



AS124880-R

Architectural Visualization—Who Controls the Image?

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Discussion Objectives

- Learn the roles of different disciplines within the process of image creation
- Learn how to work with other disciplines
- Learn how to productively create inspired imagery
- Understand what goes into creating a successful image

Description

How do we define our roles as visualization artists in the process of creating high-end quality marketing images? Who controls the image? How do you create a productive and inspired process when different design disciplines want to push their own ideas? It's the architect's building, the developer's money, the interior designer's space, the graphic designer's brand—and they all want to push that upon the visualizer's image. How do we as an industry keep control of our work while still working with and within the bounds of the other disciplines involved, while keeping everyone happy with the process and the outcome?



Speaker(s)

Ben Rappell (B.Arch – UniSA)

Before joining FKD in 2015, Ben has been an instructor at the Autodesk accredited MAD Academy in South Australia between 2008-2010 and at FloodSlicer as an Associate Director between 2010-2015. During his time at MAD Academy, he instructed architects and designers in creating photorealistic imagery through Autodesk accredited courseware. He has both worked on and managed many high profile architectural projects both in Australia and internationally. Ben was a lead artist on the 'Imagina Award' winning entry 'Now and When' for the 2010 Venice Architecture Biennale as well as multiple CG Architect Award nominated projects. Since then he has come in as a Director and help push FKD to a 16 person strong studio and help them compete with the best and largest visualization studios in Australia.

David Fraher (B.Design/Interior Design – RMIT)

Before Establishing FKD in 2015 David spent over 10 years working for some of Australia's premier Architectural visualization Studios. He draws on his education and understanding of interior design to create well balanced and photo real imagery.

Through his experience, David has worked on and managed a diverse range of architectural projects resulting in images of the highest quality.



CLASS DISCUSSION OUTLINE

This class will be a round table discussion moderated by Ben Rappell and David Fraher. The discussion will try and stick to the class outline as close as possible; however we feel that the topic will evolve throughout the discussion. Please remember that your participation is key to the success of this discussion as there will be a varied range of people from different disciplines, each with unique points of view. It is this interdisciplinary discussion which should help inform each other about their position within this process and how we can all work together to create better images with smoother processes.

We would love everyone involved in this class to actively participate in this discussion. We actively encourage different opinions and points of view. At the end of the day, we all want to come up with the best image possible, and we hope this discussion will allow everyone involved the opportunity to understand how we can make our process and outcomes the best they can be.

DISCUSSION TOPIC 1 – UNDERSTANDING WHO IS INVOLVED:

- Who is best placed to lead the image creation process?
- How many people (disciplines) are involved in the process?
- What is (or should be) their role?
- Who defines this role?
- What is the role of the Visualization Artist?

DISCUSSION TOPIC 2 – HOW TO WORK TOGETHER TO CREATE THE BEST OUTCOME

- What are we trying to achieve and are we all working towards the same outcome?
- The architect/interior designer has a vision of their space, the developer may have a different vision of their project, the sales agent knows what they want to help them sell the space, and the artist wants to create a beautiful image. Do all these visions sit together?
- How can we better work together to create the right outcome?
- Are comments to be treated as gospel, or should there be a discussion if there is disagreement if you feel it may compromise the image?



DISCUSSION TOPIC 3 – WHAT GOES INTO CREATING A GOOD IMAGE?

- What makes a good image?
- Who is best placed to provide angle and composition direction? Why?
- Who is best place to provide lighting direction? Why?
- At which point does each party need to step away from the process?

DISCUSSION TOPIC 4 – UNDERSTANDING THE BIGGER PICTURE

- Is image creation a process or is it an art form?
- How can we step away from terms such as CGI or renderer?
- Are these labels handcuffing the industry?

We would like to thank everyone who has been a part of this discussion. We hope that this discussion has given you some insight into the process of image making from multiple points of view. We all want to make great images and hopefully this discussion will help this process in the future.

Thanks and good luck!