

Cooler Eye – a different perspective on your next meeting

Ken Darling, co-founder of Edinburgh-based communications company darlingforsyth, has launched a complementary business, Cooler Eye, offering a graphic recording service.

Essentially graphic recording is a method of capturing and clarifying the thinking of a group during a talk or presentation.



A graphic recorder sits to one side and captures key points, utilising a mix of cartoons, graphics and text during the course of the event. As people explain and discuss ideas, essential points are literally illustrated in real time, providing a powerful tool to reinforce ideas, strengthen involvement and help the participants memorise the core information.



Ken Darling

Ken said: ‘Graphic recording is a service which is growing amongst those companies and organisations who plan meetings and presentations however it is relatively unknown in Scotland.

‘Conventionally this is done with large boards, metres wide, using marker pens, with ‘scribes’ drawing against the boards. I have taken a step forward with technology.

“I use an iPad and work directly to a digital format. This allows me to export hi-res jpegs to be printed at any scale,

directed online, or sent directly to attendees mobile devices.

'As an established designer with a passion for illustration I am delighted to be able to widen the range of services we offer to darlingforysth clients and through Cooler Eye, introduce graphic recording to a completely new audience.'

For further information please visit www.coolereye.com

