Introduction

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What we do:

While we creates a variety of graphics for proposals (covers, figures, logos, foldouts), we also provide services such as poster design and printing, graphics for scientific papers, 3D art, signs, name badges, tent cards, etc. Our Graphics department create visually compelling art that represents the exciting nature of this Division's work.

- We utilize design applications such as Adobe Photoshop, Corel Draw, InDesign, Key Shot, Procreate, and Illustrator.
- We create compelling visuals that convey complex information
- We provide support from start to finish.

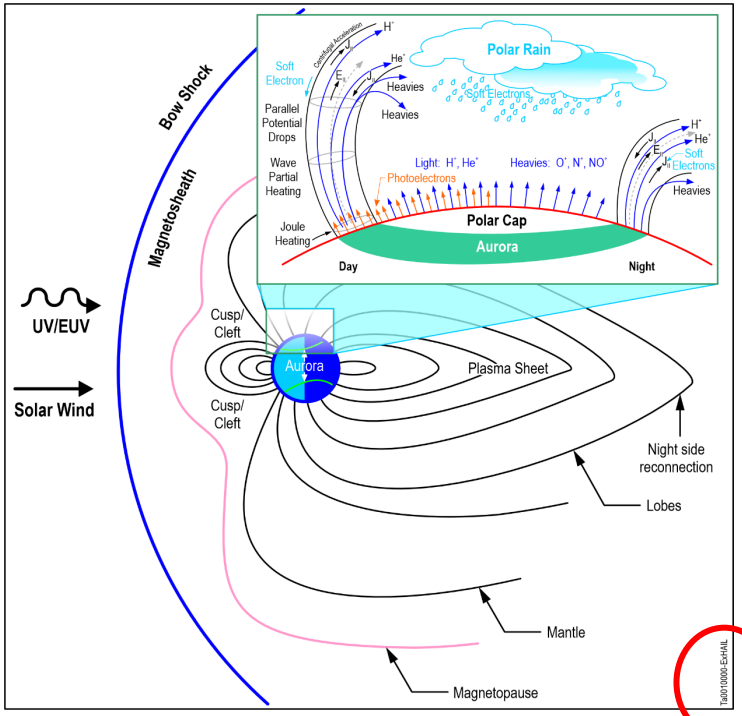
Communication, Conceptualization, and Organization

- **Open and direct communication helps us understand how to provide support efficiently and effectively.**
  Not only is it the foundation of helping us understand what to do and how to do it right, it allows us to translate complete scientific concepts into visually engaging graphics that captivate a variety of audiences (especially reviewers).

- **Conceptualization helps us envision a team's ideas.**
  We use information from the team to create compelling materials such as illustrations, data, figures/diagrams, and utilize 3D models to convey complex concepts.

- **Organization helps us minimize inaccuracy and indecision.**
  Our team has a numbering system for organizing files.
  Each graphic is given a number that helps us work more efficiently with teams to quickly access the requested art.

A sample of numbering system



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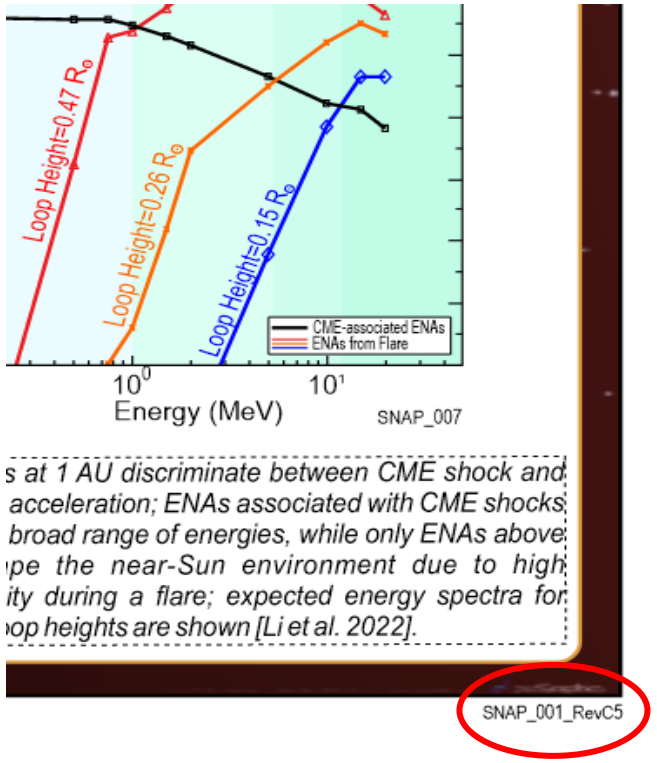

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Foldouts

Information that helps us efficiently produce proposal foldouts

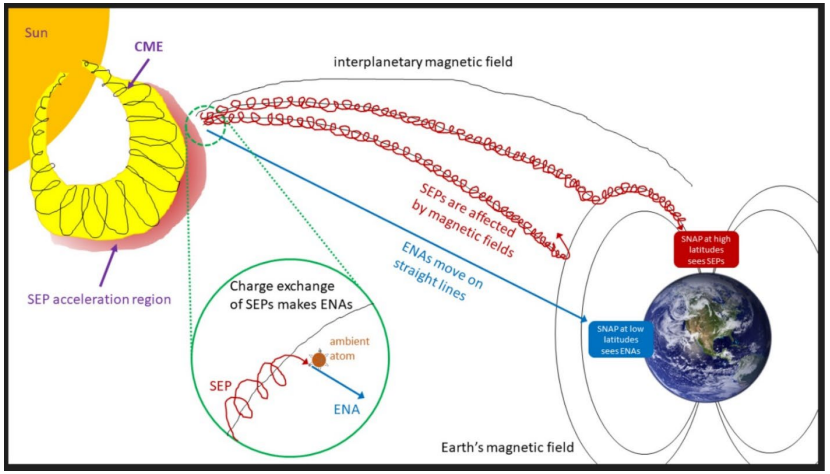
- How many foldouts will this proposal have?
- The type and title of foldouts needed for the proposal, e.g., Spacecraft, Flight System, Instrumentation, Science Data Flow, Science Traceability Matrix, etc.

Figures

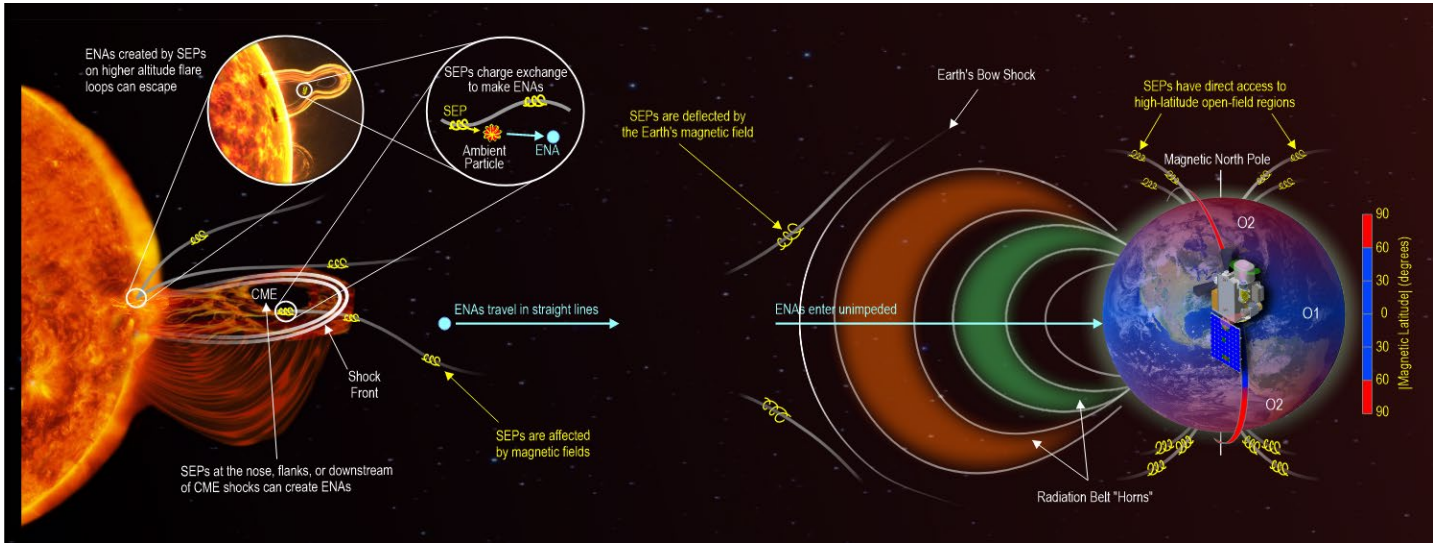
A) Scientist's draft

B) Final artwork used in a proposal (after several revisions)

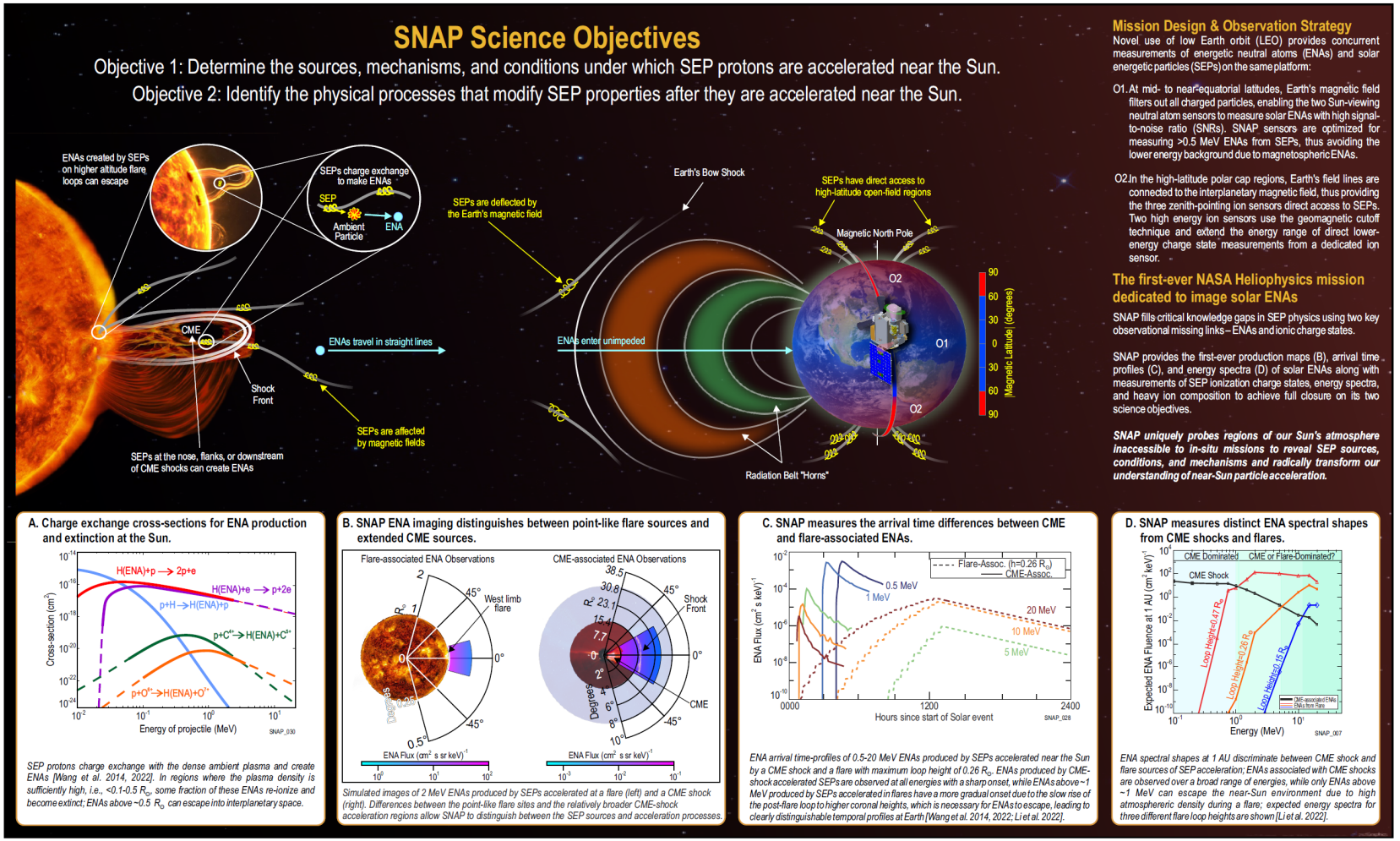
A



B

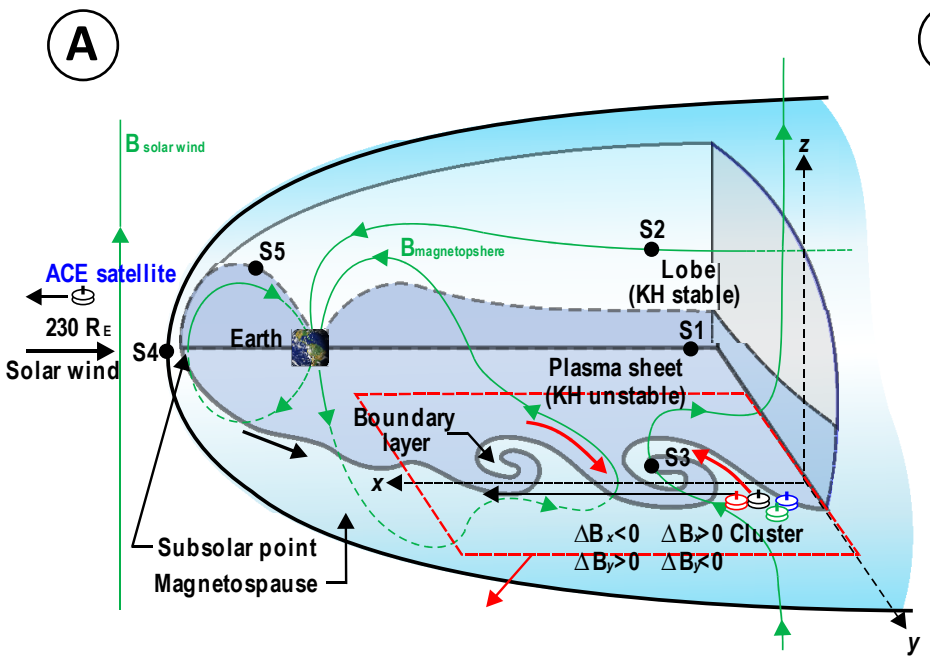


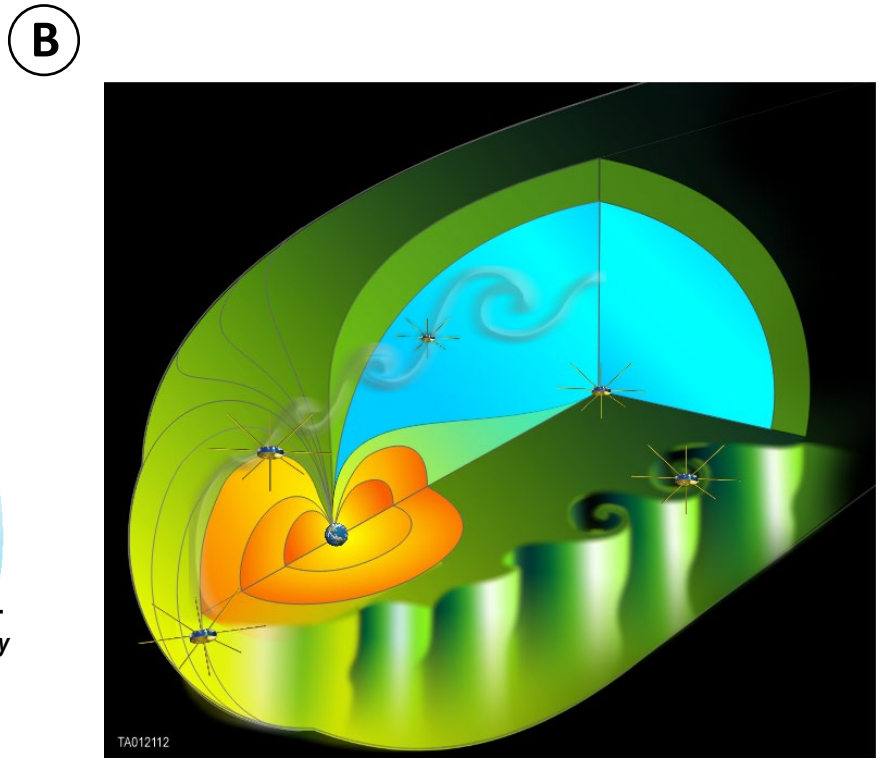
Finalized art work compiled and organized into a proposal foldout.



A) Scientist's 2D art

B) Finalized 3D artwork used in a proposal (after several revisions).





Logos and Covers

Logos and Covers – Our team designs logos and covers from a team's concept of the meaning and impact of their mission. After several iterations and team approval, we incorporate the logo onto the cover, factsheet, and foldouts. This helps us create a compelling cover for the proposal with a consistent "look" that visually ties all the pieces together. The following are types of information that help us create a meaningful logo and/or cover:

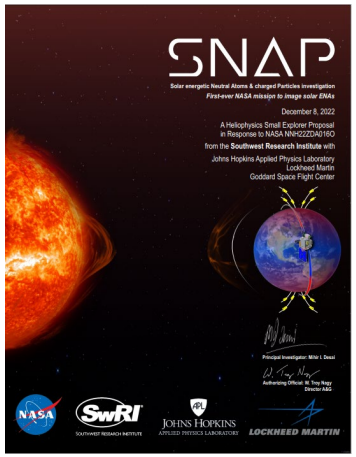
- The type of mission (Planetary, Earth Venture, Heliophysics, etc.)
- The name of the mission and its acronym
- Images of the spacecraft and/or instrument to be used
- Logos of other organizations involved.
- Preferred file type

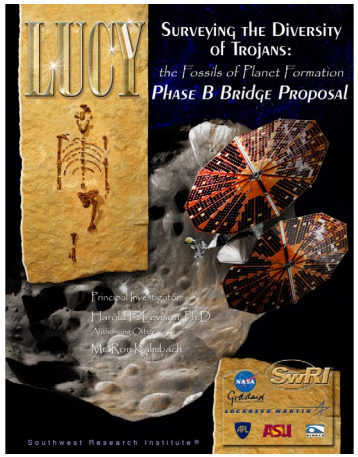
A sample of a logo from sketch to finish

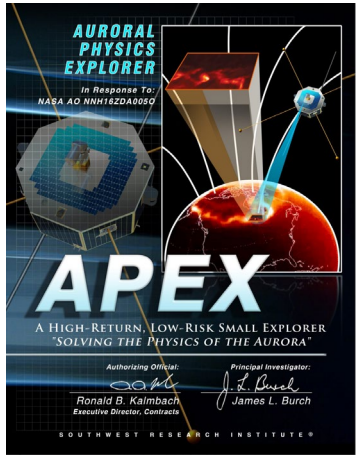
Finalized Logo

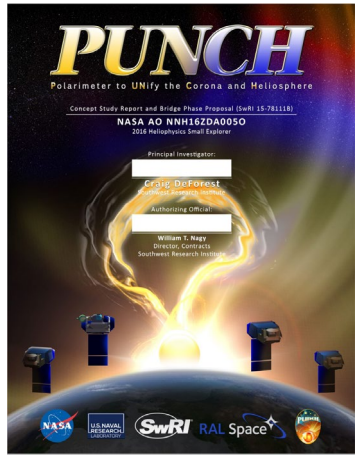
Samples of Logos

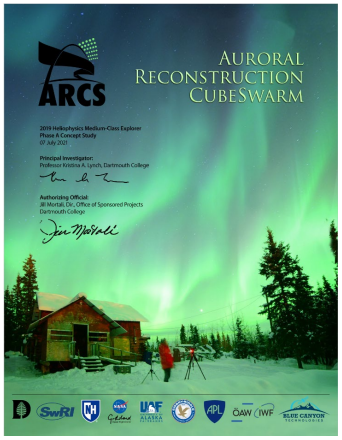
Samples of Covers

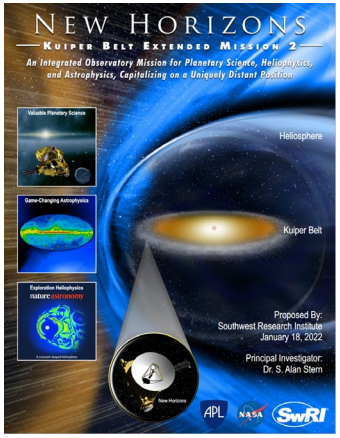


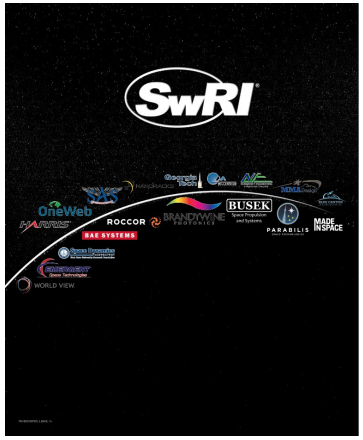


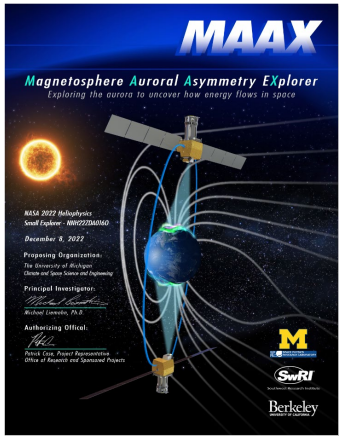


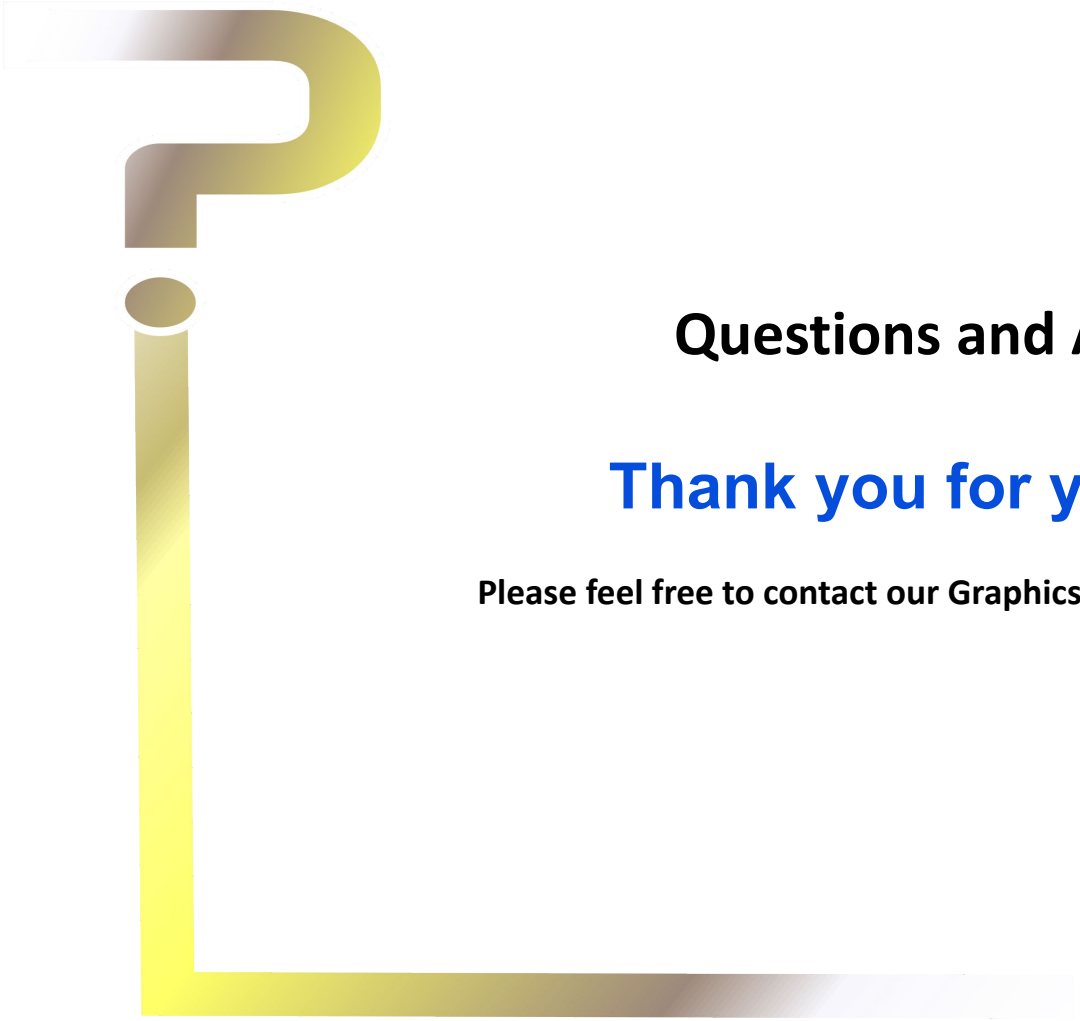












Questions and Answer:

Thank you for your time.

Please feel free to contact our Graphics Department for assistant.