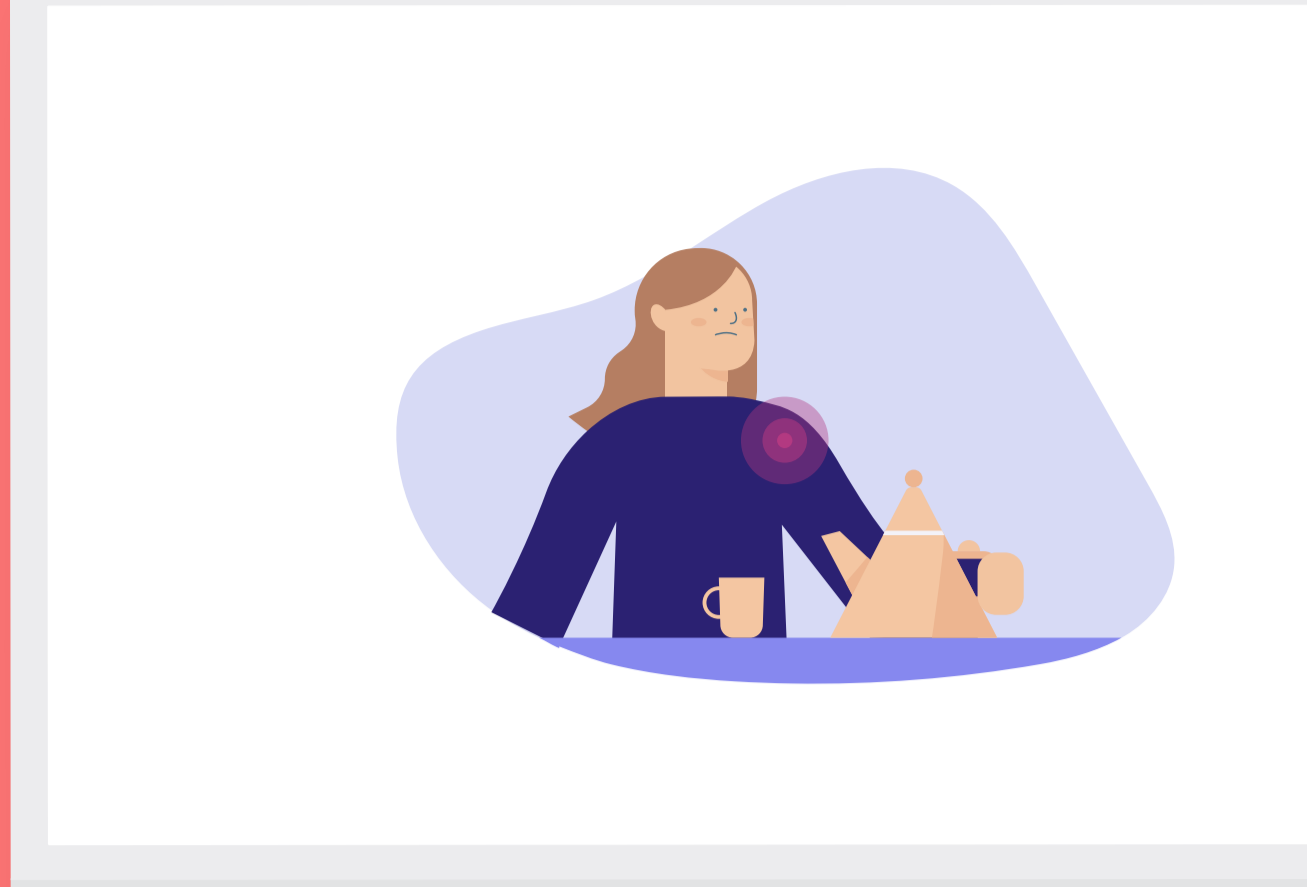
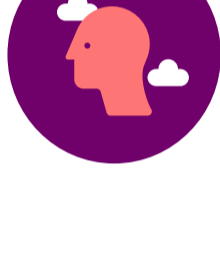
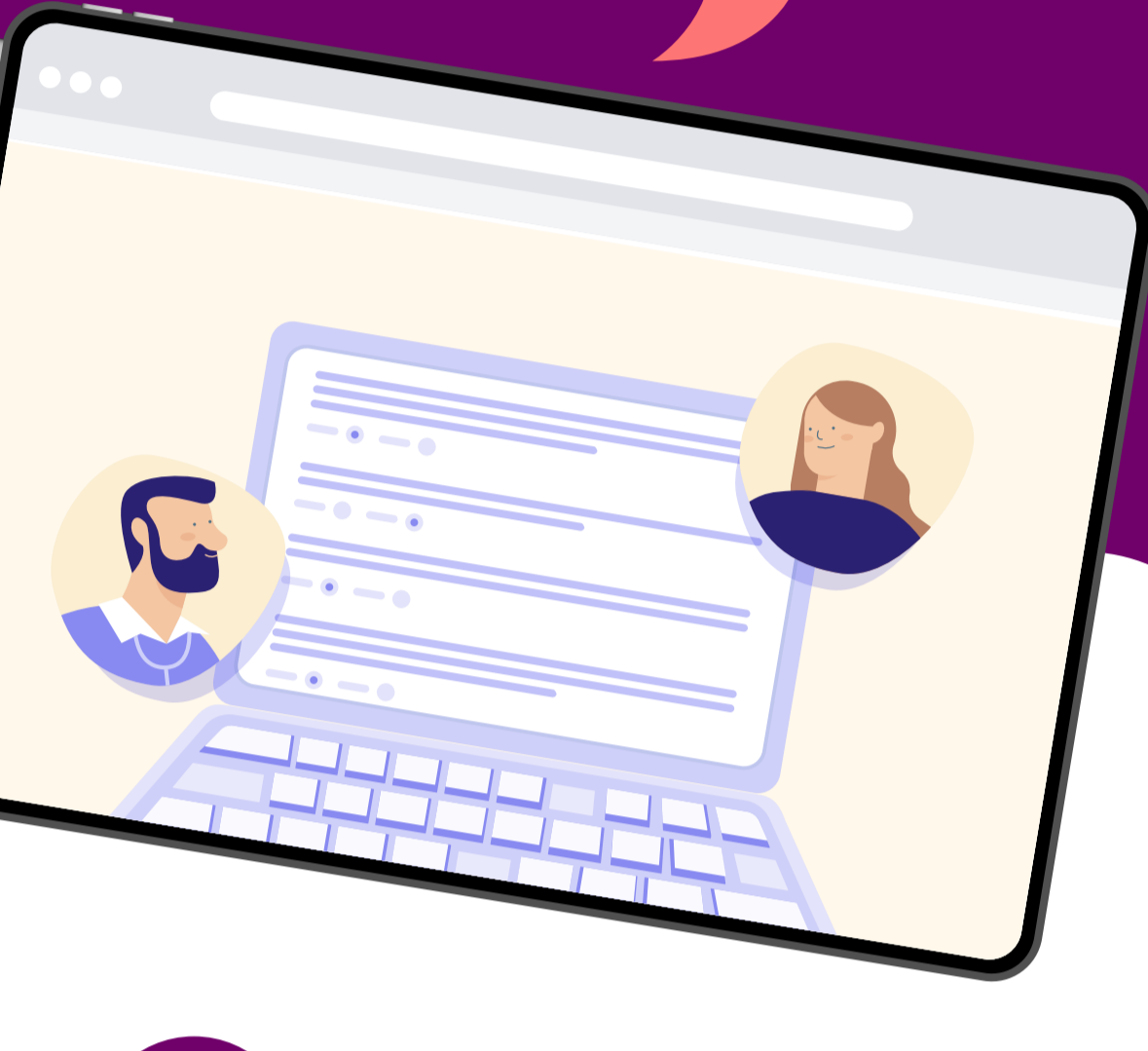


**Creativity case study**

How we created an explainer animation for patients about shoulder replacement choices



“I had a great experience working on our animation video with the team at MeThree. Everyone was very professional and accommodating, and the turnover time was impressive.”



Customer

NDORMS, a Department at the University of Oxford, recently ran a research project about the risks and benefits of two different types of shoulder replacements. They wanted to explain the core findings in a short animation for patients and their surgeons.



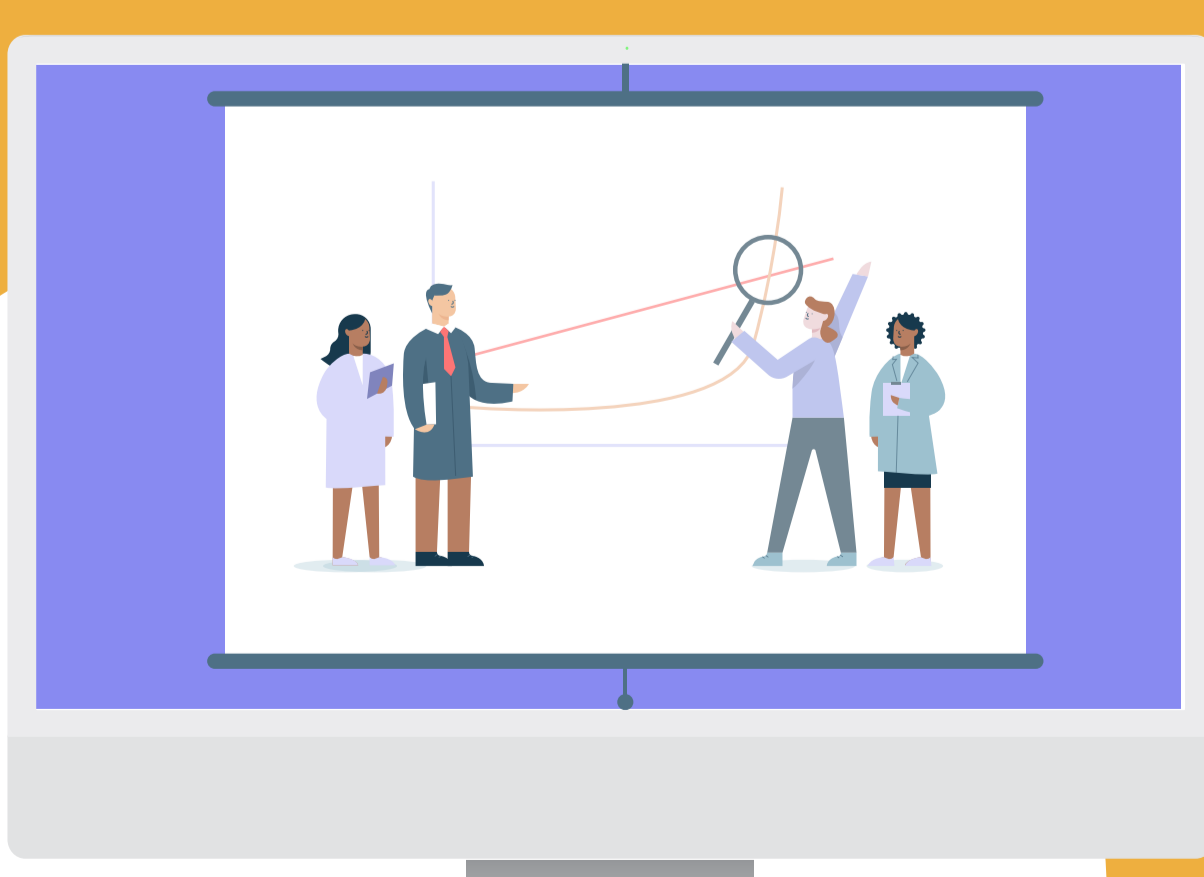
Design challenge

We needed to adapt some technical anatomical diagrams of the shoulder joint to match the illustrative style of the animation, without losing the overall accuracy. In order to achieve this we had to do some research and have several chats with our client to get this element of the animation just right. Needless to say, we learnt a lot about shoulder joints along the way!



Result

We worked with our client to make sure the illustrated versions of the diagrams were technically correct whilst still in keeping with the visual style of the animation. The end result was a happy client and an animation that provides a clear and digestible overview of the research project and its findings, as well as being visually pleasing. We can't wait to share it when it's launched to the public next year.



Do you have a problem we could help you with?

We'd love to hear from you.

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🌐 [MeThree](https://www.linkedin.com/company/methree)

We help organisations that have a positive impact on the world communicate better through quality design.