

MCFAUL

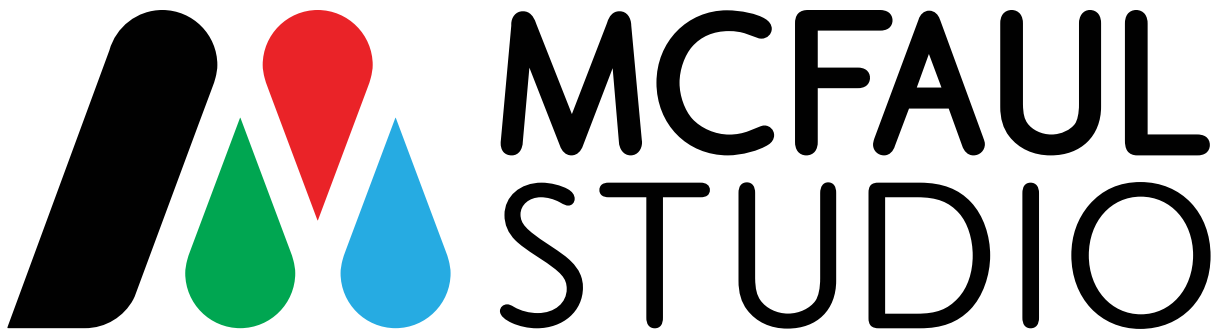
WEB DESIGN / ANIMATION / VIDEO / BANNERS

REPRESENTED BY

BERNSTEIN & ANDRIULLI

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212.682.1490

SERVICES & CAPABILITIES



McFaul & Dropp Creative is one of most exciting partnerships in modern times. Created from the flames of innovation and necessity these two sister companies are at the forefront of design and digital technologies.

Mixing the creative beauty of McFaul Studio's design and direction, and Dropp's technical and creative skillset, the client is guaranteed a forward thinking and groundbreaking campaign built for success.

Design & Motion

- Art direction
- Illustration
- Murals
- Creative design
- Concept design
- Copywriting / Script development
- Moving image direction / production
- Product / Character design
- Brand Identity / Logo Design
- 2D animation
- 3D animation
- Compositing
- Music composition
- Project mapping

**Augmented Prototyping/
Strategic Planning**

- Web analytics
- Internet strategy
- Market research

Information Design

- Information architecture

- Wire framing
- Usability testing Front End Technologies
- HTML
- CSS
- Javascript (jQuery, Prototype, AJAX)
- XML
- Flash (AS2, AS3)
- Adobe AIR
- PV3D (Papervision)

Server Side Technologies

- Hosting solutions (linux)
- Python (django)
- PHP
- Content management systems

iPhone Development (in BETA)

- Application development
- Game development

Integrated Marketing

- Search engine optimisation
- Email marketing
- Viral marketing

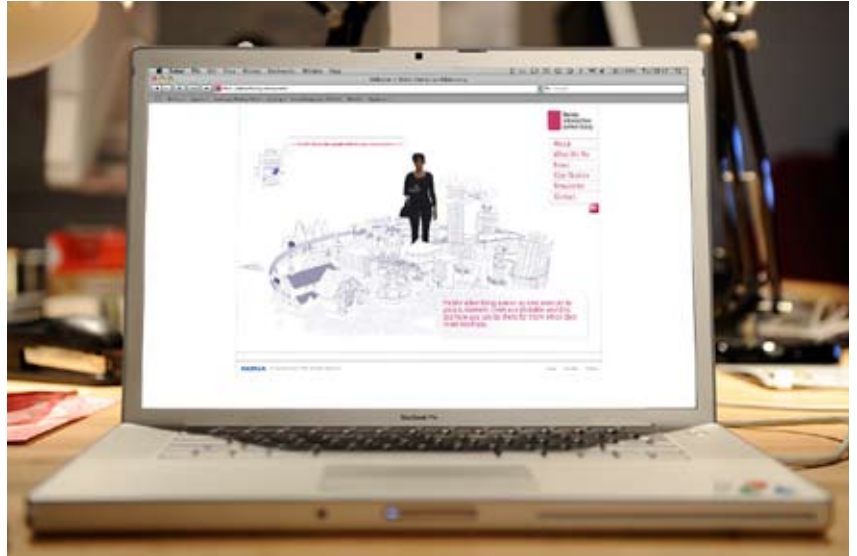
TALENT: MCFAUL

AGENCY: NOKIA

NOKIA WEB ANIMATION/ SITE NAVIGATION

Role : Concept / Direction / Design / Editing /
Compositing

McFaul was asked to create an engaging interactive site in which the user could play with bells and whistles leading them to content areas with excitement and visual delight.



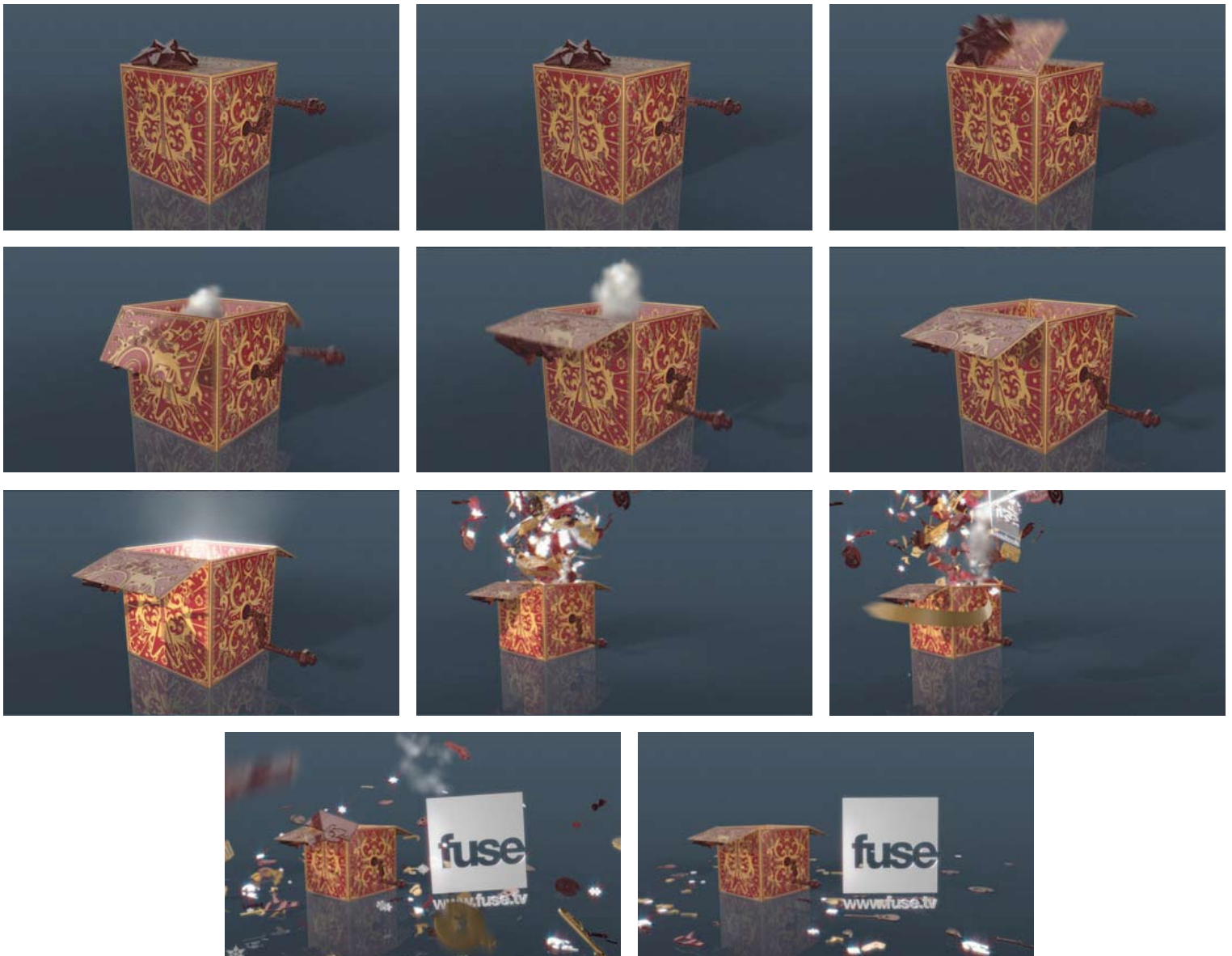
TALENT: MCFAUL

AGENCY: FUSE TV

FUSEtv BROADCAST ANIMATION

Role : Concept / Direction / Design / Editing / 3D / Compositing / Sound Design

One of 3 spots for FUSEtv's holiday push, these 3D wonders surprised and dazzled audiences.



TALENT: MCFAUL

AGENCY: SONY

TOSHIBA WEBSITE

Role : Concept / Direction / Design / Green Screen / Live Action / Illustration / Animation / Sound Design

Creation of an entire world for Toshiba in which a pop-up book style animation allowed users to become engaged like never before.



TALENT: MCFAUL

AGENCY: SPEC SAVERS

SPEC SAVERS

DESIGN/ LIVE ACTION / ANIMATION

Role : Concept / Direction / Design / Live Action /
Compositing / Sound Design

Spec Savers "Freedom to Choose" commercial for
Broadcast in the UK.

