



ToadShow Capability statement

ToadShow is a creative production house located in Brisbane. We offer a comprehensive range of creative and production service principally in print, web and multimedia. We have a sound knowledge of technical issues in design, information technology and multimedia. This knowledge is at the service of our creative writers and artists.

ToadShow has grown to be an important contributor in the media, arts, business, government and education sectors. We continue to seek new relationships with organisations whose needs suit our capacity.

We have a small number of loyal clients for whom we provide swift, quality responses.

Rick Caskey, Anne Jones, Damien Ledwich, David Pyle and Robert Whyte formed the company in 1986. The directors of the company work full time in the business. Anne Jones is the current Managing Partner.

Over the last decade we have a regular full-time staff of around 12-18 people in a mix of creative, production and support areas.

Print Services

Our service covers all aspects of print production:

- o client consultation and research
- o writing and editing
- o graphic design, illustration and layout
- o large-format displays such as exhibitions and signage
- o proofreading, management of preproduction and printing
- o project management

Our approach involves:

- o ensuring the client's brief is understood and carried out on time and on budget
- o developing an understanding and empathy with the audience or community
- o choosing appropriate illustration and typography
- o understanding and applying contemporary design standards
- o producing artwork, prepress and final printed products of the highest possible quality standards

We have established relationships with a selection of trusted film bureaus and printers who we regularly approach for quotes depending on the nature, quantity and quality of the print requirements.

Web Design and Development

ToadShow has been designing and developing web sites since 1995. Our web services are based around Toadal Control, a content management system developed in-house by ToadShow.

Toadal Control has a very easy, user-friendly, powerful, flexible content updating system that you can access through any browser.

Toadal Control utilises the power, flexibility and scalability of databases for the content, giving us the freedom to concentrate on what you want to achieve with your web site. Toadal Control is fast, elegant and user-friendly – it meets and exceeds all disability guidelines.

Toadal Control is a managed service. We look after domains, hosting, scoping, design, site structure, content creation and training.

Multimedia

In recent years, ToadShow has contributed multimedia and graphic design skills to several major museum and interpretive centre projects across regional Queensland for the Queensland Heritage Trails Network.

The success of our work for these major clients attests to our ability to consistently develop creative, exciting and varied solutions.

We have designed and developed a range of multimedia solutions for our corporate clients including the Museum of Brisbane "Taking to the Streets".

Our work in this area includes:

- o content creation and development
- o video production and post-production
- o interactive CD and DVD authoring including touchscreen displays
- o display technologies and hardware control systems
- o virtual reality panoramas and interactive object movies
- o consultation on appropriate forms of delivery
- o animation, special effects and music
- o interpretive signage

We make it happen 