

Category: Science and Research

Project: Discover the brightness

### What was the challenge?

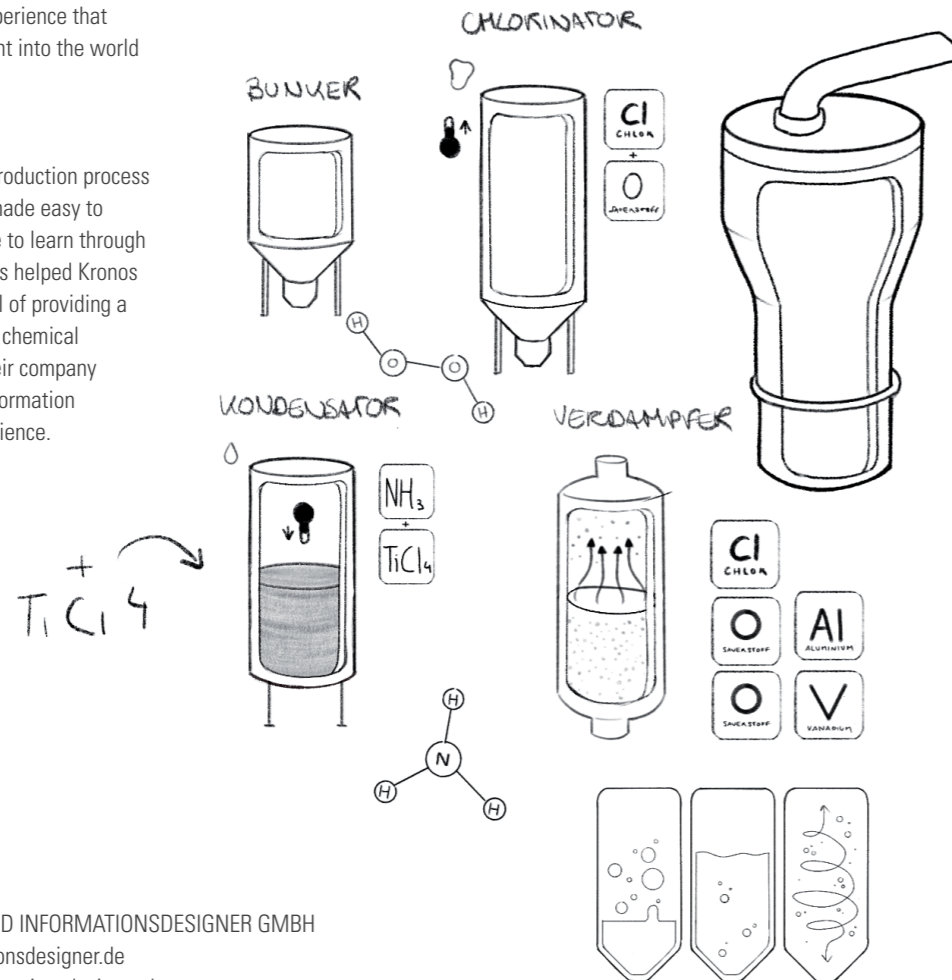
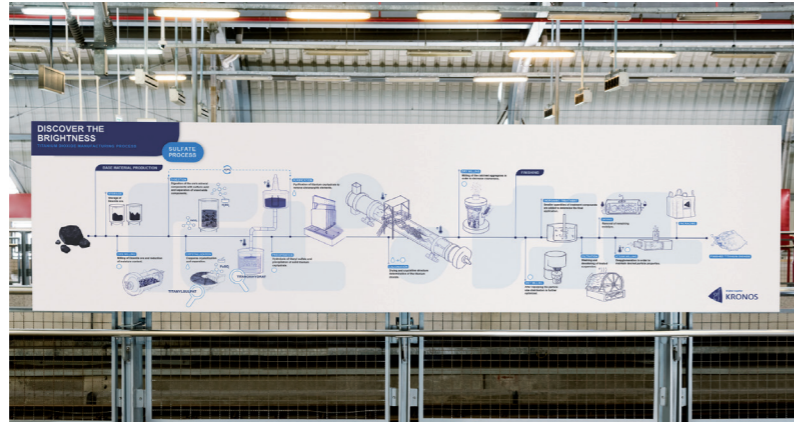
The client Kronos Titan wanted to provide a comprehensive overview of the complex chemical process of production the white pigment titanium dioxide on their website. However, the process is difficult to understand and explaining it in written form would be too complicated for most website visitors.

### What was the solution?

The solution was to simplify the complex process and make it visually appealing by using playful design and hand-drawn illustrations. This turned pure chemistry into an exciting visual experience that provides an optimal insight into the world of chemics.

### What was the effect?

The effect was that the production process of titanium dioxide was made easy to understand and enjoyable to learn through the use of visual aids. This helped Kronos Titan to achieve their goal of providing a summary overview of the chemical production process on their company website and make the information accessible to a wider audience.



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