



OCULAR

Visualizing Information

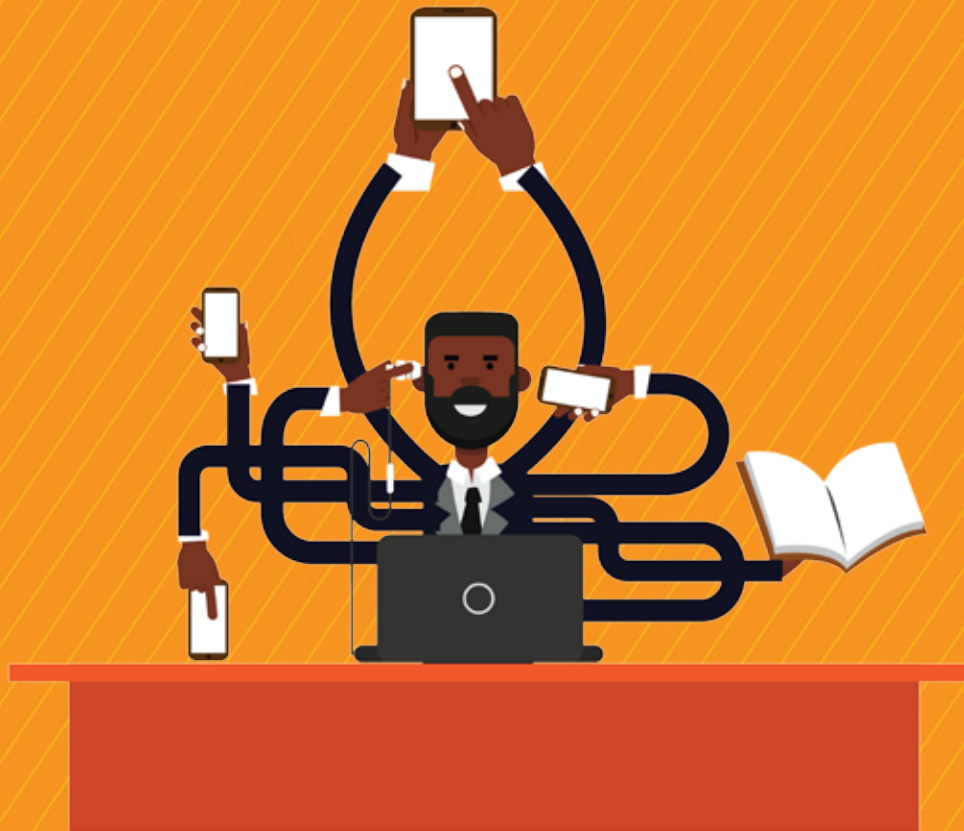
We are a consultancy
based in Nairobi, Kenya
with only one objective...

**We help you
communicate
visually...**

but why
visually **?**

YOU SEE...

We live in an era of information overload



Average person is exposed
to information equal to..

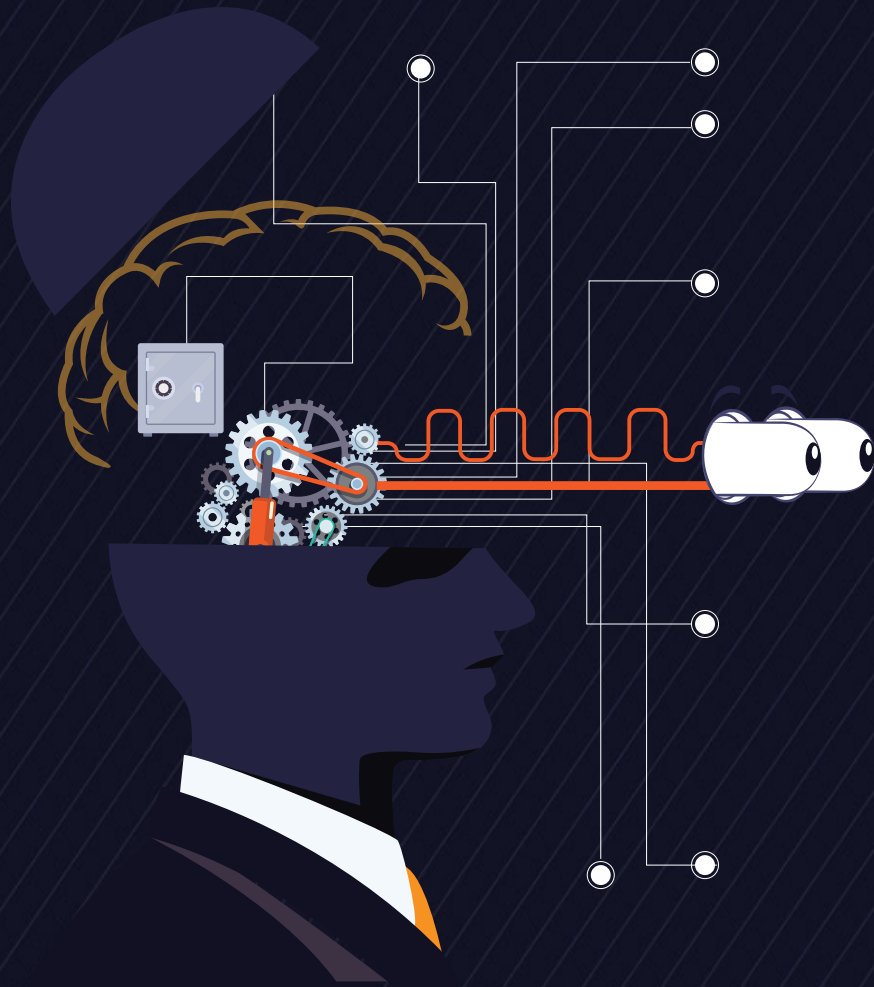
200

Full Newspapers
everyday

**THATS CALLS FOR A
CHANGE
IN THE WAY YOU
COMMUNICATE**



SCIENTIFICALLY, WE HUMANS
ARE **VISUAL CREATURES**



In fact:

90% of all information
transmitted to our
brains is visual

MOREOVER,

Visuals are processed

60,000x

FASTER

in the brain than text

EXAMPLE

TEXT VERSION

Two school children walking away, a boy and a girl. They are walking side to side, boy on the right. They are around the same age (10yrs.) The color of the uniform is grey with a red sweater and cream socks. They are both carrying school bags, yellow for the boy, brown for the girl.

The brain processes this sequentially. (So, it takes longer)

VERSES

VISUAL VERSION



This is processed simultaneously. (Way faster and clearer)

THAT'S WHERE WE COME IN

As ocular, we have crafted unique solutions that will greatly enhance your communication by leveraging the power of visuals:

Some of this solutions include:



INFOGRAPHICS



REPORTS



**INTERACTIVE
INFOGRAPHICS**



**SOCIAL MEDIA
GRAPHIC**



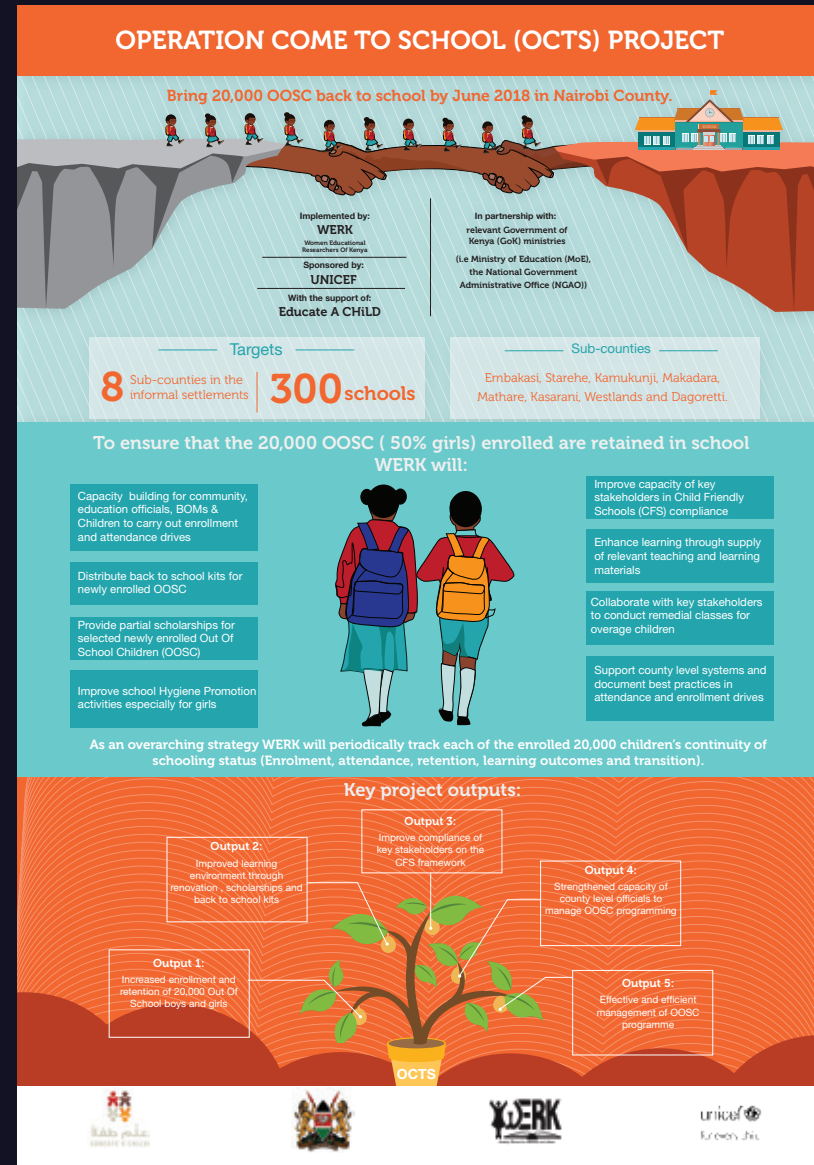
**MOTION
GRAPHICS**



**ANIMATED
GIFS**

**Check out a few selected samples
that we have done for other clients**

INFOGRAPHICS



INFOGRAPHICS

Whats In Your Brookside Yoghurt

- CALCIUM**: For healthy bones and teeth
- VITAMIN B12**: For healthy red blood cells
- VITAMIN B6**: Converts the food into energy
- PROTEIN**: Building and repairing muscle tissues
- ZINC**: Helps your body's immune system work properly
- PHOSPHORUS**: For strengthening the bones
- VITAMIN B5**: Helps your body use carbohydrates, fats and protein for fuel

Brookside Yoghurt STRAWBERRY

Brookside Goodness for all

RAW MILK DANGERS

KNOW THE FACTS

Many people choose raw milk not knowing that it can cause serious illness to those that consume it.

WHAT IS RAW MILK ?

Raw milk is milk straight from the cow. It has not been pasteurized. Raw milk harbors dangerous bacteria that can pose serious health risks to you and your family.

RAW MILK OUTBREAKS ARE ON THE RISE

RAW MILK IS **150X** more likely to cause an outbreak compared to pasteurized milk.

SOME GERMS LINKED TO RAW MILK OUTBREAK

- Campylobacter
- E. coli
- Salmonella
- Listeria

SOME GROUPS ARE MORE LIKELY TO GET SICK FROM RAW MILK

- Children
- Older Adults
- People with weakened immune system – (Pregnant women and people with chronic illness)

WHAT CAN YOU DO TO LOWER THE RISK OF GETTING SICK?

Choose pasteurized milk and dairy products

PASTEURIZATION

This process heats milk at **84°C for 15 sec**

A 100% natural process

It also enables milk to keep in its fresh form for few days when at minimum temperatures (-4 degrees Celsius)

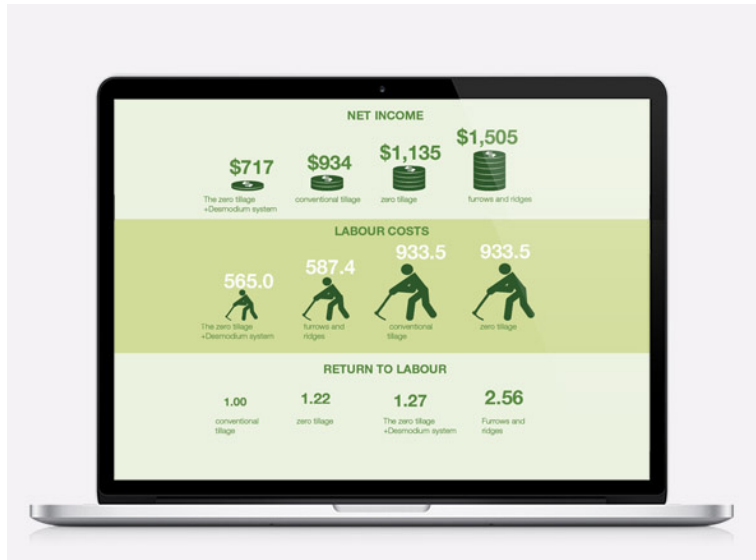
PUBLICATIONS



REPORTS



PRESENTATIONS



SOME OF OUR HAPPY CLIENTS



WHY OCULAR?

We are not just graphic designers we are information designers, and there is a difference

Graphic design is largely making things beautiful and presentable but **information design** is about analyzing information, digesting it, and converting it into visuals in a way that fosters efficient and effective understanding of it. Our main focus is to communicate effectively.

CONTACT US

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