



Inner Image Designs is DBE and SWaM Certified in the State of Virginia and provides **visual communication services** for public and private sector clients whose primary markets are **real estate, transit, transportation** and **engineering**. Inner Image Designs is specifically skilled in the application of advanced visual communication solutions that build public consensus, expedite project approval, financing, marketing and pre-sales.

Our engagement style is **consultative**. Our recommendations and visual solutions are designed and targeted to achieve results. Our overall goal is to provide personalized care and service for our clients through the means of exceptional quality, responsive service and on time delivery.

**SERVICES:**

WEB / PRINT / IDENTITY  
MOTION GRAPHICS  
ILLUSTRATION  
INTERACTIVE MEDIA  
3D RENDERINGS  
3D ANIMATION  
PRESENTATIONS

*People are significantly influenced by  
what they visually see and hear . . .*

**PERCEPTION** becomes **REALITY**

**Effective visual communication techniques are vital for a project's success.** The majority of the population simply does not understand technical information. With more key decisions made by a larger number of non-technical people, your presentation "style" is as important as the content. Today most projects need to be "sold"; sold to the financiers, the politicians, the public and even to your own partners and team members. This trend does not appear to be decreasing, so a proactive approach and a visual communication strategy are essential for success.

Today more than ever, citizens and activist groups know how to prevent, delay or even shut a project down. **Inner Image Designs can help.**

**REAL ESTATE DEVELOPMENT**

Our tools speed-up the entitlement process, expedite pre-sales, streamline marketing and reduce capital expenditures.

**TRANSIT  
TRANSPORTATION and  
ENGINEERING**

Our solutions improve decision making and empower our clients to educate and set correct expectations with the public and manage expectations throughout the project's lifecycle. Our tools allow agency officials and politicians to lobby for financial support.

Our goal for each client solution is to make an emotional connection with your target audience; one which produces a desire to learn more, increases brand awareness and sets a correct perception.

**Is your project misunderstood?**

Changing the perception can result in a new reality and a successful outcome.

*Perceptions when reinforced . . . become beliefs. Beliefs when reinforced . . . become convictions*



**Rod Walker**  
Founder

Inner Image Designs is a multi-disciplinary, team of award-winning artists, architects and animators

**Inner Image Designs founder, Rod Walker** is a highly creative designer & digital artist with 23 years experience.

Inner Image designs is passionate about providing excellent customer service to all of its clients. Rod's technical expertise utilizing the latest advancements in 3D computer modeling, animation, photo-realistic rendering, videos and websites coupled with engineering knowledge and artistic skills enables Inner Image Designs to create exceptional products. Our all-inclusive services include logo design, web design, 3D modeling, photo-simulation renderings & animations for bridges, highways, tunnels, building exteriors and interiors.

Prior to launching Inner Image designs in 2007, Rod spent 14 years as creative lead and East Coast project manager for Parsons Brinckerhoff/Company 39.

Inner Image Designs is DBE and SWaM Certified in the State of Virginia. For more information or to request a digital portfolio of our projects, please contact: **Rod Walker at (757) 241-3335** or email: [rod@innerimagedesigns.com](mailto:rod@innerimagedesigns.com)



**John Barden**  
Western Regional Manager

**John Barden** has 22 years experience and insight into the transit, transportation and real estate development industries.

John is passionate and skillfully adept in translating a client's vision, conceptual ideas and technical plans into highly persuasive and effective marketing presentations that bring a project to life.

John has been a key strategist on more than 500 projects with 26 Transit Agencies and 44 State Departments of Transportation; educating/mentoring/facilitating clients in developing a more strategic and tactical mindset when releasing concepts and plans to voters for approvals and input; understanding the prevailing perceptions and providing visual communication solutions to balance perception with the reality and constraints of the unique situations every project has.