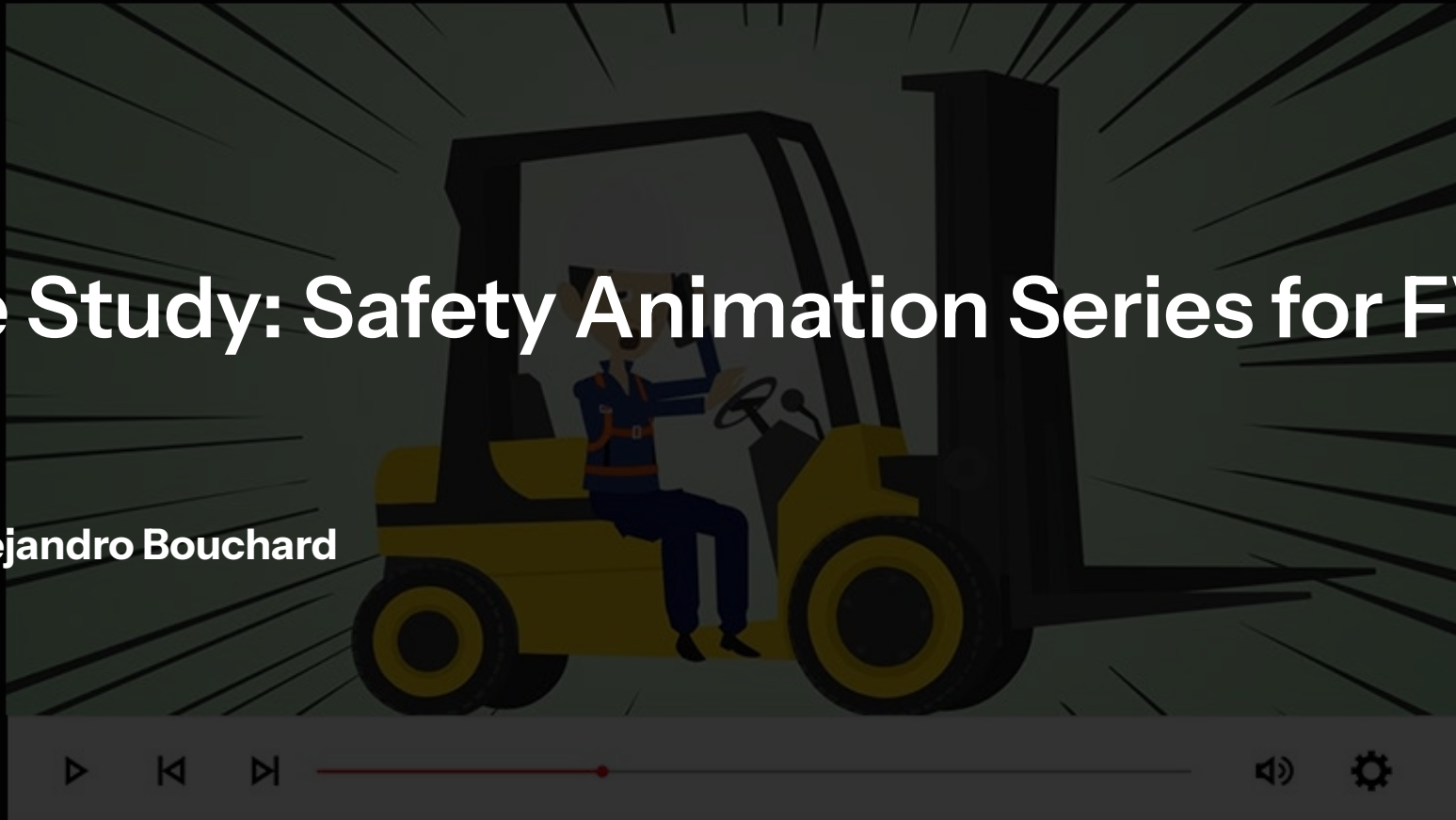


Case Study: Safety Animation Series for FV S.A.

 by Alejandro Bouchard



Project Context

FV S.A., a leading manufacturer in the plumbing and sanitary industry, aimed to strengthen safety awareness among its plant workers. The focus was on addressing overconfidence as a key factor behind workplace accidents.



Project Objective

To design a series of short, visually engaging animations that effectively communicate the dangers of neglecting safety protocols due to overconfidence.



Short Format

Brief animations designed for maximum impact and retention



Visually Engaging

Compelling visual content to capture and maintain worker attention



Safety Focused

Clear messaging about the dangers of overconfidence in workplace settings



My Role

Instructional Designer and Scriptwriter

Created educational content and compelling narratives to drive safety awareness

Visual Designer and Storyboard Artist

Developed visual concepts and sequential storytelling for each animation

Animator and Content Producer using Vyond

Produced professional animations using specialized software for corporate training

Pedagogical Consultant for the Training Team

Provided expertise on effective learning approaches for adult workforce education

Workflow and Process: Phases 1-2



Phase 1 – Research and Briefing

Initial meetings were held with FV's Safety and Hygiene team to understand the most frequent incidents and the core message they wanted to convey.



Phase 2 – Script and Storytelling Development

Based on the principle "overconfidence causes accidents," we created realistic micro-stories that reflect familiar situations in the workers' environment.

Workflow and Process: Phases 3-4



Phase 3 – Storyboard and Validation

Low-fidelity storyboards were presented to ensure alignment on visual style, tone, and video length.



Phase 4 – Animation and Production

Using Vyond, we animated the scenes, designed the characters, and added visual and audio effects to reinforce the learning message.

Workflow and Process: Phases 5-6



Phase 5 – Feedback and Iteration

Review rounds with the Safety, HR, and Communications teams ensured that the animations met institutional goals and resonated with the target audience.



Phase 6 – Delivery and Distribution

The final videos were optimized for internal use, distributed through monthly safety meetings and on-site screens in the factory.

Final Outcome

The result was a powerful and accessible animation series, combining relatable storytelling with a strong, clear message to promote a culture of safety.



Relatable Characters

Workers could identify with the animated personas facing familiar workplace scenarios



Clear Messaging

Direct visual communication about the dangers of overconfidence



Effective Distribution

Strategic placement in high-visibility areas ensured maximum exposure