

Mycotriton — Mushroom Explainer Films

Six illustrated motion graphics films in three languages, from cultivation and extraction to quality management



CLIENT
Mycotriton GmbH

YEAR
2018

ROLE
Illustrator · Storyboard
Artist
Motion Graphics Designer
Voice-Over Director

BY
Ian David Marsden
marsdenillustration.com

Six films on how medicinal mushroom products are made

In 2018, Ian David Marsden created a series of six explainer films for Mycotriton GmbH, a company connected to Hawlik Gesundheitsprodukte GmbH, on the harvesting and production of Hawlik's medicinal mushroom products.

The films follow the process from the cultivation of the mushrooms through the production of powder and extract and quality management to the finished products.

Marsden adapted the supplied texts for each phase into a concept sketch and storyboard, painted every scene as a digital watercolor-style illustration, animated the films as motion graphics, and supervised the narration recordings in person. The technical stages are shown in process slides based on photographs of the actual manufacture and on the manufacturer's own diagrams. The series exists in German, English and French.

The brief

- Turn the texts on each production phase into short films.
- Show the whole process, including the extraction of the raw materials and laboratory verification.
- Use a watercolor look that matches the purity and attention to detail of the materials.

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LANGUAGES

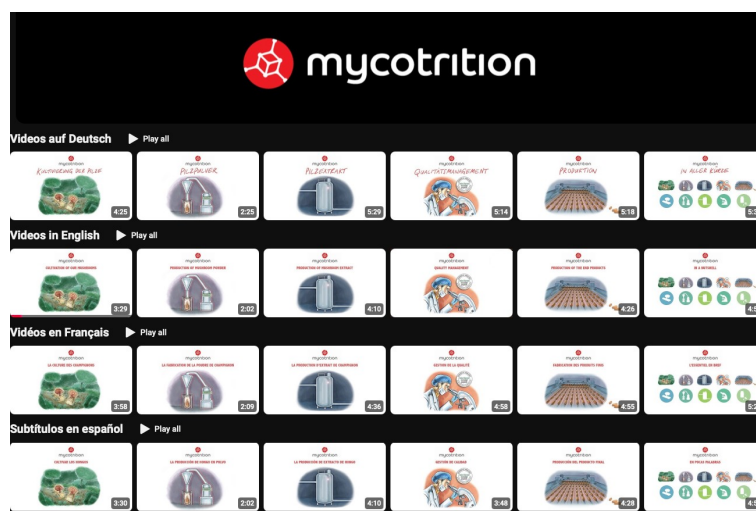
German, English, French; a playlist with Spanish subtitles

FORMAT

Six films, about two to six minutes each

PUBLISHED

Mycotriton GmbH channel on YouTube



The films on the Mycotriton GmbH YouTube channel, in four playlists.

Six films, one per stage of the process

Each film covers one stage, from the forest to the finished product. A sixth film summarizes the whole process.

Every film exists in German, English and French, each with its own title card, and a fourth playlist carries the films with Spanish subtitles. Running times are those listed on the Mycotrition channel.

FILM	ENGLISH	DEUTSCH	FRANÇAIS	DE · EN · FR
1	Cultivation of Our Mushrooms	Kultivierung der Pilze	La culture des champignons	4:25 · 3:29 · 3:58
2	Production of Mushroom Powder	Pilzpulver	La fabrication de la poudre de champignon	2:25 · 2:02 · 2:09
3	Production of Mushroom Extract	Pilzextrakt	La production d'extract de champignon	5:29 · 4:10 · 4:36
4	Quality Management	Qualitätsmanagement	Gestion de la qualité	5:14 · 3:48 · 4:58
5	Production of the End Products	Produktion	Fabrication des produits finis	5:18 · 4:26 · 4:55
6	In a Nutshell	In aller Kürze	L'essentiel en bref	5:32 · 4:53 · 5:22



German · Film 1



English · Film 3



French · Film 2



German · Film 4



English · Film 6



French · Film 5

Title cards in German, English and French, two of each, all from different films.

All films: youtube.com/@mycotritiongmbh6391

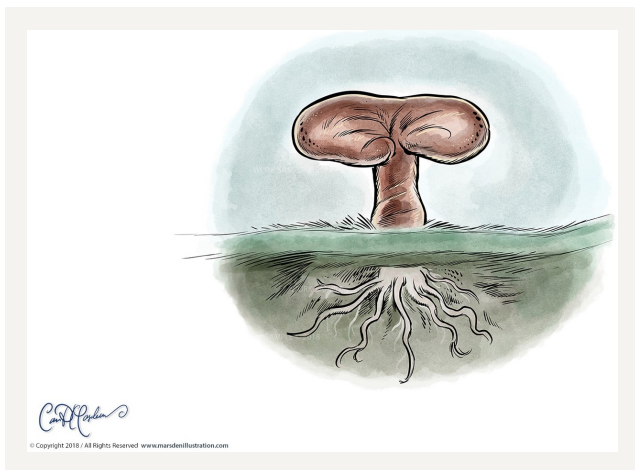
Watercolor scenes, painted digitally

Dozens of illustrations were painted digitally for the series in a soft watercolor style: forest and cultivation scenes, a river landscape and figures.

The look is deliberately calm and clean. It was chosen to match the purity and attention to detail of Hawlik's materials, and it stays consistent from the first film to the last.



River landscape with mushrooms.



A mushroom with its roots, in cross-section.



A hand holding a mushroom in the forest.

From the log to the powder

Films 1 and 2 follow the mushrooms from growing on logs to the production of powder.

The slides in these films are based on photographs of the actual manufacture and on the manufacturer's own diagrams. They show the mushrooms on their logs, a mushroom being cut from its log, the dried material being crushed and milled, and the fine powder checked under magnification.



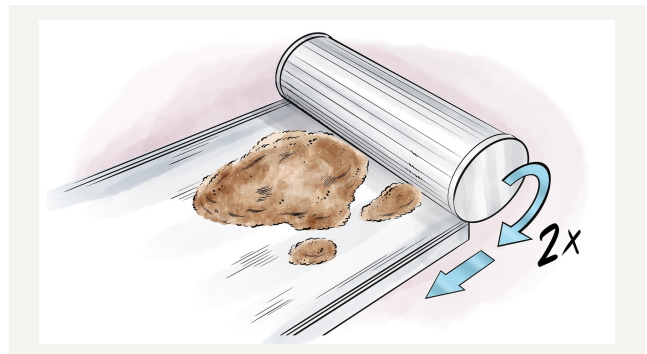
Film 1: a mushroom on a log.



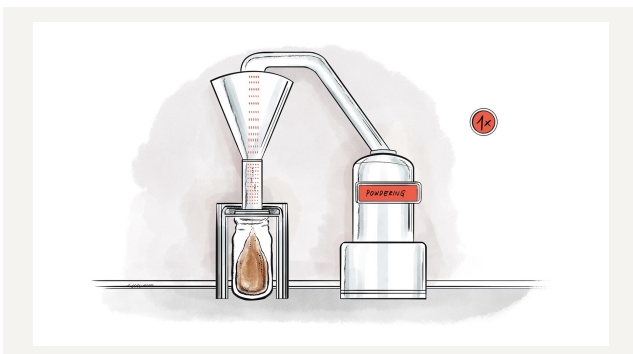
Film 1: cutting a mushroom from its log.



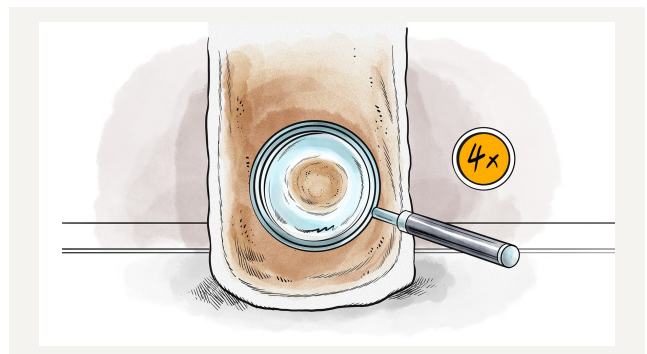
Film 1: reishi on logs in the forest.



Film 2: crushing the dried material.



Film 2: milling to powder.

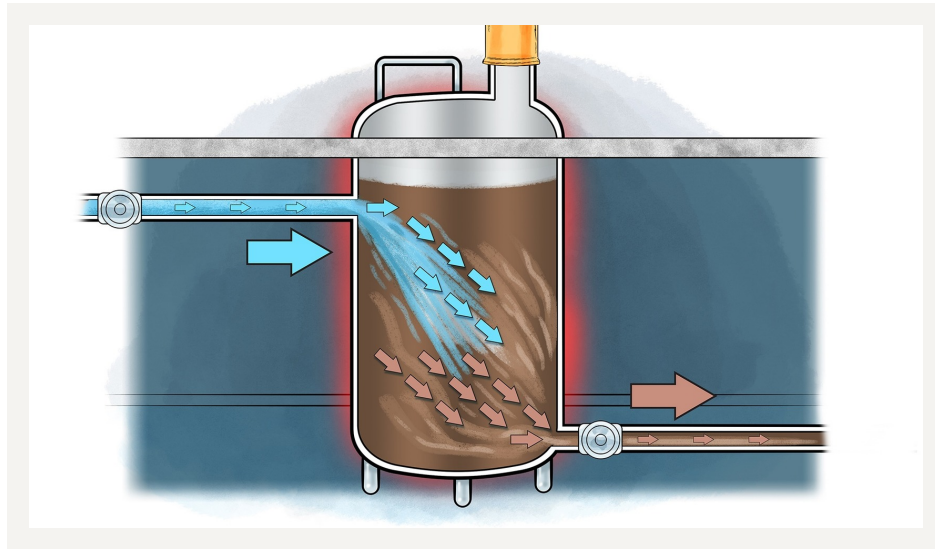


Film 2: fine powder under magnification.

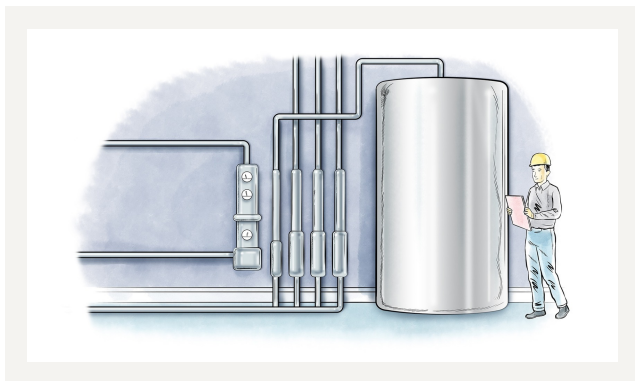
Extraction shown as flow diagrams

Film 3 shows how the mushroom extract is made, with the technical stages drawn as flow diagrams.

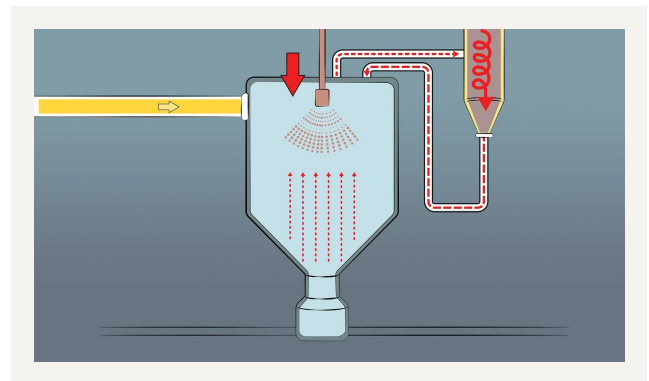
Arrows show the flow of water, extract and air through the equipment, and the diagrams follow the real installations. The film moves from water treatment through the extraction vessel to a spray-drying cyclone.



Film 3: water extraction in a vessel, with arrows for the flow of water and extract.



Film 3: water treatment.

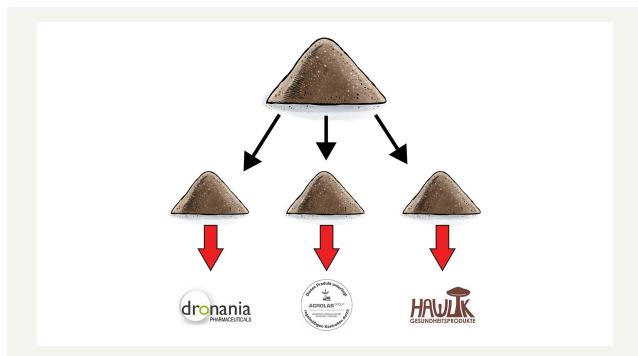


Film 3: a spray-drying cyclone.

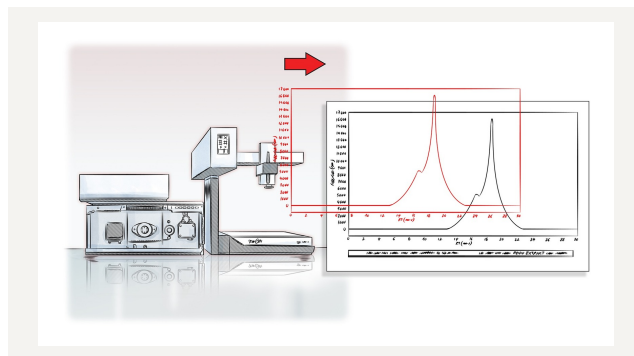
Analysis, certification and documentation

Film 4 covers quality management, and film 6 summarizes the whole process in one overview.

The slides show analysis equipment with a chromatography graph, a powder batch split three ways with a logo for each destination, a certification seal, the documentation of each stage, an identification card for a mushroom, and the finished products.



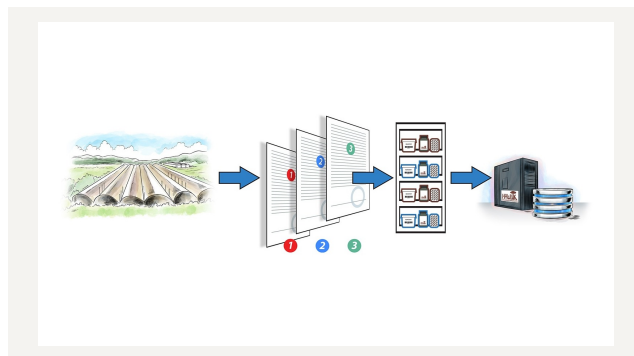
Film 4: a batch split three ways.



Film 4: analysis with a chromatography graph.



Film 6: certification.



Film 6: documentation of each stage.



Film 6: product identification.

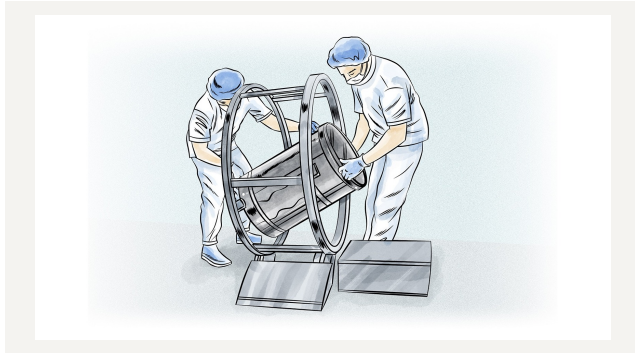


Film 6: the finished products.

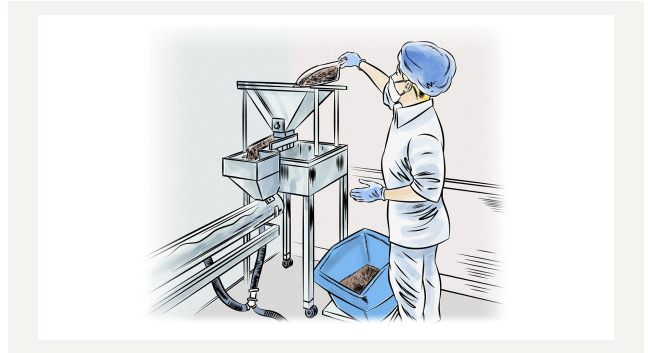
Production of the end products

Film 5 follows the production of the finished products.

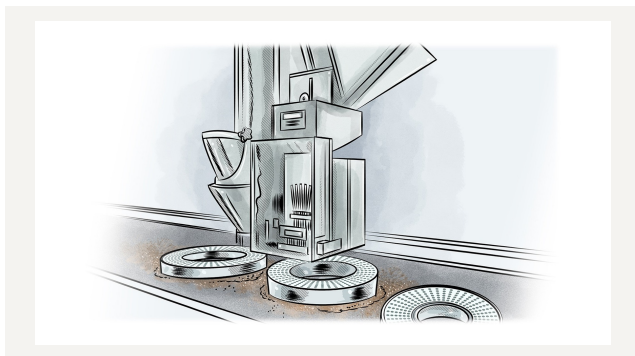
The slides show the stages of the production line: loading a drum, filling a hopper, capsule filling, sorting, blister packing and the labeling of jars.



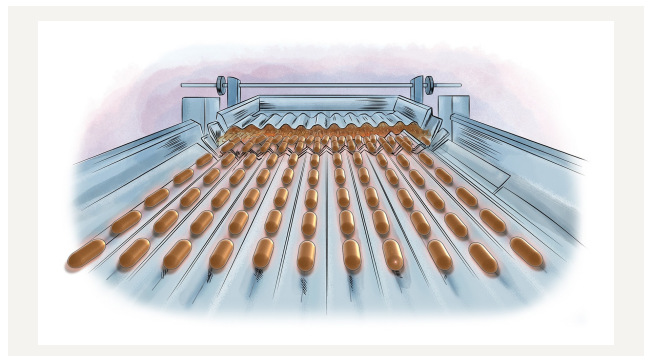
Film 5: loading the drum.



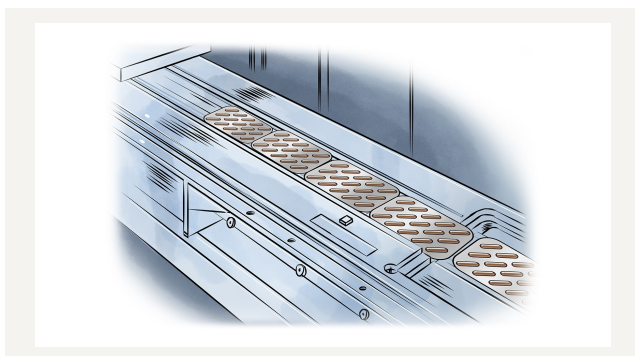
Film 5: filling the hopper.



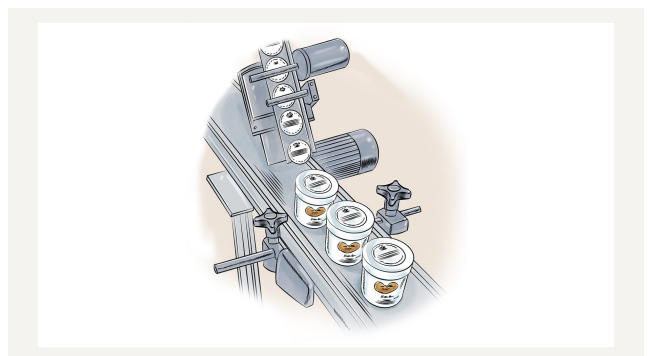
Film 5: capsule filling.



Film 5: sorting the capsules.



Film 5: blister packing.

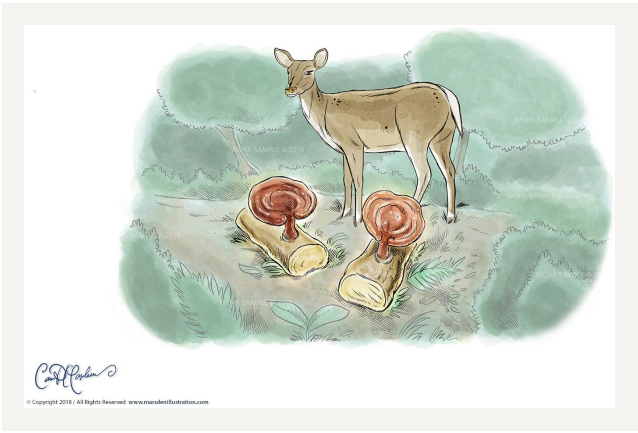


Film 5: labeling.

Motion graphics, recorded in three languages

Marsden animated the illustrations as motion graphics: elements sit on separate layers and move, the camera moves across the scenes, and images faded in and out.

The scene below is shown in two states, with and without the deer.



Scene with the deer.



The same scene without the deer.

Narration

The German and French narrators are actors who are also established dubbing voices for Hollywood actors in their countries. Daniel Beretta is the French voice of Arnold Schwarzenegger. Marsden supervised the German and French recordings in person.

LANGUAGE	NARRATOR	RECORDED	AGENCY
German	Kaspar Eichel	Berlin, Livelive studio	Sprecherdatei
French	Daniel Beretta	Paris	Titrafilm
English	David A. Watson	—	GreatBritishVoices

An illustrated film series, from text to finished films

The work covered the series from the first sketches to the animated films, including the recording of the narration.

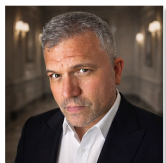
Scope of work

Adaptation of the supplied texts for six films	Six films, each in German, English and French
Concept sketches and storyboards	Title cards in three languages
Dozens of digitally painted watercolor-style illustrations	Supervision of the German and French narration recordings
Process slides based on photographs and the manufacturer's diagrams	Coordination with voice agencies and recording studios
Motion graphics: layered elements, camera moves and fades	

"I worked with Ian on several projects, such as our illustrated videos for Mycotritition GmbH ... We were always very pleased with his work."

Sebastian Schmode-Laybourne, CEO, Mycotritition GmbH, Dronania Pharmaceuticals GmbH and Hawlik Gesundheitsprodukte GmbH · March 16, 2020

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.

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