

A SCRIBERIA CASE STUDY

OXFORD SPARKS



The University of Oxford is a place of tradition.



Mind-blowing research was in progress in every corner of the science faculty...



...and it was the job of Michaela Livingstone-Banks, Oxford Spark's public engagement facilitator, to tell the world about it.

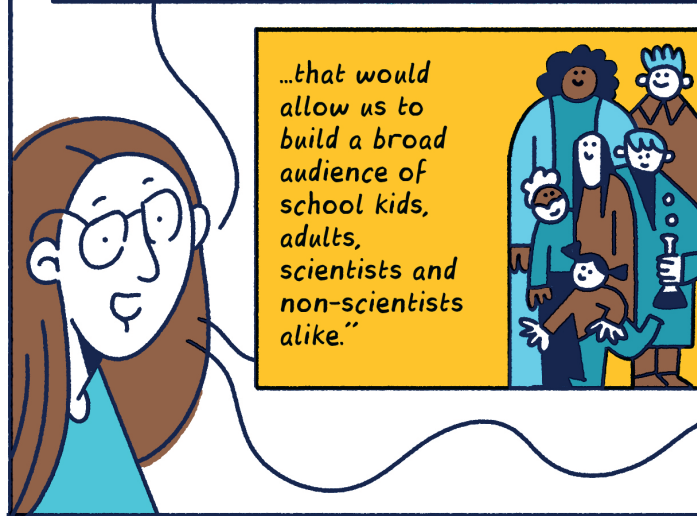
But for Oxford Sparks, the university's hub for science resources and information, it was time to do things differently.



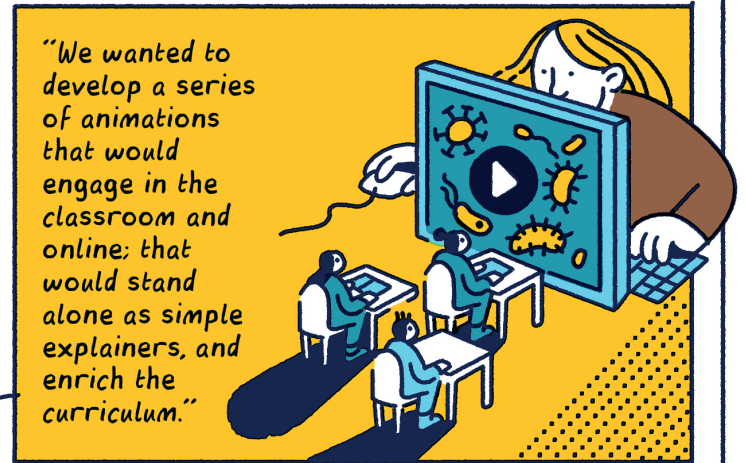
"We were looking for something fresh and new,



...that would allow us to build a broad audience of school kids, adults, scientists and non-scientists alike."



"We wanted to develop a series of animations that would engage in the classroom and online; that would stand alone as simple explainers, and enrich the curriculum."



Michaela sought a creative partner that could strike the perfect balance between wit and the wealth of knowledge Oxford's scientists were ready to share.

"We were delighted to find Scriberia - they just got it!"



... you name it, scientists at the University of Oxford are at the cutting edge of it. And Scriberia's animation team relish the challenge of explaining it all with elegant simplicity.

"We love Scriberia's collaborative process. We always feel there's plenty of opportunity to contribute our ideas, while still being incredibly efficient."



The relationship between Scriberia and Oxford Sparks has been a long and strong one.

