

LEGAL GRAPHICS:

Turn Your Words into the Pictures that will Make Your Case

A good story, well told, is great to hear, but very hard to remember. Just try retelling a tale a few days later and you'll discover how hard it is.

When trial attorneys present oral argument and witness testimony only, they are asking jurors to perform the same difficult task—with equally disappointing results. Many a so-called "surprise" verdict has resulted when jurors ignored witness testimony they didn't understand or dismissed oral arguments they couldn't remember.

The reason is simple: like most people, jurors are audio-visual learners. They process and retain information best when it's delivered aurally *and* visually. In other words, jurors forget what they hear, but remember what they *see*.

But adding pretty pictures to your presentation is not enough. To truly combat "aural amnesia," you must go to court armed with graphics carefully designed to support your case *strategy* and reinforce your case *themes*. Toward that end, we take a four-pronged approach to graphic design:

1) We translate your key case messages into pictures

Even simple case messages can be obscured by muddled delivery. We whittle case themes and oral arguments down to their essence—crystal clear, powerfully persuasive memes—then translate those memes into indelible images no juror can forget.

2) We make the complex remarkably simple

We've built our reputation on our ability to explain PhD-level technical and scientific information with grammar school-level tutorials that *every* juror can understand.

3) We design graphics that help jurors "buy in" to your client's point-of-view

When a graphic is designed so that it frames case facts and evidence in terms consistent with jurors' long-held beliefs, attitudes, or biases, jurors are much more likely to find its message valid. These "Conceptual Graphics" are the key to jury persuasion. We develop them on each and every case.

4) We tailor the medium to the message, to the courtroom, and to you

To win, you must be well within your comfort zone and on top of your game in court. To ensure that you are, we design only those demonstratives that will work well in your specific courtroom, will resonate with your specific jury, and will be easy and convenient for you to use.

Decades of experience have shown that this four-pronged approach to graphic design makes even the most complex cases simple and clear enough for jurors to understand. And that makes it easier to win.

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We invite you to learn Who We Are, see How We Work, then CONTACT US to turn your words into the pictures that will win your case.

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TESTIMONIAL

"You can be sure I will always keep you in mind for pre-trial work or for early litigation considerations. I have seen some of the demonstrative boards that other attorneys have used, and they are definitely nowhere near as impressive and reader-friendly as the ones I have received from you. Certainly, there is room here for an upgrade to Karyn Taylor-quality."

Richard Lee, Esq.
MORGAN, LEWIS & BOCKIUS, LLP

TO SCHEDULE A
FREE 90-MINUTE NO OBLIGATION CONSULTATION
CALL US @ 1-773-783-5900