REALISTIC RENDERING IN ARCHITECTURE AND PRODUCT VISUALIZATION

INTRODUCTION

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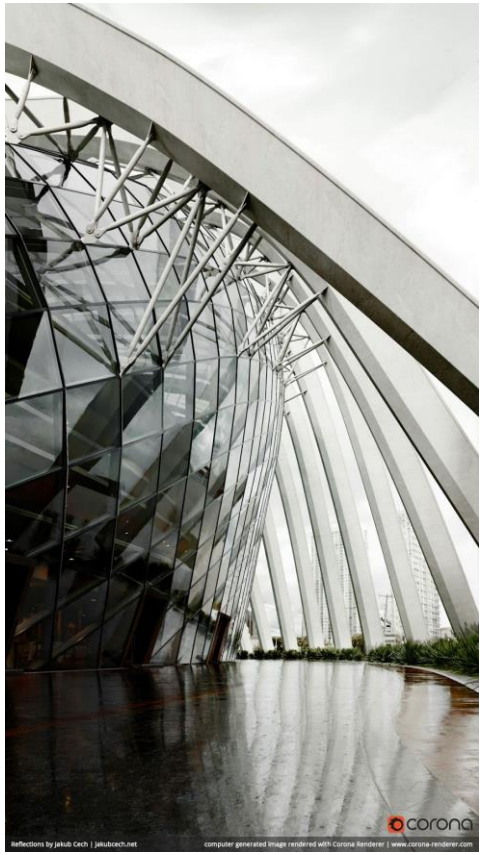
WHAT IS ARCHVIZ?



WHAT IS ARCHVIZ?

- Communication architect-client

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- Architectural competitions

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- Urban planning

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- Real-estate

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- Interior-design

WHAT IS PRODUCT VIZ?

- Design process

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- Catalogues

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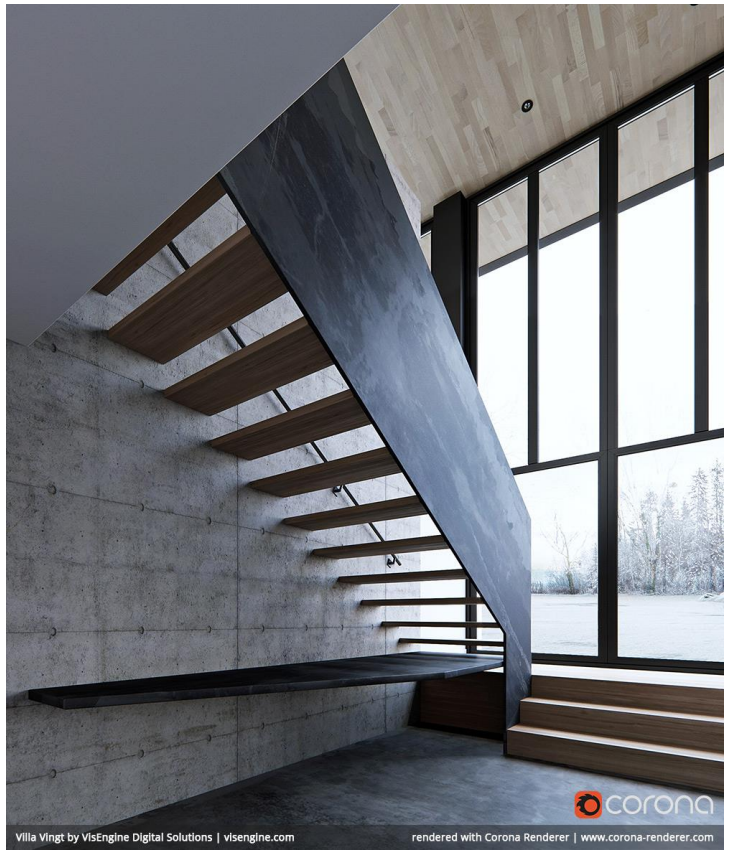
- Design process
- Catalogues
- Marketing

WHY COURSE ON ARCH/PROD-VIZ?

- SIGGRAPH and ACM TOG focus mostly on CG animation/VFX

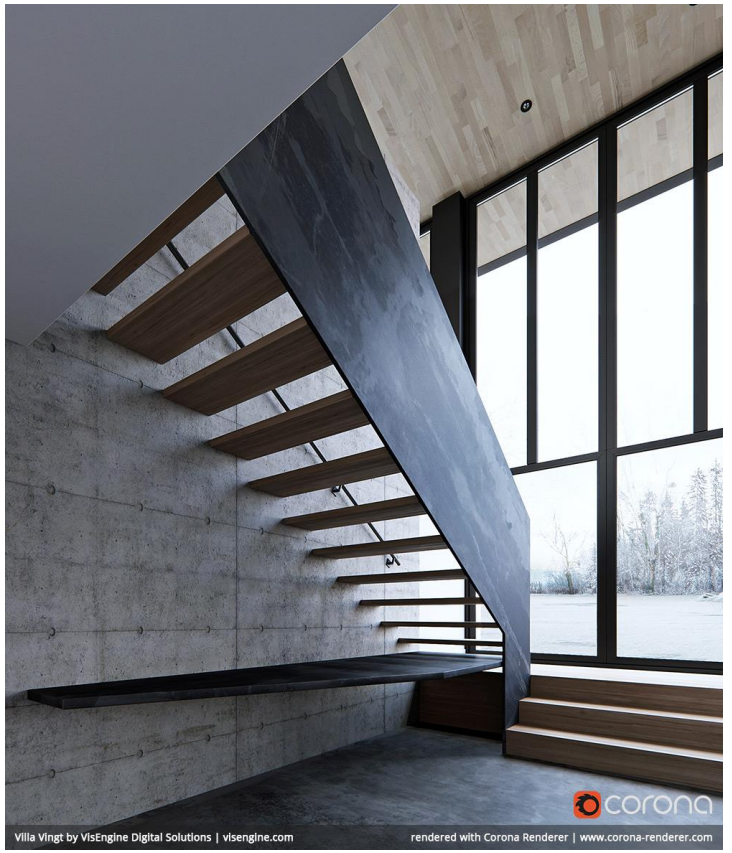
- Recent SIGGRAPH courses
  - Path tracing in production (2017,2018)
  - The Path-Tracing Revolution in the Movie Industry (2015)

- ACM TOG special issue on production rendering
  - Arnold, Hyperion, Manuka, RenderMan



WHY COURSE ON ARCH/PROD-VIZ?

- Significant global market
  - Visualizations themselves
  - **SW tools (renderers & their ecosystems)**
- Specialized needs/workflows that differ from CG animation/VFX
- Broader view of rendering



COURSE OVERVIEW

Christophe Chevallier – Norm Li

Ondra Karlík – Render Legion

Vlado Koylazov – ChaosGroup

COURSE OVERVIEW

Henrik Wann Jensen – Luxion

KeyShot by Luxion

Thomas Ludwig – Glare Tech.

Indigo Renderer

Jarda Křivánek – Charles Uni, Render Legion

Computer Graphics Charles University

One hour on this planet is 7 years on Earth
Good, we'll wait for our Rendering here!

NEXT UP

Christophe Chevallier – Norm Li