

Hawlik — Ten Illustrated Explainer Films

Illustration, production and animation of ten short films on mushroom cultivation, laboratory testing, product composition, sustainability and a partner program



Sustainability

HAWLIK®

CLIENT

Hawlik Gesundheitsprodukte GmbH

YEAR

2021

ROLE

Illustrator · Visual
Storyteller
Production & Animation
English Translation &
Voiceover

BY

Ian David Marsden
marsdenillustration.com

Ten short films on what stands behind product quality

In 2021, Hawlik Gesundheitsprodukte GmbH, a company connected to Mycotrition GmbH, commissioned Ian David Marsden to produce a series of ten short explainer films on the cultivation, processing, testing and commercial presentation of its medicinal mushroom products.

The subjects ranged from cultivation conditions and growth media to laboratory analysis, residue monitoring, extraction methods, sustainability and the company's affiliate program.

The scripts were technical and process-driven. Marsden interpreted each one as a sequence of scenes, storyboarded it, developed the illustration style that holds the ten films together, and carried out the full production and animation of the films. For the English versions he also translated the supplied scripts and narrated them himself.

CLIENT

Hawlik Gesundheitsprodukte GmbH, a company connected to Mycotrition GmbH

SERIES

Ten short explainer films

YEAR

2021

ROLE

Illustrator · Visual Storyteller ·
Storyboard & Visual Development ·
Production & Animation · English
Translation & Voiceover

STYLE

Linear illustration with selective color

ENGLISH VERSION

Translated and narrated by Marsden

The brief

Turn technical product and quality information into visual sequences a general audience can follow.

Keep one illustration style across ten separate subjects.

Explain processes, comparisons and abstract ideas through the images rather than decoration.

Keep a professional tone suited to health, science and consumer communication.



Title frame of Film 6.

Ten films in five groups

The films fall into five groups: cultivation, analytics and quality control, product composition, people and sustainability, and the affiliate program.

Titles are those of the English versions. Each film opens with a title frame in the same system: a drawn image, a mint title bar and, on most frames, the Hawlik wordmark.

FILM	TITLE	SUBJECT
1	We Grow in Pristine Nature	Cultivation and origin
2	Ingredients and Analytics	Laboratory analysis
3	Residue Monitoring	Testing and traceability
4	We Determine the Cultivation Material and Growth Medium	Cultivation
5	We Give Our Mushrooms the Full Length of Time Required to Ripen	Cultivation
6	Extract or Powder?	Product formats
7	We Guarantee the Purity of Our Products	Product composition
8	Sustainability	Cultivation and company operations
9	We Leverage Indispensable Expertise	Growers and expertise
10	Affiliate Program	Commercial communication



Film 1



Film 2



Film 3



Film 4



Film 5



Film 6



Film 7



Film 8



Film 9



Film 10

Title frames of the ten films.

Clean linework with selective color

The series uses clean black linework, open white space and selective areas of soft color.

Color is used sparingly, to identify the subject and direct attention. Mushrooms, landscapes and some objects receive watercolor-style color, while figures and supporting elements often stay linear. A pale mint accent ties the title bars and graphic elements together.

Built for explanation

Clear silhouettes

Readable gestures and actions

Minimal visual noise

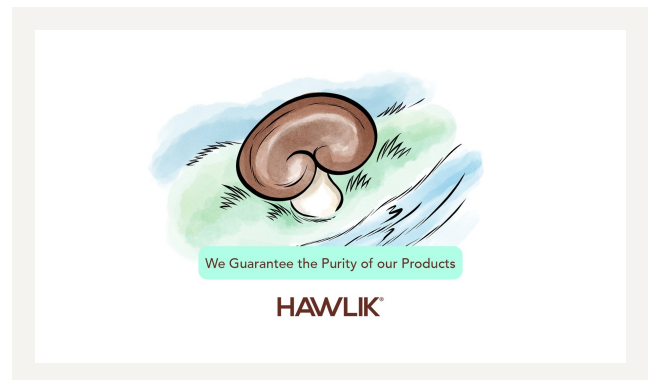
Selective emphasis through color

Simple backgrounds where detail was unnecessary

Developed scenes where location or process was central



Selective color on mushrooms.



A watercolor-style landscape.



A linear figure.

Where and how the mushrooms are grown

Three films explain Hawlik's approach to cultivation and the importance the company places on origin, growing conditions and traditional knowledge.

We Grow in Pristine Nature introduces cultivation in the Chinese highlands, away from cities. *We Determine the Cultivation Material and Growth Medium* explains the substrates from which different mushrooms grow and how they are prepared. *We Give Our Mushrooms the Full Length of Time Required to Ripen* compares maturing to wine and cheese and gives ripening times for two species.

Illustrations included

Cultivation landscapes and growing environments

Farmers and mushroom specialists

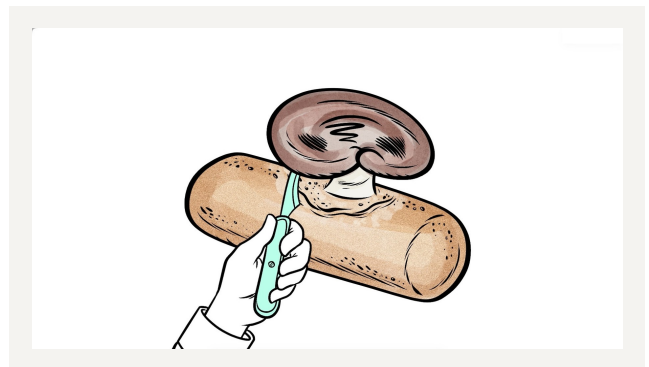
Substrate and growing material

Species-specific mushroom imagery

Time and maturation



Traditional knowledge and time.



A mushroom on a log.



Film 5: maturing like wine and cheese.



Film 5: a mushroom on a log, with the number 8.

Making invisible processes visible

Two films address laboratory analysis, traceability, contamination testing and product verification.

Ingredients and Analytics covers how Hawlik identifies and measures ingredients and tests batches. *Residue Monitoring* follows the raw material from the cultivation area to the product, with testing on site in China and independent laboratory analysis in Germany, and explains how batches are certified and traced.

Illustrations included

Laboratory analysis and certification seals

Testing and inspection

Ingredient measurement

Batch control and traceability

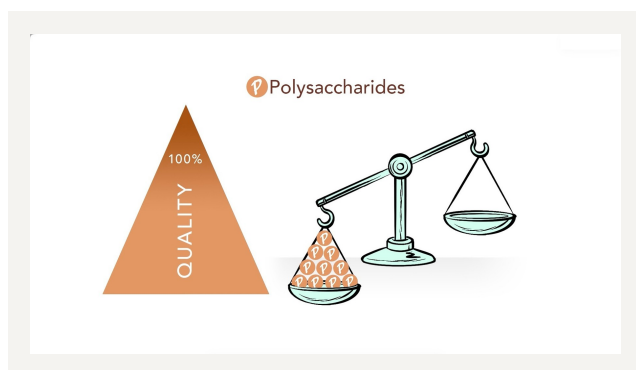
Contamination monitoring



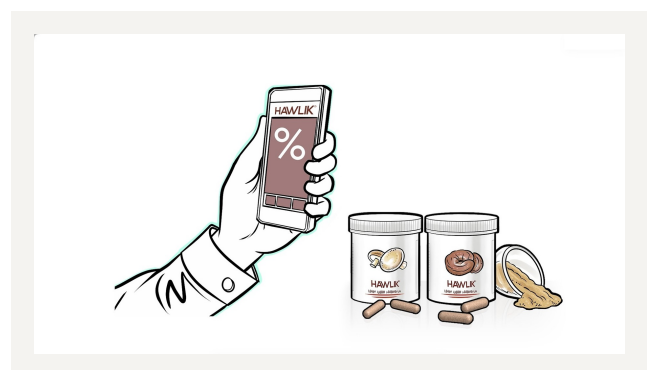
Film 2: laboratory analysis and the GMP seal.



Inspection for residues.



Polysaccharide content on a scale.



A percentage figure and product jars.

Explaining what is in the product

Two films deal with distinctions that product photography cannot show.

We Guarantee the Purity of Our Products contrasts pure mushroom fruiting bodies with raw material that also contains cultivation medium. *Extract or Powder?* introduces Hawlik's formats (powders, capsules, extracts and liquid extracts) and explains how powder and extract differ.

Subjects included

Fruiting body versus cultivation medium

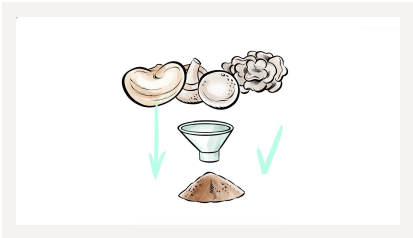
Polysaccharides and cell-wall structure

Powder, extract, capsules and liquid extract

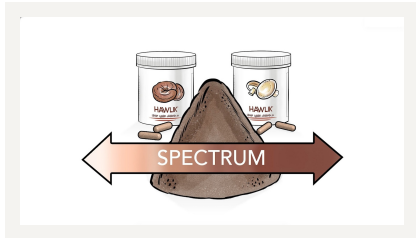
Hot-water extraction and concentration



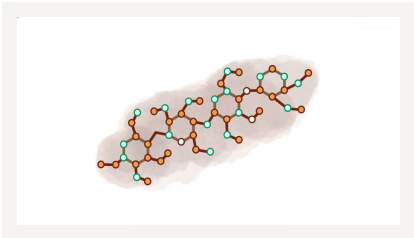
Film 6: product formats.



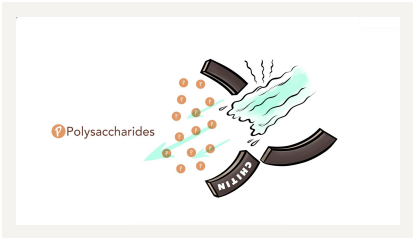
Mushrooms to powder.



Film 6: powder and its spectrum.



A polysaccharide chain.



Film 6: polysaccharides and chitin.



Pure mushroom material.

People and responsibility

We Leverage Indispensable Expertise shifts from laboratory processes to people: long-standing partnerships with audited local farms, regular visits and continuous dialogue.

Sustainability covers cultivation without chemical fertilizers or pesticides, water-saving irrigation, sun drying, reuse of the remaining soil as fertilizer and recyclable packaging. It then turns to the company itself, with a photovoltaic system, rainwater treatment, wood-chip heating, its own garden, waste separation and social projects.

Subjects included

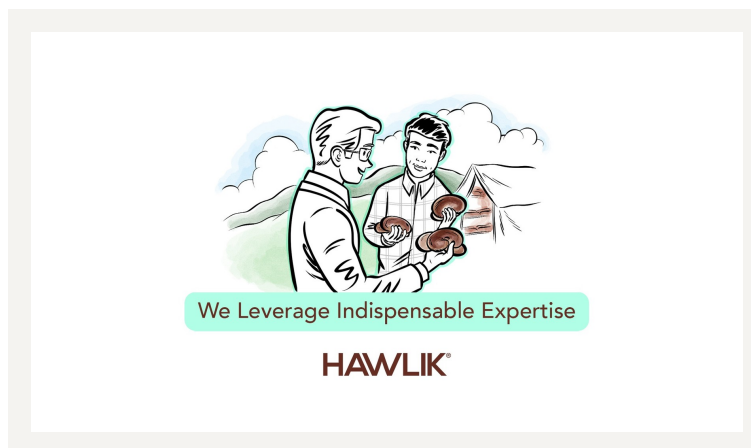
Growers and specialists, regular visits and knowledge exchange

Harvest selection and long-term partnerships

Water conservation and sun drying

Recycling, renewable energy and sustainable packaging

Environmental and social responsibility



Film 9: expertise.



Film 8: the globe between two hands.

Commercial communication, and turning scripts into sequences

Affiliate Program applies the same system to a different problem: explaining Hawlik's partnership model.

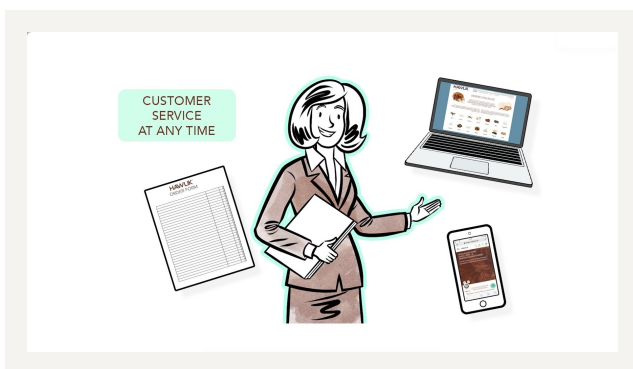
The script covers the quality criteria behind the products, the partner advantages, and three ways of working together: buying in advance, forwarding orders directly, or recommending products to customers. The imagery uses simple business metaphors, and the title frame reduces the idea to a handshake.



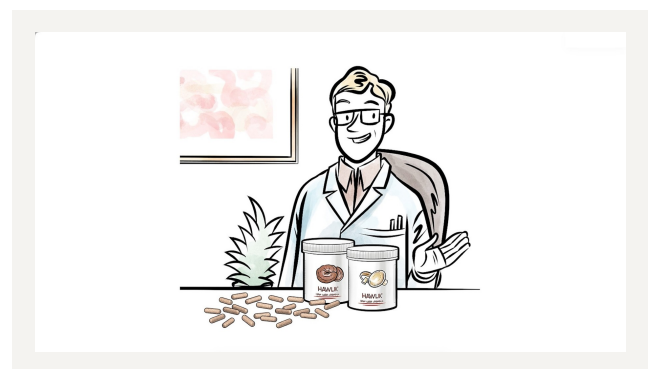
Film 10: the handshake.



Film 10: nine quality criteria on a checklist.



Customer service.



A specialist with product jars.

From script to scenes

Each script had to be read as a sequence: a paragraph on laboratory testing needs a microscope, sample containers and certification marks; a paragraph on cultivation needs landscape, farmers, substrate and irrigation; the difference between powder and extract needs a visual comparison. Marsden worked through script interpretation, scene breakdown, storyboards, visual metaphors and animation, keeping the pictures in step with the narration.

Translation and narration of the English films

Marsden prepared the English translations of the scripts and narrated the English versions himself.

Each English script carries the line “Translation by Ian Marsden”. For the English edition, one person therefore worked on both sides of the communication: translating the source material, deciding how to picture it, drawing and animating it, and speaking it.

Scope of work

Visual development for ten explainer films

Scene concepts and storyboards

Linear illustration with selective watercolor-style color

Scientific and process illustration

Cultivation and agricultural scenes

Laboratory and quality-control imagery

Product, ingredient and sustainability illustration

Affiliate-program visualization

A title-frame system for the series

Full film production and animation

English script translation

English-language narration

ABOUT IAN DAVID MARSDEN



Ian David Marsden

Illustrator · Creative Director · Visual Systems Designer

35+ years in illustration, visual communication and visual explanation. Working internationally in English, French and German.

marsdenillustration.com · ian@marsdenillustration.com · [linkedin.com/in/idmarsden](https://www.linkedin.com/in/idmarsden)

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