

* WHAT WE NEED

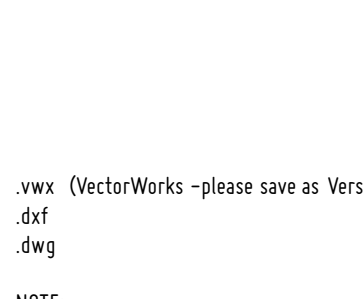
FOR THE OFFER/QUOTE

- Delivery date for the final images
- Delivery date of the final project data from client
- Short description of the project
- When available: Sketches, PDFs (probably in initial stage) of the project
- Number of images required and resolution in pixels or dimensions in cm with info about planned use
- Kind and number of views (exterior/ interior/ aerial/ detail-zoom)
- When already defined: info about camera position (as Sketch or marked in the plans)
- Daytime (sometimes revised later): Day/ Late Afternoon/ Dusk
- Info about data: Will 2D-plans be delivered or a 3D-Model?
- Environment: Do we get a photo in good resolution? Has the environment to be (simplified?) built in 3D?

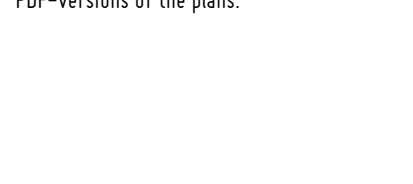
AT THE START OF THE PROJECT

TECHNICAL DOCUMENTATION

2D - PLANS



POSSIBLE FORMATS:



.vwx (VectorWorks –please save as Version 2012)
 .dxf
 .dwg

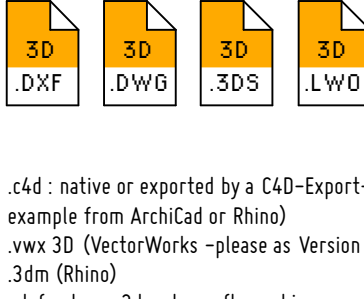
NOTE:

-Please convert special elements from Plugins like ACad etc. to standard objects.

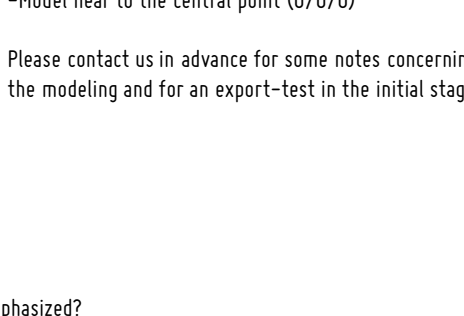
-As the exported Data often consist of lines and lose their layout elements like images or textures, its useful to include PDF-versions of the plans.

OR

3D - MODEL



POSSIBLE FORMATS:



.c4d : native or exported by a C4D-Export-Plugin (for example from ArchiCad or Rhino)
 .vwx 3D (VectorWorks –please as Version 2012)
 .3dm (Rhino)
 .dxf . dwg . 3ds . lwo . fbx . .obj

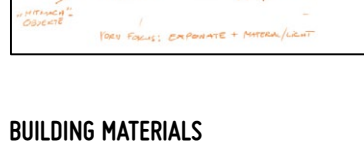
NOTE:

- Please pay attention to object separation by materials
- No overlapping polygons (causing texture problems)
- Usefull dimensions of objects (e.g.Glass ca. 0.5-1cm)
- Model near to the central point (0/0/0)

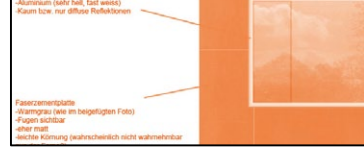
Please contact us in advance for some notes concerning the modeling and for an export-test in the initial stage.

DESCRIPTION OF THE PROJECT AND THE LOCATION

We appreciate informations about the core idea: What is important? What should be emphasized? We also need some notes about main functions: What happens in the various areas? What should be shown there in the final image? Also some words about the location and the site: significant buildings in the neighbourhood, green etc.



SKETCHES TO VISUALISE PROJECTS IDEA (OPTIONAL)



SKETCHES AND COMMENTS CONCERNING THE FINAL IMAGE (OPTIONAL)



BUILDING MATERIALS

Infos about materials of the different elements in the building and if applicable their dimensions (for example size of tiles).

Material description



Examples (built projects, Google-images)



Producer catalogue images

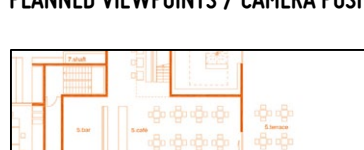


PHOTOS OF THE SITE AND THE NEIGHBOURHOOD (OPTIONAL / DESIRED)

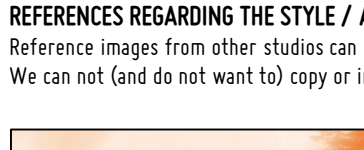


HIGH RESOLUTION PHOTO OF THE SITE SHOT FROM THE RIGHT POSITION THAT CAN BE COMBINED WITH THE RENDER (OPTIONAL / DESIRED)

perhaps images of the opposite neighbour buildings for glass reflections or for a view out of the window in the interior image.



COMPLEMENTARY PLANS , PARTICULARLY THE GREEN-PLAN



INFOS ABOUT DESIRED DAYTIME AND LIGHT (SUNNY, OVERCAST ETC.)

Late afternoon or dusk often require additional lightening inside the building to be set up (more elaborate = costly)

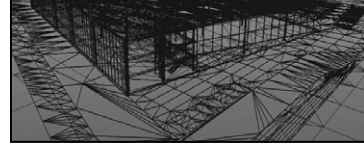


PLANNED VIEWPOINTS / CAMERA POSITIONS



REFERENCES REGARDING THE STYLE / ATMOSPHERE

Reference images from other studios can only indicate the desired direction. We can not (and do not want to) copy or imitate the style or workflow of other viz-studios.



PROPORTIONS OF FINAL IMAGES

The relation width / height is often not determined in advance: We appreciate it as the right proportions are sometimes the result of the processing. If the layout requires fixed sizes please transmit to us the appropriate info in advance as it always affects the composition.



* PROJECT WORKFLOW

PHASE 1

MODELING OR PREPARATION / EDITING OF DELIVERED 3D-MODEL



CAMERA PROPOSALS BASED ON CLIENTS INFO



PROOF 1: GEOMETRY / VIEWPOINT

...to control /determine the geometry (3D-Modell) and the viewpoint
 Note about changes in the geometry. The first look of the architects/designers at a built 3D model sometimes results in design adjustments. We can make minor corrections to a limited extent. However we have to charge extra further changes in geometry as such work is incalculable (unknown extent) in advance and can not be included in the offer.
 Geometry adjustments on our part are usually possible only at 3D-models built by us.
 A model delivered by a client will be exported to our 3D-application and gets triangulated what makes editing almost impossible.
 In such cases we ask the client for an update of relevant parts of the model as it is easier done on the original model.

Example: Final result Phase 1:



PHASE 2

ADDITIONAL 3D-OBJECTS (FURNITURE, CARS ETC.)

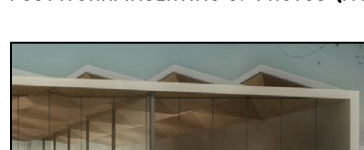
We usually insert people and trees/ green in postwork when editing the image. However such objects as furniture or cars will be rendered so they have to be set up in this step.



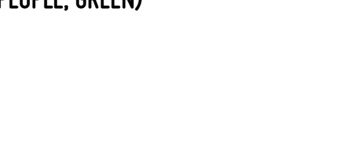
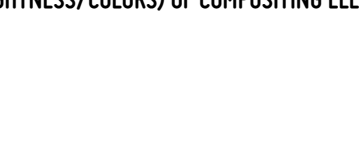
LIGHT-SETUP INSIDE THE BUILDING



TEXTURES / MATERIALS / ADJUSTMENT OF RENDER PARAMETERS



GENERAL LIGHT-SETUP



PROOF 2: MATERIALS / LIGHT / RENDER-OBJECTS FINAL "GO!" FOR THE MAIN RENDER

...to control / determine materials, textures, reflections, light / shadows, additional objects (furniture, cars etc.)
 The brightness and colors of individual objects can be adjusted in postwork in some extent but the texture can't (e.g. bricks, concrete). Also reflections (e.g. window reveal seen in the glass) can hardly be changed in post and have to be set exactly in 3D. Some additional reflections (sky, trees etc.) are usually adjusted or even inserted when editing the image.

Example: Final result Phase 2:



PHASE 3

RENDERING



GENERATION OF OBJECT CHANNELS FOR POSTWORK



OPTIONAL: ADDITIONAL LINERENDERING



POSTWORK: MANUAL ADJUSTMENTS TO INDIVIDUAL OBJECTS

POSTWORK: INSERTING OF PHOTOS (PARTS) AS COLLAGES, ADDITIONAL REFLECTIONS, TEXTURES

POSTWORK: INSERTING AND ADJUSTMENT (BRIGHTNESS/COLORS) OF COMPOSITING ELEMENTS (PEOPLE, GREEN)

POSTWORK: GENERAL AND PARTIAL CORRECTIONS AND ADJUSTMENTS

PROOF 3: COMPOSITING / BRIGHTNESS / COLOR

Corrections of the compositing elements (people, trees etc.)tzubjekte möglich. General and partial adjustments of brightness / saturation / colors

Example: Final result Phase 3: Final Image!

