

LICÍNIO ANJOS

Multidisciplinary Design Portfolio

[04] . STORYBOARDS AND AUDIOVISUAL PROGRAMS, CASE STUDIES (*Pag. 04/09*)

**"An idea is just a tiny spark, brimming
with enthusiasm yet lacking form.**

My role is to ignite that spark, shaping
it into a resonant and memorable
experience, even if it's a fleeting
moment in a temporary endeavor".

[Contains 10 pages]



***As a versatile designer with experience in museum and heritage exhibition design, retail, hospitality, events, branding, and graphic design, I specialize in creating engaging and impactful experiences. By seamlessly blending aesthetics with storytelling and integrating intellectual, emotional, and sensory interactions, I design spaces that educate, inspire, and captivate audiences.**

My portfolio features a diverse range of projects, including static and itinerant space designs and events. Notable examples include the Wimbledon Lawn Tennis Museum's "Science in Tennis" projection and the audiovisual content for the BIOSCOPE Theme Park. In 2008, I collaborated on Barclays Bank's Middle East headquarters with Rareform Dubai.

Inspired by the work of Freeman Tilden, a pioneer in modern interpretation, I believe in the power of guiding people to explore and appreciate our world. By using authentic objects, firsthand experiences, and illustrative communication mediums, I strive to unveil the meaning and relationships behind the stories we tell.

Through my work, I aim to create spaces that not only **educate and inspire** but also **engage and attract audiences**. By understanding the unique goals and objectives of each client, I tailor my designs to **deliver exceptional value and achieve desired outcomes**.*



This portfolio serves as a comprehensive showcase of my design journey, and it is organized into five sections:

Explore case studies showcasing my ability to design functional and aesthetically pleasing environments.

Discover how I've transformed spaces into immersive experiences through exhibition design, brand activations, and event planning.

View my work in branding, logo design, and other visual communication projects.

Explore my storytelling skills through storyboards and audiovisual program design.

Discover my expertise in creating effective and visually appealing signage solutions.

[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (Pag. 04/19)

[02] . EXHIBITION DESIGN, BRAND ACTIVATIONS, AND EVENTS, CASE STUDIES (Pag. 20/37)

[03] . BRANDS AND VISUAL COMMUNICATION, OTHER DESIGN CASE STUDIES (Pag. 38/61)

[04] . STORYBOARDS AND AUDIOVISUAL PROGRAMS, CASE STUDIES (Pag. 62/67)

[05] . SIGNAGE, CASE STUDIES (Pag. 68/71)

04

DESIGN OF STORYBOARDS AUDIOVISUAL PROGRAMS, CASE STUDY

[04.1]

Project Title:

["SCIENCE IN TENNIS" PANORAMIC PROJECTION
AT WIMBLEDON TENNIS MUSEUM]

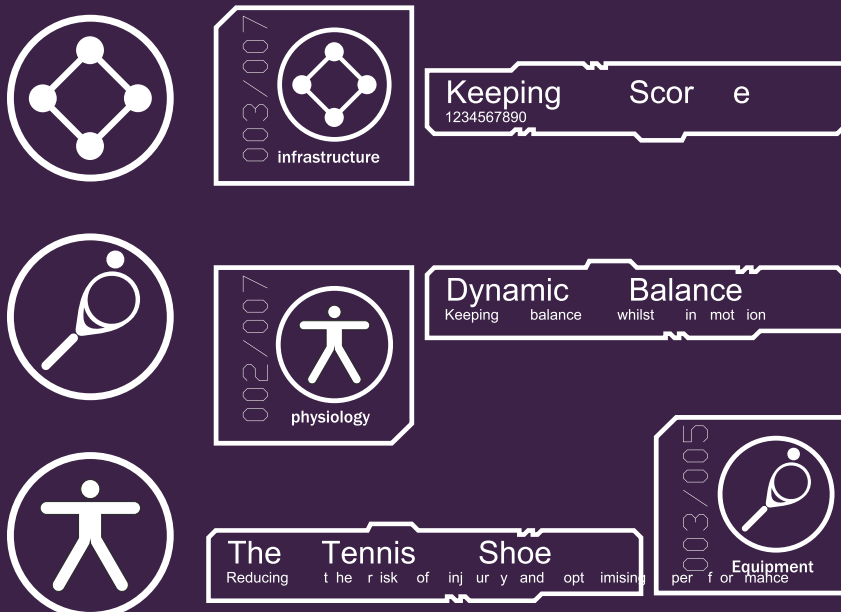
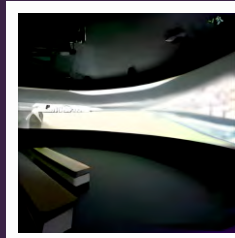
Client: Wimbledon Tennis Museum

Project Description:

As a Production Designer at Graham English and Co. in Manchester, UK, I had the unique opportunity to contribute to the creation of a captivating audiovisual experience for the Wimbledon Tennis Museum. This prominent project, titled "Science in Tennis," involved the development of the graphic style and visual storytelling for a groundbreaking 200-degree panoramic projection.

Project Highlights: Immersive Exploration: The "Science in Tennis" projection is a 10-minute immersive journey into the technical and scientific aspects of tennis. It seamlessly combines real-life footage, computer-generated imagery, and motion graphics to provide visitors with a comprehensive understanding of the sport's intricacies.

Collaborative Creativity: My role required close collaboration with the museum's team and other creatives to ensure that the graphic style and narrative effectively conveyed the essence of tennis. This involved brainstorming, ideation, and continuous refinement to meet the client's vision.



BAREFOOT:
TENNIS SHOES

0.3

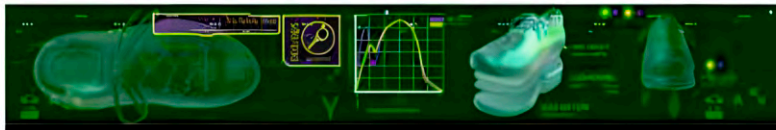
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HEEL HEIGHT
impacts stability

CUSHIONING
impacts reaction forces

SOLE PATTERN
impacts traction



The Tennis Shoe

reducing the risk of injury and optimising performance

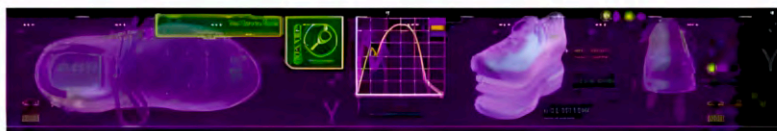
003/005



equipment

1600

Vertical ground reaction force (N)



DESIGN OF STORYBOARDS AND AUDIOVISUAL PROGRAMS, CASE STUDY

[04.2]

Project Title:

["SLEEP AND DREAMS: AIR, WATER, AND LAND"
INTERPRETIVE PROGRAMS]

Client: Bioscope

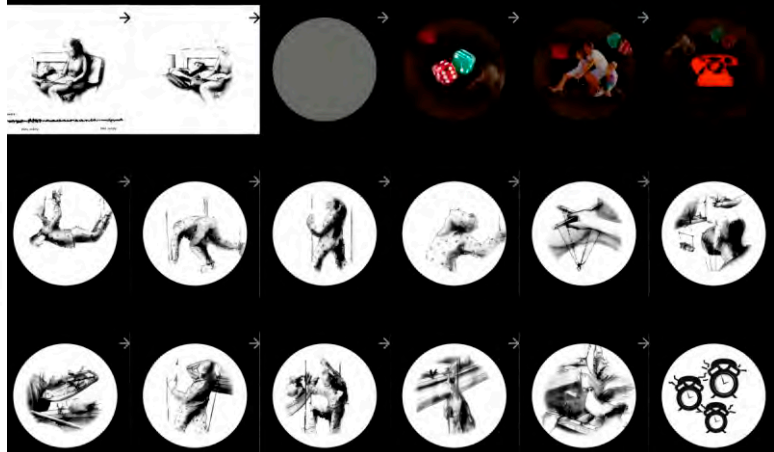
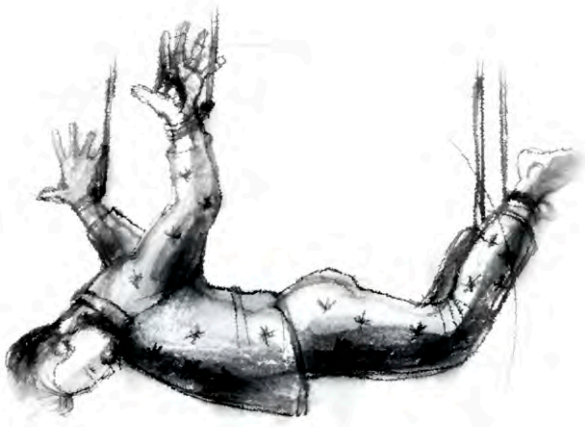
Project Description:

While employed by the Audiovisual Production Company Graham English and Company in Salford, Greater Manchester, UK, I undertook an exciting project focused on the fascinating realm of sleep and dreams. Our goal was to develop a series of interpretive programs that would unravel the intricacies of the sleep and dreaming process.

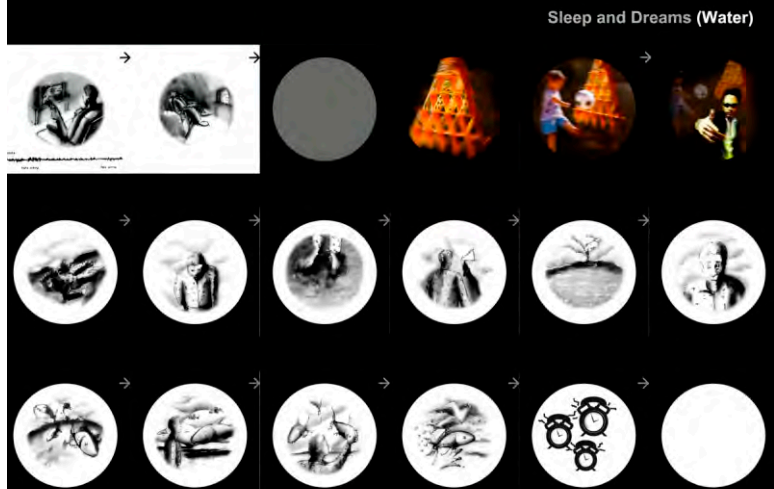
Project Highlights: Multifaceted Interpretation: The project comprised three distinct audiovisual programs, each dedicated to exploring different facets of the sleep and dreaming cycle. These programs were designed to immerse visitors in an educational and surreal experience.

Immersive Installation: Each program offered an immersive installation, inviting visitors to recline on a bed while being enveloped by a mix of video and sound that vividly illustrated various phases of sleep. The themes of air, water, and earth were creatively incorporated to enhance the interpretive experience.

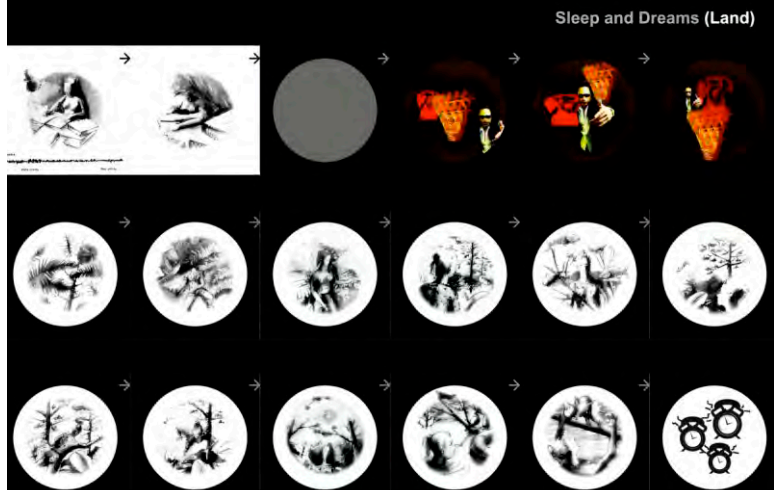




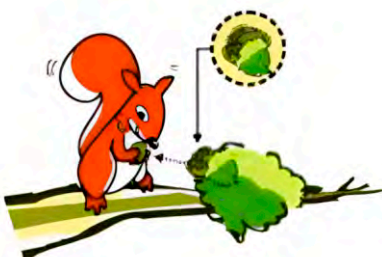
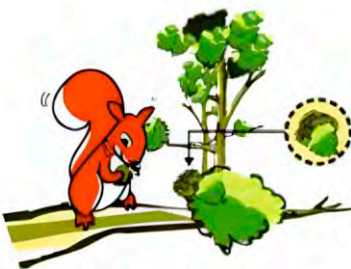
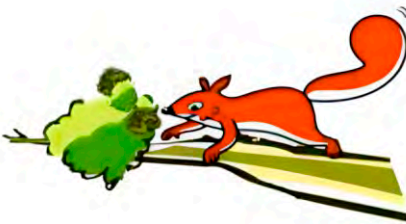
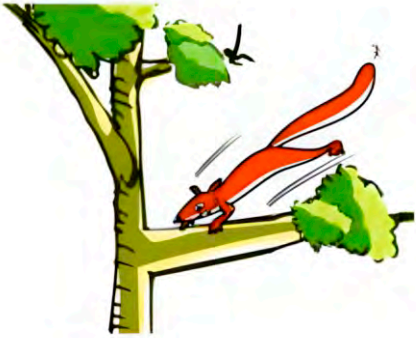
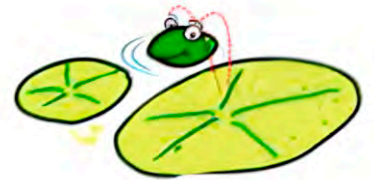
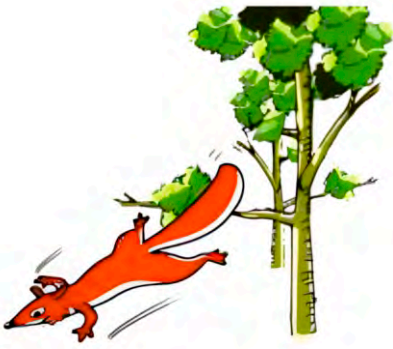
Project Title:
["SLEEP AND DREAMS: AIR»



Project Title:
["SLEEP AND DREAMS: WATER»



Project Title:
["SLEEP AND DREAMS: LAND»





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