REALISTIC RENDERING IN ARCHITECTURE AND PRODUCT VISUALIZATION

INTRODUCTION

Jaroslav Křivánek
Charles University | Render Legion | ChaosGroup

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WHAT IS ARCHVIZ?
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• 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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• Urban planning
• Real-estate
• 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)

• 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
One hour on this planet is 7 years on Earth

Good, we’ll wait for our Rendering here!
NEXT UP

Christophe Chevallier – Norm Li