

RENDERING PROCESS:

Furniture
3D modeling
& Rendering

Architectural
3D modeling

Interior
Photo Realistic
Rendering

Exterior
Photo Realistic
Rendering

Concept
Visualization

Plan
Visualization

Animation
Rendering

Our rendering process involves further refining the conceptual model, where we incorporate detailed information on specific finishes, furniture choices, lighting selections and effects. The result is a photo-realistic representation of the final product, which provides the client with a clear visual of what the end-result will look like.

Special moments and products often become meaningful when they connect to emotions within you. Our goal with our rendering services is always to convey a story and evoke emotions.

1. PROJECT BRIEFING:	2. CONCEPT MODELING & TEXTURING:	3. DETAILING & RENDERING:	4. POST PRODUCTION:
For us to do what we do and to deliver a successful project at the end, we need to fully understand your project and it's unique requirements. At the initial meeting we would need to know the following basic information about the project: • Do you have a resolved 3D model of your design, or must we build the 3d model from 2D drawings? • Will you require Interior and/or Exterior renders? • Will you be able to handover a specifications document specifying your chosen colors, finishes, furniture and decor? • Assuming the deadline is not "Yesterday", by when would you need final handover. • How many renders would you require? - How many test renders would you require before we proceed with final rendering for presentation? With this information we can prepare a fee proposal and timeline.	In this phase we start the 3D modeling process, or we go right into texturing if you can supply us with a resolved 3D model of your design. In this phase we develop the 3D model structure and prepare it for rendering. We apply and load your selected finishes, color pallets, furniture and decor items, and provide you with some concept renders. From these renders we need your feedback on the 3D model and finishes so that we can make the necessary adjustments before we go into the next phases. (We usually allow for 1 round of concept renders for all our projects, but this varies according to the scale of a project and specific requests from clients.)	Here we further develop the approved concept model and add the necessary detailing that gives our renders that "wow" reaction. Our time goes into preparing the lighting setup and environment setting. We look at what time of day best sells the feeling of this project: • Night renders... • Golden hour... • Blue hour... • Mid day... We also add in the necessary architectural detailing, like: • Transition details • Edging • Weathering We then move onto rendering. After we have completed our own test renders we supply you with 1 round of test renders to comment and request amendments to the setting. After this we move on to the final high-resolution renders.	For still image renders this process is not always necessary, but for animation renders this is a crucial step in the rendering process. Here we control the final result of the renders/ animation production. We make the final color grading and effects adjustments for the depth and feeling we want to achieve. - This is were we control the mood. For animations - This is where we create the production video by piecing together, cutting and editing all the different raw scenes and segments that was rendered. and just like that we are done.