

## **2026 CADC Entry “Gene Editing Exploration with CRISPR”**

### **CRISPR Explained: A Patient Education Animation**

CRISPR gene editing is groundbreaking, but for patients, it can feel impossibly complex. Our goal was simple: make it understandable, accurate, and human.

We created a standalone animated experience that takes clinical trial participants on a visual journey inside the body to understand how CRISPR works. Guided by two original characters: Dr. N. Tellia and Captain Chris Per, the animation blends high-end 3D medical visualization with playful 2D character animation. Think *Magic School Bus* meets *Fantastic Voyage*: science communicated with warmth and curiosity.

The hybrid approach was intentional. Detailed 3D sequences accurately depict molecular and cellular processes, while the 2D characters provide pacing, personality, and a welcoming point of entry for audiences without a medical background. Professional voice actors and a streamlined narrative make the content easy to share, from clinical trial sites to conferences to online platforms.

The response has been remarkable, audiences who previously struggled to understand CRISPR have walked away feeling confident enough to explain it to their own families.