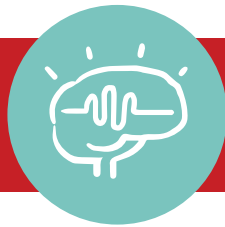


THE PRINCIPLES

12

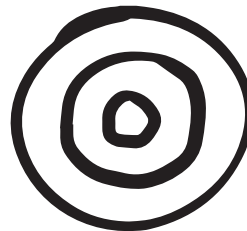
Over time, we have developed 12-ish principles, and we will highlight a few of those below. The -ish in 12-ish speaks to TruScribe's collaborative and iterative nature. We might apply different elements of Scribology to different types of content, but these principles make up the core of Scribology and are a way for us to discuss our methods with our clients in alignment with their goals. These principles begin with our foundational concepts.

ART & SCIENCE

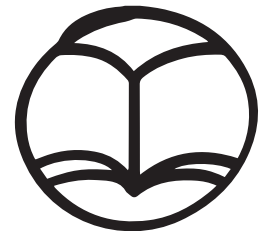


Scribology is our content methodology and it's the heart of everything we do. TruScribe creates content you can count on to be effective, engaging and memorable.

At the company's inception in 2011, we knew that we wanted to create hand-drawn scribe video, and we wanted to ensure the highest value by infusing our creative content with neuroscience. Eric Oakland, our cofounder, collaborated with experts, incorporating research about how the human brain works, learns, and responds to video. Scribology is the incorporation of these principles into the art of drawing information.



Message



Story

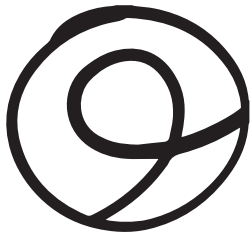
Message is the most important factor to us, because it's the most important factor to you. Successful Scribology content communicates the message clearly, concisely, and creatively.

Story is proven highly effective when it comes to processing information. It contextualizes your message, surrounding your ideas with emotion, relationships, and cause and effect.



ATTENTION

The next several of Scribology principles involve grabbing attention and keeping your viewers more engaged, longer.



Motion



Surprise

Motion, is a natural component of scribe media, one which appeals to the “lizard brain” instincts in all of us to keep watching and identifying what is being drawn.

If we can surprise the viewer with unexpected images, their brain releases dopamine, further enhancing a viewer’s curiosity.

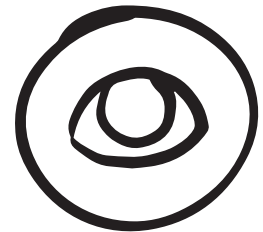
LET'S DISCUSS HOW SCRIBOLOGY CAN HELP TELL YOUR STORY.
888.684.4944
GETSCRIBING@TRUSCRIBE.COM

RETENTION

Getting viewers to pay attention is highly valuable. Getting them to remember your message is, well, priceless.



Voice



Visuals

Using top notch Voice talent conveys your message in a familiar and effective manner and frees your eyes for a second channel to receive information.

Syncing Visuals with audio is proven to boost retention potential from 10% all the way up to 65%. Reaching this high sync requires intentionality and expertise in scribing.

SCRIBOLOGY DRIVES RESULTS

Scribology amplifies the inherently engaging nature of scribe media to get results—maximum attention and retention.

More than just shape our content around it, our collaborative processes and custom technologies have been designed to make us fast and agile with its application. Fine-tuned over time, and expanded to apply to other mediums like infographics, presentations, and graphic facilitation, Scribology sets your content apart and helps you achieve success no matter your message.