

Criminal Defense CASE STUDY

Case: The People v. O.J. Simpson

Clients: The Cochran Firm

Year: 1995

Venue: Los Angeles County Superior Court

Nicole Brown Simpson and Ronald Goldman were found murdered in front of Nicole's condominium in Brentwood, California the evening of June 12, 1994. O.J. Simpson was arraigned shortly after his arrest, and entered a plea of not guilty.

Challenges

The most daunting challenge was to overcome widespread preconceptions that the defendant was guilty while building a credible story from a wide range of circumstantial evidence. Another challenge was to graphically convey complex issues of science and timing in a way that would keep jurors engaged throughout an extended trial. Finally, it was essential to maintain the consistent quality of our demonstratives while supporting a number of high-profile attorneys and witnesses.

Solutions

A clean, bold design template was created to communicate defense issues clearly and consistently. A variety of media was utilized – video, animation, stills, tutorials, technical illustrations and document treatments – to deliver a repetition of theme and imagery, illustrating one part of the story at a time in episodic fashion. With this strategy, each specific issue was clearly explained while communicating the overall story line.

Outcome

O.J. Simpson was acquitted of the murders in criminal court. The State of California was not able to prove beyond a reasonable doubt that he was guilty of the crimes charged.

Services Provided

- Strategic planning
- Creative development
- Graphic design
- Technical and medical illustrations
- Tutorials
- Deposition and impeachment exhibits
- Video editing
- 2D and 3D animations
- Still graphics, slides and boards
- Document scanning and coding
- Databasing
- War-room management

