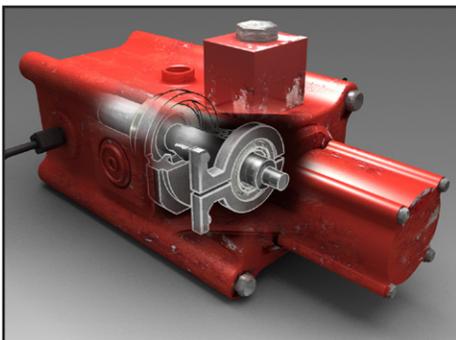


3D Animation: Effective and Affordable

When someone mentions the idea of using 3D animation in a presentation, more often than not, people start thinking in terms of the next “Avatar.” As if the software and/or artists are limited to theatrical productions with six figure budgets and months of planning and production. In reality, the same levels of sophistication that are offered in any other illustration medium are also offered in 3D. While it is typical to be heavy handed on rendering a product or process in every level of detail possible, sometimes simple is better.

For example, the product rendered in below will take an artist three hours to create. The shading/color is simple and illustrative. To develop an illustration, it would take an same amount of production time. But if you need a different view, the 3D version takes just minutes since the model has already been created and just needs to be re-rendered. The traditional illustration? Three hours. By choosing the method that has often been associated with high costs, the production is actually less expensive by half.



Why not have it all?

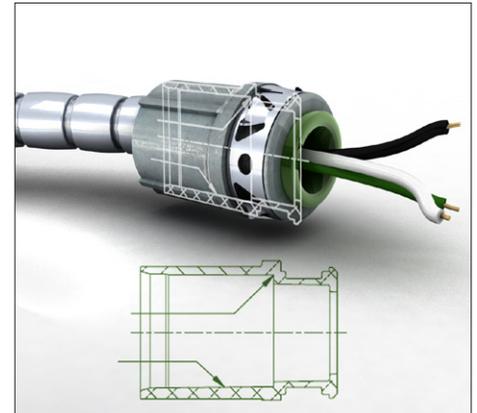
While it can be true that a fully rendered 3D animation of a process can be costly and time consuming, there are often ways to eliminate high costs and shorten production time. By creating a hybrid production method and by rendering elements of a process in 3D and then animating the process in a program like Powerpoint, both budget and production are carefully managed.



Technical Accuracy with Photorealistic Appeal?

We worked on a case involving a series of electrical connectors. By developing the models in 3D using the engineering diagrams and texturing the model from the photographs, the result was so realistic that our client thought they were photographs. We used the models to demonstrate that two products performed in the same way. We developed a synchronized, side-by-side animation of our product and the accused infringer’s product. This would have been impossible with videography. Since the models were

based on engineering diagrams, the accuracy of the resulting animation was unquestioned.



With The Right Approach, 3D Won't Bust Your Budget

A client once relayed his nightmare of getting an animation done--busted deadlines, waiting days for a new “render,” and a \$100K price tag. We asked to see it and it looked like a \$20K project. What went wrong? Poor process. When Pixar makes *Cars*, they start with the script, then they draw storyboards. Afterwards, they make animatics and design 3-D models. They don't start “rendering” final animations until the rough work is done. When people try to finalize an animation from the start, they end up spending more time on revising than creating. That leads to \$20K animations with \$100K price tags. The better way is to concentrate on the content, develop storyboards, and render a few stills to make sure the models are right. Then, once everything is in place, we press the “start” button to begin the render.