Architectural 3D Rendering â€“ an Introduction

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Architectural 3D rendering is the most sought after and popular technique used today by the Architectural Industry. This has brought about a revolution in this Engineering field and is popularly used as a marketing tool. Architectural 3D Rendering is divided into multiple services depending on its usage. It can be used to create images with different angles and set ups, animation, walkthroughs, Product Modeling etc.

Technique that is used to add texture and give it a realistic effect is called Rendering. It can be just material application, texturing or photorealistic rendering. Photorealistic rendering helps in making image look real. It has lighting effects, material application and high quality rendering finish that gives an excellent visual appeal to any kind of view. Architectural 3D Rendering conceptually is rendering related to Buildings. The following are the services that can be provided under the Architectural Umbrella.

Interior & Exterior Rendering

Interior & Exterior Rendering comprises of rendering of Indoors and Outdoors. This includes 3D floor plans, Furniture and Fixture, Landscaping, Water bodies, Day and Night views etc. Landscaping can be for a villa, Golf course, Stadium etc. These rendered views can act as an excellent presentation and visualization tool of how a building or surrounding site would look like after construction.

Photomontage

Photomontage is a combination of an existing site and a rendered 3D Model. We can place a rendered house, building or a villa on an existing backdrop and see how it looks like. This helps Architects in deciding if a particular site is suitable for construction or not. This can help in deciding the exterior wall colors and other construction elements.

Furniture and Fixtures

Architectural 3D Rendering also includes modeling and rendering of furniture and fixtures. This is very popularly used in the field of Interior Designing. Different color combinations, material texture etc. can be applied to the model.

Animation and Walkthrough

Architectural walkthrough gives us a virtual tour within the building or outside the building. This is most popularly used as a presentation or marketing tool to promote sales of apartments or villas. Client can view the video or animation created to get a feel of virtual presence in the building. Walkthroughs are video clippings in motion which can be of 30, 60, 90 seconds with camera angles placed at different locations to give an overview of entire interior or exterior.

Architectural 3D Rendering is used for rendering the following

1. Residential Apartments

2. Single Family Homes

3. Office Premises

4. Resorts and Clubs

5. Villas and Condos

6. Restaurant and Hotels

7. Landscapes

8. Schools and Colleges

9. Shopping Centers

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