# Using storytelling to create compelling experiences with 3ds Max

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# Class objectives

- At the end of this class, you will:
  - Understand the elements of a narrative framework and storytelling fundamentals
  - See how storytelling can be used to sell your designs
  - Learn tips and tricks for importing CAD models, adding context and bringing your scene to life.
  - Understand how to use lighting, cameras, materials, movement and other cinematography techniques to make compelling presentations

# Storytelling Fundamentals

# First Some Definitions

- What is a **story**?
- What is **plot**?
- What is **narrative**?

# Little Red Riding Hood: The Story

- A girl's mother asks her to run an errand. She goes through the forest to her grandma's house. She meets a wolf along the way and tells him what she is doing. He suggests flowers would be a nice gift. She picks some flowers. She arrives at Grandma's. The wolf is disguised as Grandma. The girl discovers the ruse. The wolf eats the girl. A nearby woodcutter kills the wolf and frees Grandma and the girl.

# Little Red Riding Hood: The Plot

- Little Red Riding Hood is sent to visit her Grandma by her mother and is told not to stray off the path in the woods. She meets the big bad wolf and tells him where she is headed. He rushes ahead to eat Grandma and wait for Red. Red sees something is amiss and tries to escape.  The wolf eats her, but the woodcutter having heard her cries comes to her rescue, cuts open the belly of the Wolf and everyone is restored.

# Little Red Riding Hood: The Narrative

- A girl named Little Red Riding hood, for the cloak she wears, goes to bring treats to her sick grandmother who lives in the woods. Her mother has advised her not to stray from the path.  She meets a wolf, who is afraid to eat her in public, so he learns her plan and tells her to pick some flowers.  This gives him the time to race ahead and eat the Grandmother. He gains entry by posing as Little Red Riding Hood…

# Storytelling

A **story** is the curated sequence of events in chronological order
(just the facts ma’am)

A **plot** is a series of events and how they relate to each other
(what you need to know)

A **narrative** is how the events are told
(its the storyteller’s angle)

# Traditional Walkthrough

*Credit: Autodesk*

# Classical Narrative Structure

- Exposition
- Climax
- Resolution

The structure of the plot.

# Narrative derives from the way you tell the story

- Cinematography (camera shot, movement)
- Lighting and color palette
- Editing
- Special Effects
- Sound

# A different sort of walkthrough…

*Credit: Studio Aiko*

# Mise-en-scène

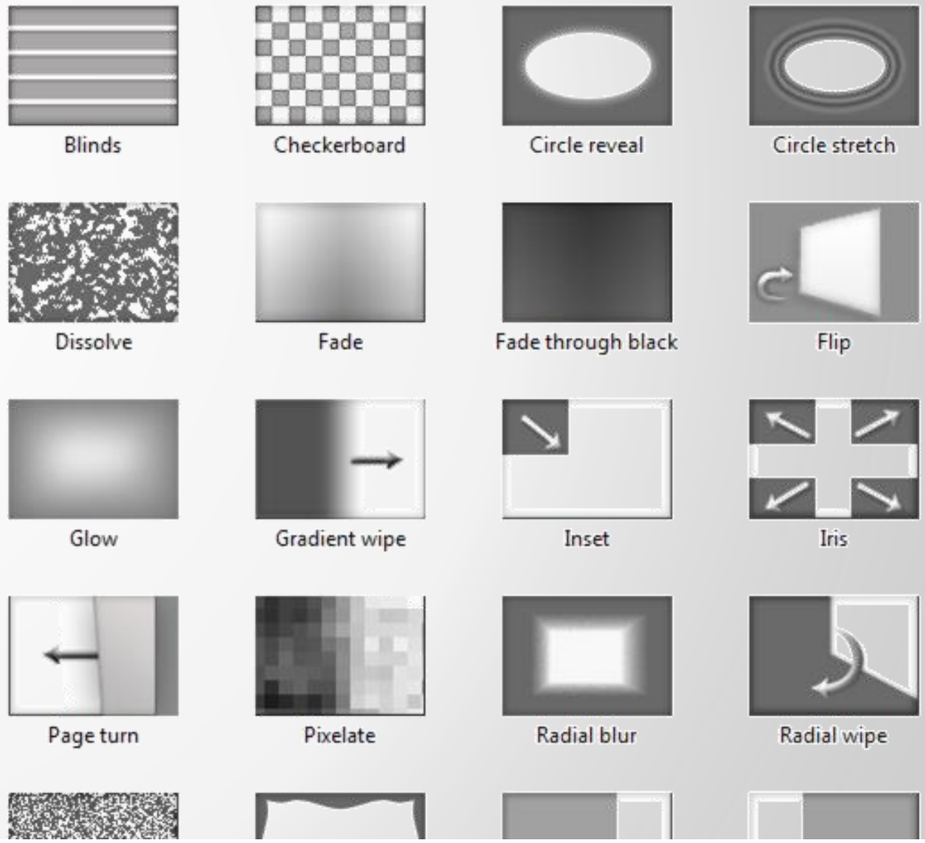
*Credit:* Valentin Studio

# Montage

*Credit: Alex Roman*

# Transitions

- Transitions (i.e. cuts, dissolves, fades and wipes) can be  a way to connect scenes in ways that convey some narrative meaning
- Four most common transitions:
  - Fade in/out
  - Wipes
  - Dissolves
  - Cuts



# Example: Dissolve

- knit scenes together
- indicate subtle punctuation in the narrative
- are the ‘softest’ shot transition

This long dissolve from the 2010 western *Meek’s Cutoff* evokes the vast distance they must travel, and produces a haunting feeling in the way the second shot fades in like ghosts

*Credit: Thunderegg, LLC*

# Example: Cut

- Can show a scene change or be made to be perceptually transparent
- By far the most common transition technique

*Credit: Universal Studios*

# Stories that sell

# Persuasion in the age of advertising

Stories sell by:

- Making an emotional connection
- Being memorable and shareable
- Going beyond the product, promoting the brand

# Your life is an adventure with this…

*Credit: GLASS Film GmbH & Co.*

# Seduction

*Credit:* Michael Krautter

# Bringing it all together

# The Design Brief

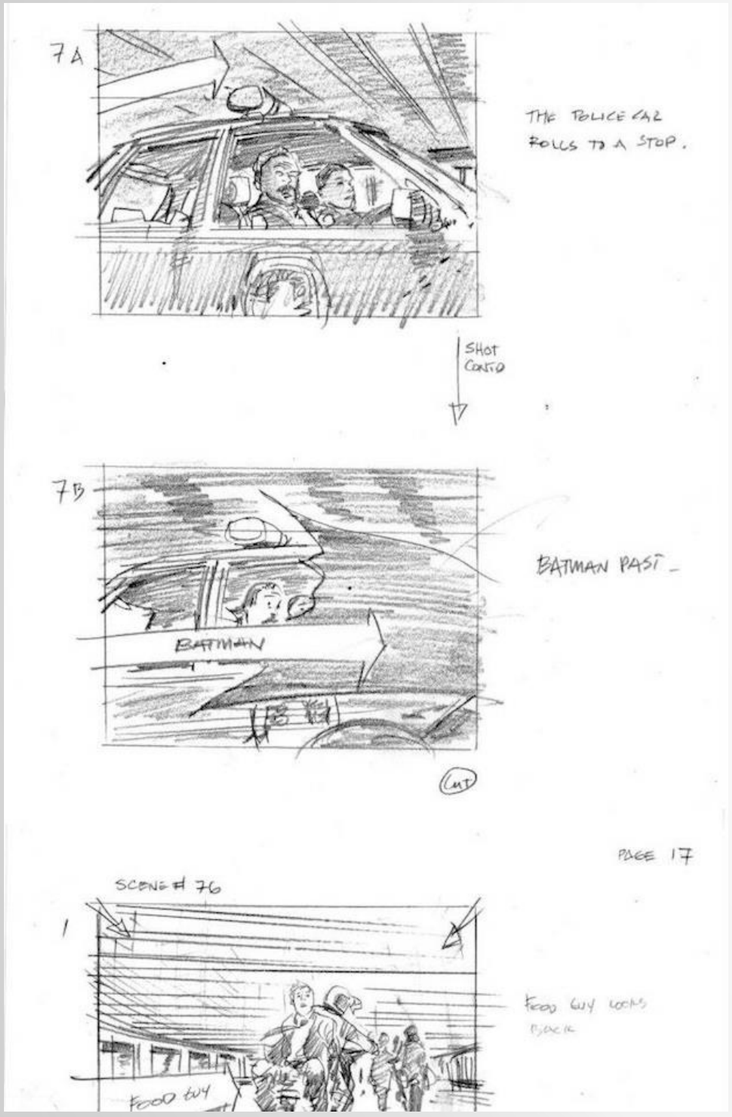
- Who is the audience?
- What message are you trying to convey?
- What are your goals?

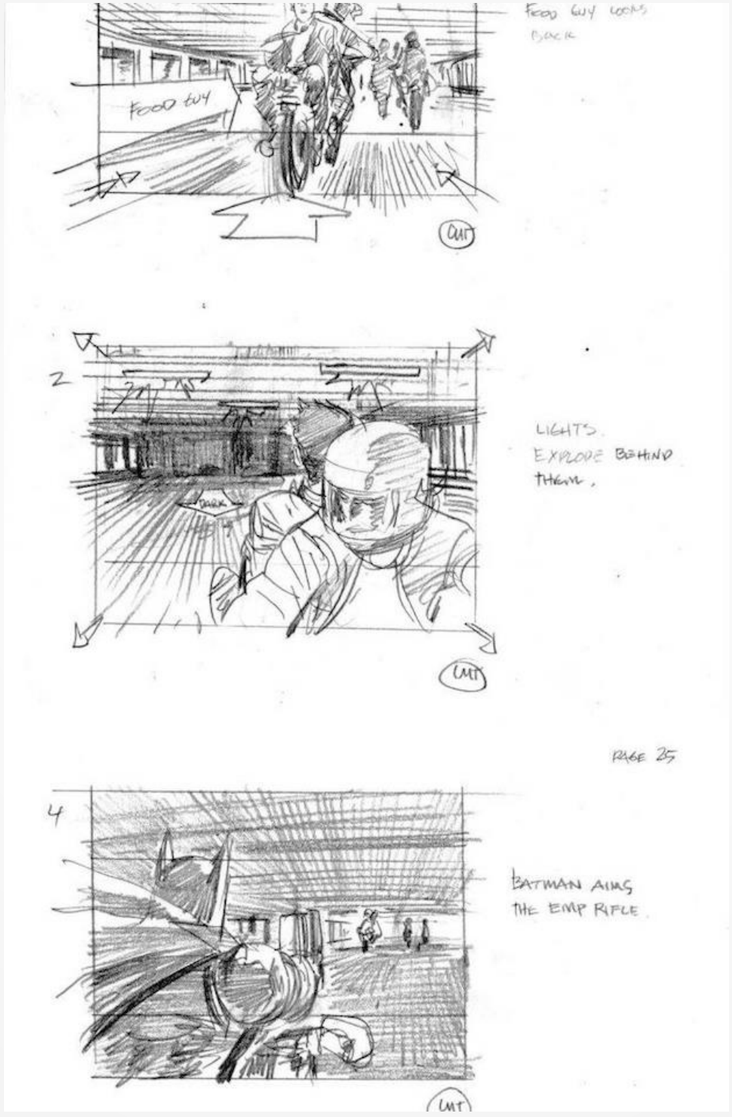
# Build a storyboard

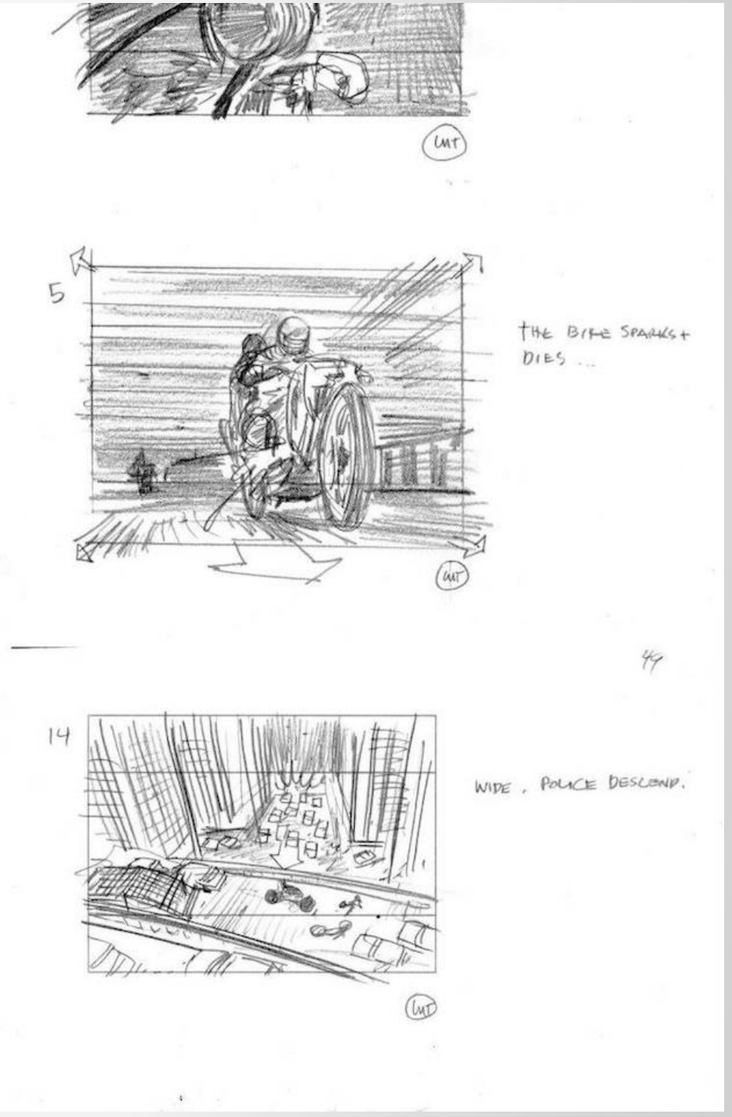
- Think about the plot – imagine the story arc
- Create a basic storyboard
  - Sketch simple drawings for each frame of major plot points
  - Use arrows to depict character or object movement
  - Note actions, camera instructions, audio, and visual effects

  It should be very clear in each frame what you are supposed to be looking at.

# Storyboard examples



# Prepare your hero

- AB5115: Fine-Tune Your Autodesk® Revit® Models for Autodesk 3ds Max® (Pierre-Felix Breton)
  - Setting up your project for visualization
  - View creation
  - Materials
  - File linking

Another good reference – from a presentation by Payette:
http://www.abexpo.com/conference/iterative-design-workflow-using-revit-and-3ds-max

# Establish your setting

- Staging the scene: add context, entourage and people
- Max scene management: new scene explorer

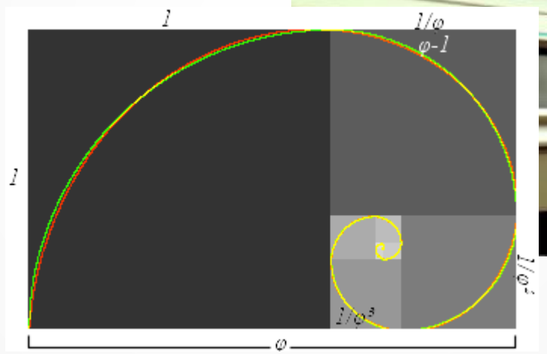
*Credit: Neoscape*

# Show it off

- Framing
  - Camera shots
  - Angles and perspective

**Camera Shots:** Establishing, Long, Fullshot, Midshot, Close-up, Extreme close-up, etc.

**Camera Angles**: Eye-level, Low, High, Overhead, Undershot




- Motion
  - Movement and focus

**Camera Movement**: Pan, Track, Dolly, Zoom, Tilt, Point of View, Dolly in & Zoom out

**Camera lens and focus**: wide angle, telephoto, manual focus, depth of field

# Set the Mood and Atmosphere

- Composition
- Color
- Light and shadows

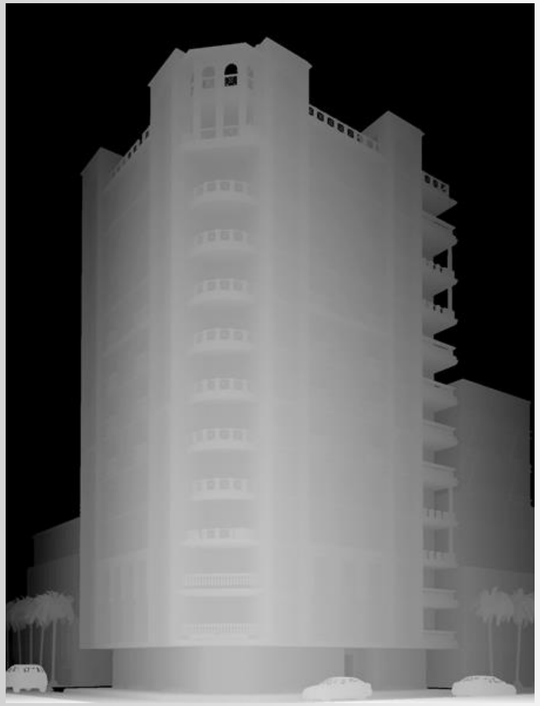
*Credit SOM*

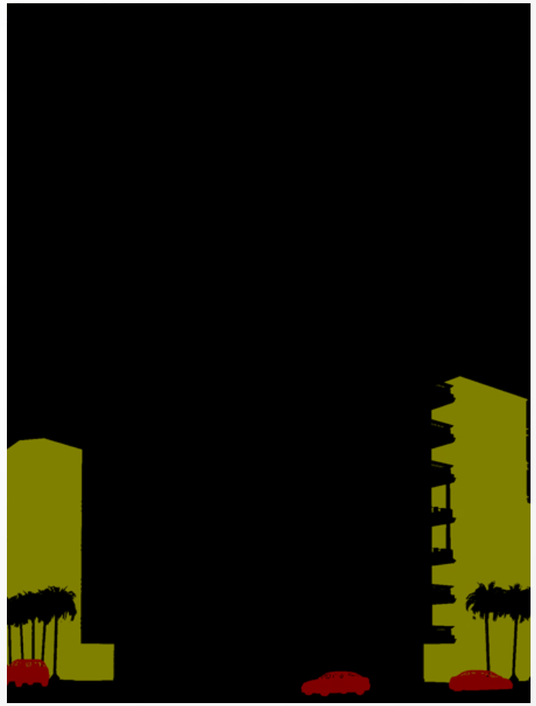
*Credit Gayarre Infografia*

*Credit Benjamin Dolo*

# Prepare to Render

- State Sets
- Masks and Render Passes





*Credit: Ahmed Fathi, cg.tutsplus.com*

# Compositing

see DG2131 - Breaking Down for Compositing: Decomposing a Scene

*Credit: Alex Roman*

# Editing and Sound

*Credit: Cadman*

Questions?

# Are you?

- An architect, an engineer or a designer?
- Needing to present your designs to your colleagues, clients, or the public?
- Working with 3D models?
- Working in a firm of less than 150 employees?

Then sign up for a **75 minutes discussion group** during which you'll get to share with like-minded people on workflows, needs and ideas.  You'll receive a $30 Amazon.com gift certificate to thank you for your time.

To participate come to **room 2503** Veronese on Level 2 on Wednesday, December 4th 2013 at one of these times:

- **Architecture: 8:30 AM**
- **Architecture: 10:30 AM**
- **Infrastructure: 2:30 PM**

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