

Pell Frischmann is one of the UK's leading multi-disciplinary engineering consultancies providing structural and civil engineering, planning, design, and consulting services. We are one of Highways England's five Specialist Professional and Technical Services providers.

Pell Frischmann, Nottingham, continues to strive for excellence through Innovation, engineering expertise with commercial intelligence.

We have an experienced and reliable team that is committed to maintaining a high-quality service meeting our clients and customers' needs and aspirations. The success of the team is built on continuous improvement on the design process and business delivery. In a highly commercial world, in a competitive market where business continuity and commercialism are key, we strive for overall excellence on all the projects we deliver. From conception to inception, we are here to provide you with a full project service, efficiently and effectively.

It is vitally important nowadays, to showcase our quality projects and there is no better way to sell a scheme than through the power of illustration. Contemporary illustration has always come in a wide range of styles and techniques, from sketches, drawings and paintings, to digital design, multimedia, and now 3D modelling. Depending on the purpose, illustration may be expressive, stylised, realistic or highly technical and Nottingham have taking this further by introducing visual illustration to its portfolio of services.

### **How can this help you?**

Whether you are looking at the viability of your project, or wish to sell your ideas, concepts and vision to a wider audience, Pell Frischmann can help you with communicating your proposals into highly visual 'virtual reality' presentations as part of the integrated design process we offer.

We offer a comprehensive range of high quality, civil and architectural visualisation design services across a wide range of media types; from traditional hand drawn and digital sketching to state-of-the-art photo-realistic CGI and Virtual Reality 3D digital illustration and animation fly-throughs.

Through a high-quality visual illustration, you can convey more information to your clients, stakeholders and the public than any other means can. Your project will come to life in a virtual world of movement and animation within your very own street scene.

### **What illustrations do I need?**

Illustration comes in many forms from traditional pen and ink drawings and watercolour artworks to cutting edge digital paintings and 3D animated models.

3D BIM ready illustrations helps engineers, architects, developers and a vast array of clients to communicate their ideas and plans using visual representations. A powerful tool that taps into our need to imagine or visualise, 3D visualisation, in common with all forms of civil and architectural representation, allows the viewer to see into the future in a virtual reality world before the construction team even arrives on site.

Working from architects' elevations and plans, our engineers 2D/3D design drawings and construction details, existing survey and data, photo reference and client's sketches, depth and realism are achieved in 3D representation of the client's vision in context.

We use extensive 3D modelling software programmes to build your model, then render and animate to achieve the final, high quality production your projects deserve. Our illustrations can typically take a day or two for artistic sketches and full blown, highly detailed illustrations can typically be delivered in three to four weeks from the initial meeting and briefing.

### **Why choose Pell Frischmann to deliver your illustration projects?**

The Nottingham team of civil engineers, 3D designers and illustrators have a strong technical background based on good practices, a comprehensive and knowledgeable understanding of the whole design process and the requirements of visualisations at various stages. Our illustrative productions are an integral part of the process with the final imagery showcasing your project in 3D

with visual reference and animated fly-throughs. Working closely with our clients, the aim is to build an accurate model to illustrate and animate from; get it right in the 3D model and you save time and money on your project as issues are dealt with at an early stage in a virtual world environment. The business case for using illustration almost writes itself as issues are dealt with early on.

Our illustrations are commissioned by both the private and public sectors such as Local Authorities; housing associations; architectural, planning and urban design consultancies; and private developers. His clients employ him to provide illustrations in support of their development proposals. His drawings appear in reports, consultancy bids, public consultations and exhibitions as well as feature in the local and professional press, on television and on the web. Designers often just want to view in 3D a concept they have on paper or a proposal from clients to understand their project ideas and designs further.

If you require attractive, informative and 'accessible' illustrations in a style that perfectly suits your project, then Pell Frischmann's experience and reputation for producing work of the highest quality, both quickly and economically, is your perfect solution. The team uses different media to give each visual representation a unique look and feel depending on the needs of the client, the target audience, the type of design and its end usage.

Please get in touch with us to discuss your project.

## **ILLUSTRATION SERVICES**

### **1. Freehand Visualization**

Our Freehand artists and illustrators can produce any illustration visual style you like in traditional and digital media. These can be in the form of pencil sketch, pen & ink, marker, digital painting or CGI, which is a combination of these using Adobe Photoshop techniques.

CGI and digital illustration allow the creation of photo realistic images that would not be possible using other traditional techniques. We use a digital drawing display to generate our visuals directly from the designer's hand, through an interface that translates that movement into digital imagery. The illustrator takes the clients ideas, sketches and drawings and produces a high quality artist impression and 2D visual illustration.

### **2. 3D Visualisation**

3D Visualisation is now an integral part of the design process of any project. 3D Visualisation (also known as 3D renders and 3D illustrations) can be used to build up concepts from scratch, help with design validation and approval and can be very effective in marketing and publicising your project. 3D hyper-realistic visualisation is the best way to fully visualise your scheme bringing the scene to life with expression and realism. Whatever the project, with 3D Animation you are assured the biggest impact and best feel for the space.

Our designers use extensive modelling software to build your project in three dimension and the scene is rendered to produce high quality, hyper-realistic visual illustrations.

### **3. 3D Animation**

3D Animation is the best way to fully visualise your project and help sell your vision and design to your audience. 3D animations give you the ability to view your project early on in the design process which can be extremely valuable from both a design and development perspective. A video that shows what you would see if the scheme had been built provides a project with narrative, interest and proposals which really come to life.

Having the ability to view your project in an animated format enables you to get a feel for the layout and flow of the overall scheme before making any large financial investments. Every little detail is captured.

For developers, a good 3D fly-through can help sell your development off plan and can assist with the planning submission or public enquiry process. This can be the difference between winning and losing a design competition. It will give you a distinct advantage over your competitors.

Whatever the type, budget or deadline we can produce a 3D fly-through to match your requirements

#### **4. Virtual Reality Experience**

Design visualisation models and virtual reality walkthroughs are intrinsically linked when it comes to creating a shared visual experience between the designer, their clients and ultimately the recipients of the walkthroughs. With 360 panorama imagery and VR headsets, viewers can step into our designs and feel what it would be like to inhabit that space.

With engineers 3D designs being exported into the illustration software, we have the ability to produce accurate, hyper-realistic compelling images and animated video flythroughs, but in keeping pace with growing technologies and client expectations, many industries are turning to a third output to supplement their presentations and really sell their projects through a 360 virtual reality panoramic walkthrough. With VR walkthroughs, we can produce realistic, 360-degree images (similar to what we find with Google Street View) as well as an immersive experience through smartphones, tablets, PCs and VR headsets depending upon viewer's preferences and available budgets.

With Covid-19 and all the social distancing rules that have been bestowed upon us, there's never been a better time to utilise technology to see projects in detail from the safe environment of our homes. With VR technology, we can review project information

download drawings and design documents, watch video fly-throughs and respond to and complete consultation questionnaires with ease. For consultations, we don't have to organise our lives around visiting times in an office or community centre, we can do it all from home.

For examples, see the York Outer Ring Road Public Consultation [here](#).