

Courtroom Graphics & Media



Graphics

As the old adage says, "A picture is worth a thousand words." For litigators trying cases in an era of high technology evidence and TV-bred juries, you need clear and concise imagery to capture your jurors' imaginations. Imagery transcends language, jargon, scientific description, and technical terminology. Applying the power of visual communications gives you a distinct advantage over spoken or written words alone. Every picture tells a story, and every story needs to be told in a way that is understandable and compelling. Adding images and media to key arguments not only helps you present your arguments, but also gives your arguments the power of persuasion.

The Data Company has extensive experience in developing graphics that can simplify the process for turning your key arguments into demonstrative exhibits. Maps, drawings, sketches, charts or other visual aids that explain complex issues are some examples of when a demonstrative exhibit might be needed.

2D & 3D Animations

Animation enhances a graphic presentation when dynamic events need to be shown, when relationships between elements change over time, or when a view into the past from an impossible vantage point is required. With the use of computers, trial presentation software, and 3D animators, demonstrative evidence can be more powerful than ever. With our extensive legal experience and highly trained 3D animators, we can produce computer generated animations that illustrate complex information that help both judges and juries understand more easily. The Data Company has created animations in such areas as environmental, commercial litigation, antitrust, pharmaceutical, product liability, accident reconstruction, construction law, and intellectual property.

Creative Consultation

Our experts work closely with you on story development, graphic themes, visual strategies, multimedia integration, and courtroom presentation planning. Our information design experts will help you determine the right visual and creative strategy for your case and specific jury.

To view our graphics and animations portfolio, please visit www.thedataco.com/court/portfolio.html

