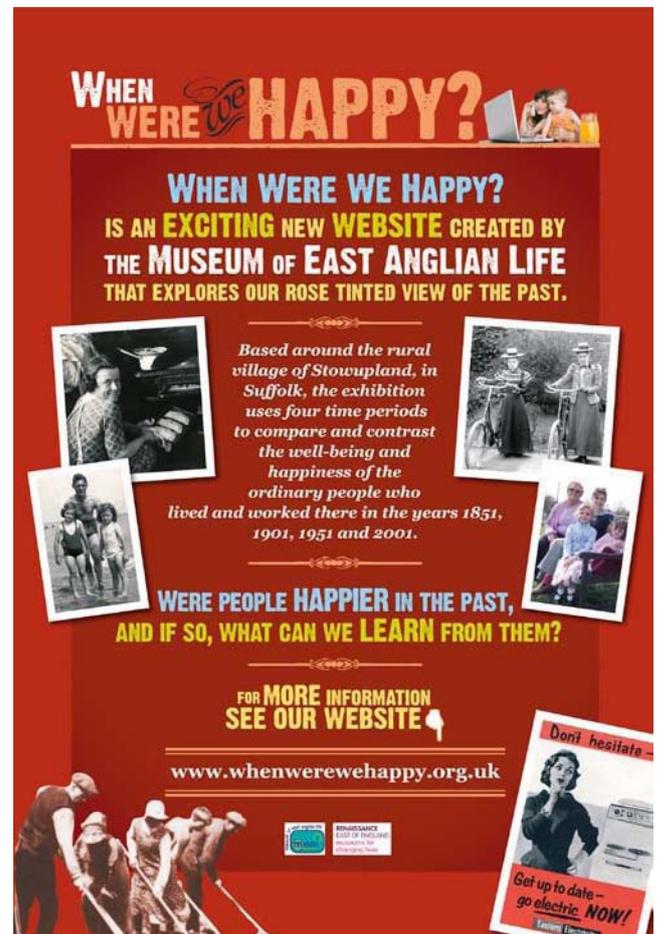
National Trust



National Trust



National Trust/RSPB



Museum of East Anglian Life

“Their professionalism was unquestionable, timescales never became an issue, communication and feedback was first class”
 Andy Williams, Norfolk County Council

- ## What we do:
- Graphic panels
 - Exhibition labels
 - Logo design
 - Branding
 - Brand/style guidelines
 - Screen design
 - Catalogues
 - Brochures
 - Magazines
 - Leaflets
 - Educational resource packs



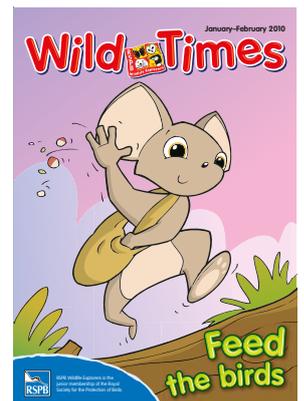
Norfolk County Council



Norfolk County Council



RSPB



RSPB

Mapping



Ugly Studios can deliver a coherent mapping and wayfinding package that covers anything from on-site signage and leaflets, through to mobile and web based interactive maps.

Clients commission our maps because they are visually appealing, accessible and informative. But maps are just one option from a family of mapping components we supply.

We can also provide diagrams, signage and way-finding. We perform site visits and undertake careful planning, long before any design work begins. When it does, then great attention is given to colour schemes, typefaces, symbols, pictograms and map styles.

Our analytical approach combined with first class illustration, design and technical capabilities mean it's no wonder that mapping solutions are one of the mainstays of our work.

"It is their professionalism that has ensured that each element of the project was delivered on time, on budget and always to client satisfaction."

Clare Goddard,
The Cathedral of St John the Baptist

What we do:

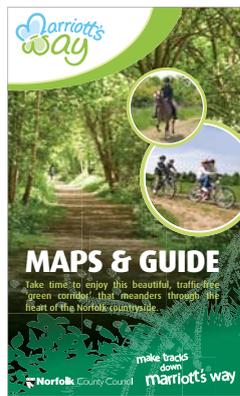
- Maps
- Diagrams
- Signage
- Accessible information
- Consistency of branding
- Multi-platform delivery



The Cathedral of St John the Baptist



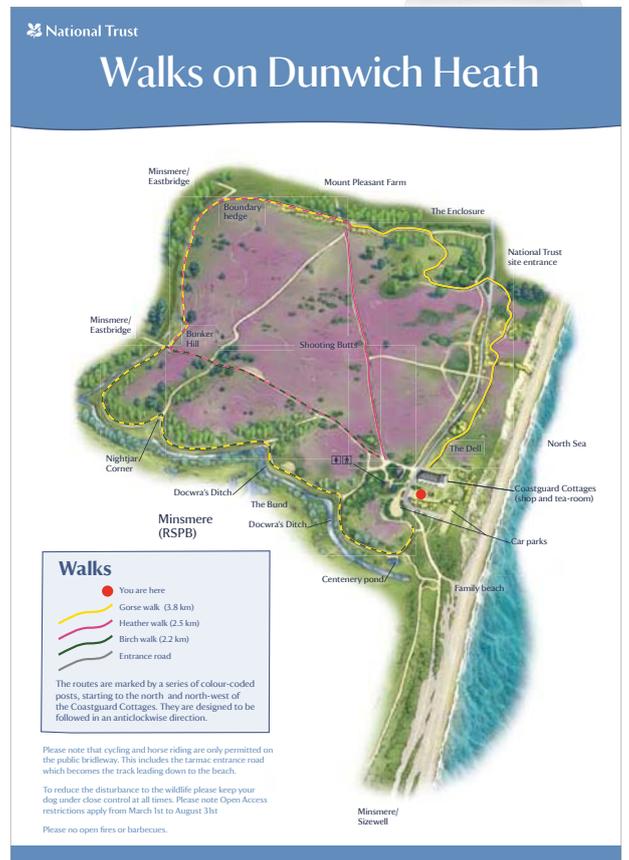
Broads Authority



Norfolk County Council



Norfolk County Council



National Trust

Models and Interactives



Ugly Studios' team of professional model makers and fabricators can deliver high quality, durable work for museums, visitor centres and attractions.

Our 3D models can communicate structure, texture, scale and atmosphere - without words - to the widest possible audience.

Our interactives are used by clients to enhance learning through play and are always popular, engaging visitors of all ages.

We take pride in our attention to detail - authenticity and accuracy is paramount when making models and replicas.

From tiny insects, to life size Egyptian human burials, we have the expertise to deliver your project.

"You can come to them with different types of ideas and they have the imagination and enthusiasm to bring them to life."

Richard Gilbert, National Trust

What we do:

- Bespoke scale models
- Archaeological replicas
- Reliefs
- Dioramas
- Wildlife
- People
- Tactile experiences
- Puzzles
- Interactive exhibit production



Peterborough Museum



The Cathedral of St John the Baptist



Ipswich Museum



National Trust



Ipswich Museum



Peterborough Museum

Smartphone Apps



Ugly Studios can produce content for Apple and Android smartphones, either as bespoke apps, or by using existing third-party, cross-platform software.

Our team of developers has been creating digital content for many years. This experience has naturally grown to encompass the delivery of information through mobile phones.

Phone apps offer a great platform for supplying information to visitors when they're on the move.

They can enhance visitor experience in a low impact way, replacing or enhancing physical installations. This is especially useful for sensitive sites.



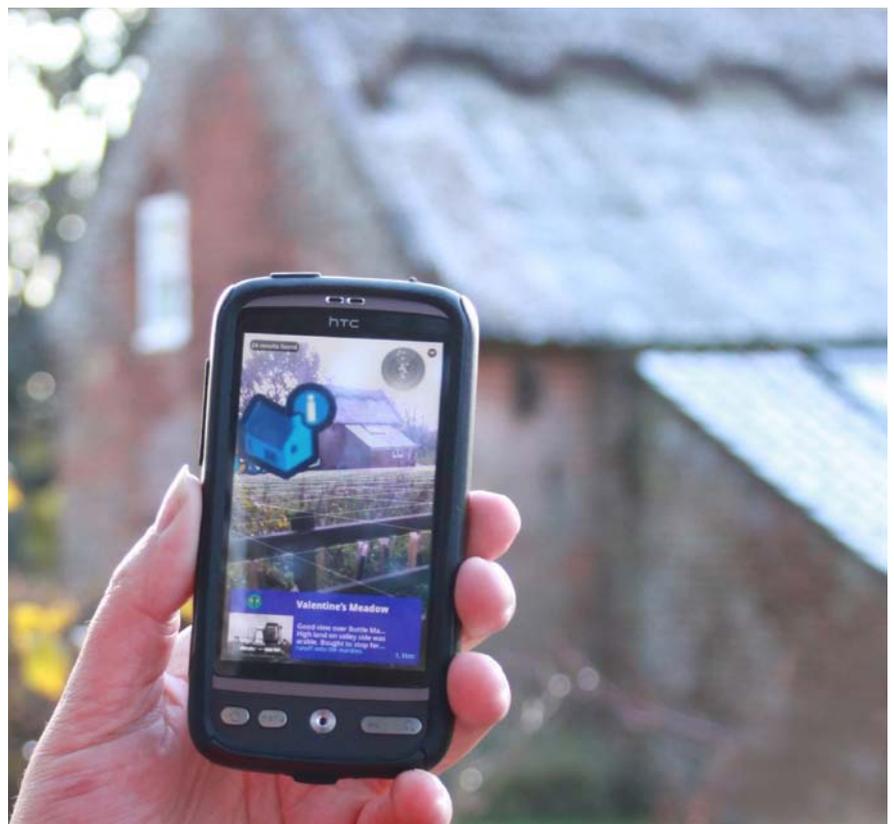
Broads Authority



Broads Authority



Broads Authority



Broads Authority

What we do:

- Multi-platform delivery
- Interactive maps
- Visitor information
- Interpretive content
- Augmented reality
- eLearning activities
- Educational games

Websites



Ugly Studios delivers websites that are project lead and, project specific. They range from single page sites through to dynamic web applications and online exhibitions.

We use user-centred design in our work and test ideas fully before going into production.

Coupling this with our in-house skills in interpretation design and production, means the final results are engaging, intuitive and informative.

Alongside web design, we also develop content for social media, such as Facebook, blogs, Flickr and Youtube.



Museum of East Anglian Life



Maritime Heritage East



WMnet



Norfolk Reedcutters Association



Norfolk County Council

"The website that they have produced is bright, colourful, and easy to navigate. We are extremely pleased with the final result"

Jo Rooks, Museum of East Anglian Life

What we do:

- Online exhibitions
- Interactive maps
- Animation
- User-centred design
- Content management systems
- Audio and video
- Social media content and applications
- Access and standards compliancy



Broads Authority

Digital Interactives



Ugly Studios can create engaging digital interactives for a variety of platforms such as touch-screens, whiteboards, the web, mobile phones or DVD.

Interactivity is enriching. Learning through participation is educational and enjoyable, enabling engagement with audiences who might be hard to reach in other ways.

Our digital interactives allow large amounts of information to be delivered in an immersive fashion. In-house skills in interpretation design and production lead to final results that are engaging, intuitive and informative.

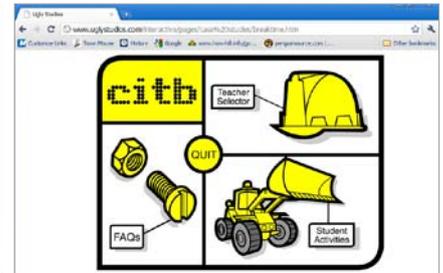
We can provide and source part, or all of a complete package, comprising of software, hardware, warranties and installation.



Hairy Frog Productions/Broads Authority



Hairy Frog Productions/Broads Authority



CITB

“My projects (websites and elearning) had tight deadlines, multiple stakeholders, and required a high level of responsiveness to very demanding customers. I found Ugly Studios more than up to the task.”

Robert Alton, University of Cambridge



Scholastic



Scholastic

What we do:

- Touch-screens
- In-gallery interactives
- Interactive exhibitions
- Whiteboard interactives
- eLearning activities
- Games
- Maps
- Multi-platform delivery