

Using 3ds Max with Photography To Hit Deadlines for Advertising Campaigns

Jake Denham | Luxury Visuals

CGI Artist and Mentor | @jaked3d



About the speaker

Jake Denham

CGI Artist for Press, Web and Marketing

BA Video Game Art & Design, MA Digital Design

Official V-Ray Mentor, Trainer and Consultant

 luxuryvisuals.com

 jakedenham.co.uk





Learning Objectives

- Identify when to use CGI over photography
- Render previews on set for instant feedback
- Create publication images with 3ds Max
- Save time and meet tight deadlines

▼ Download the handout from the class page

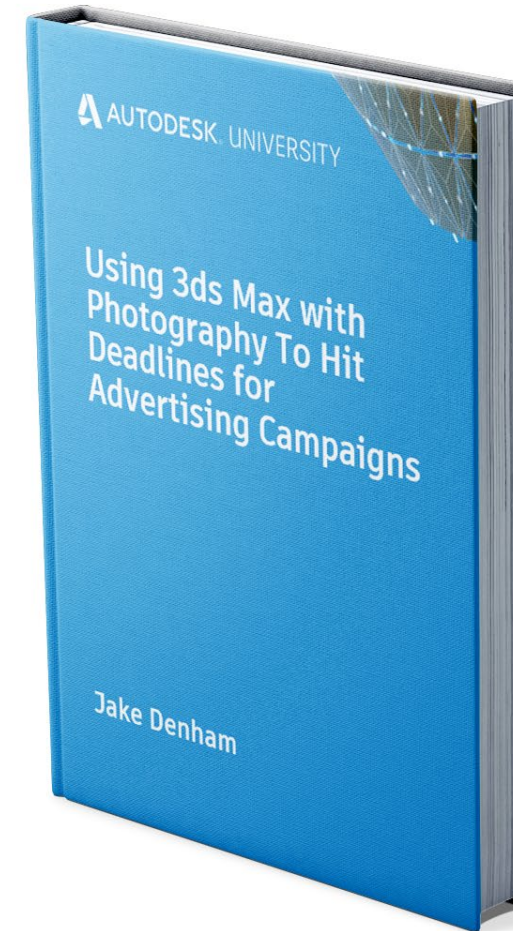


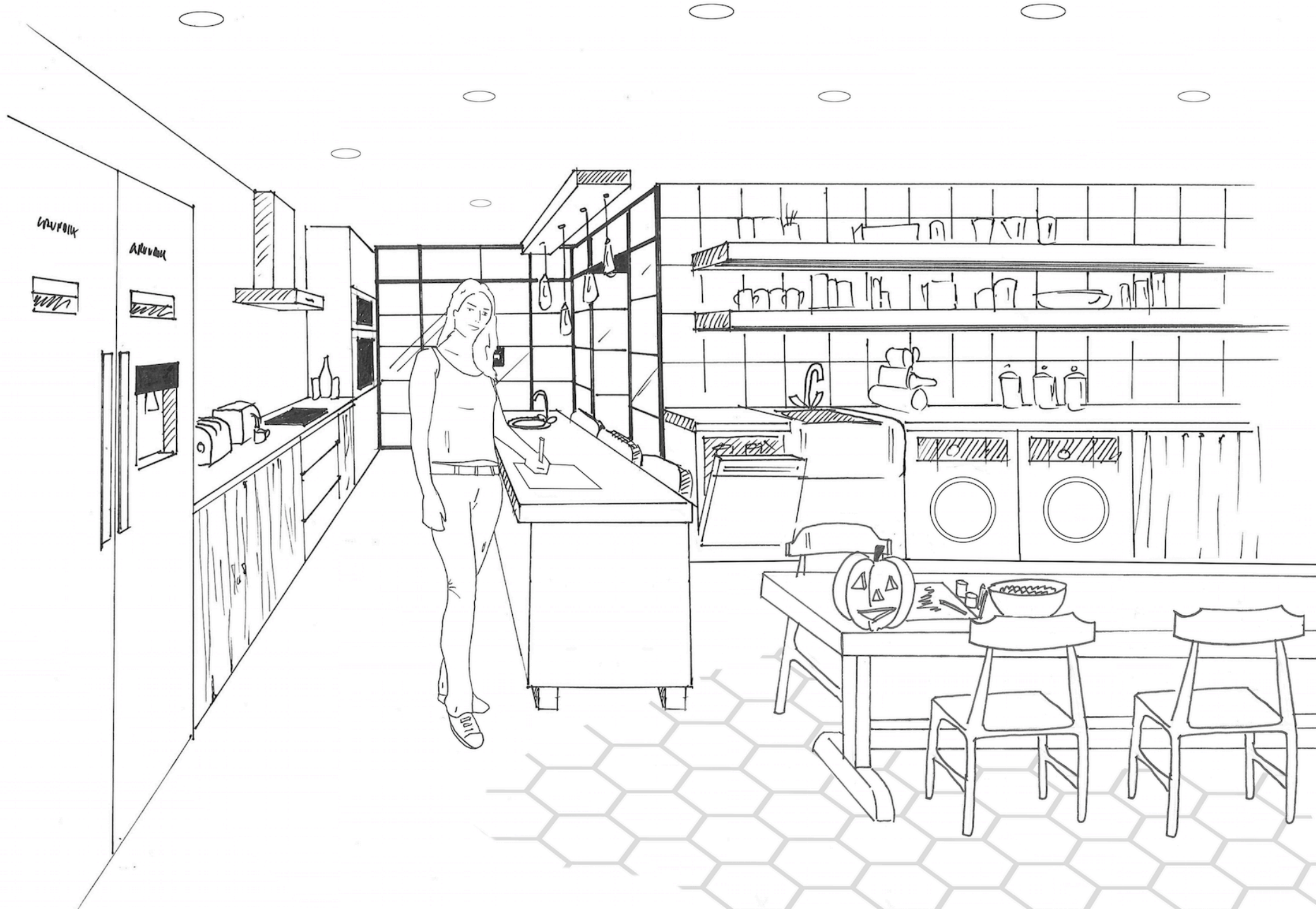


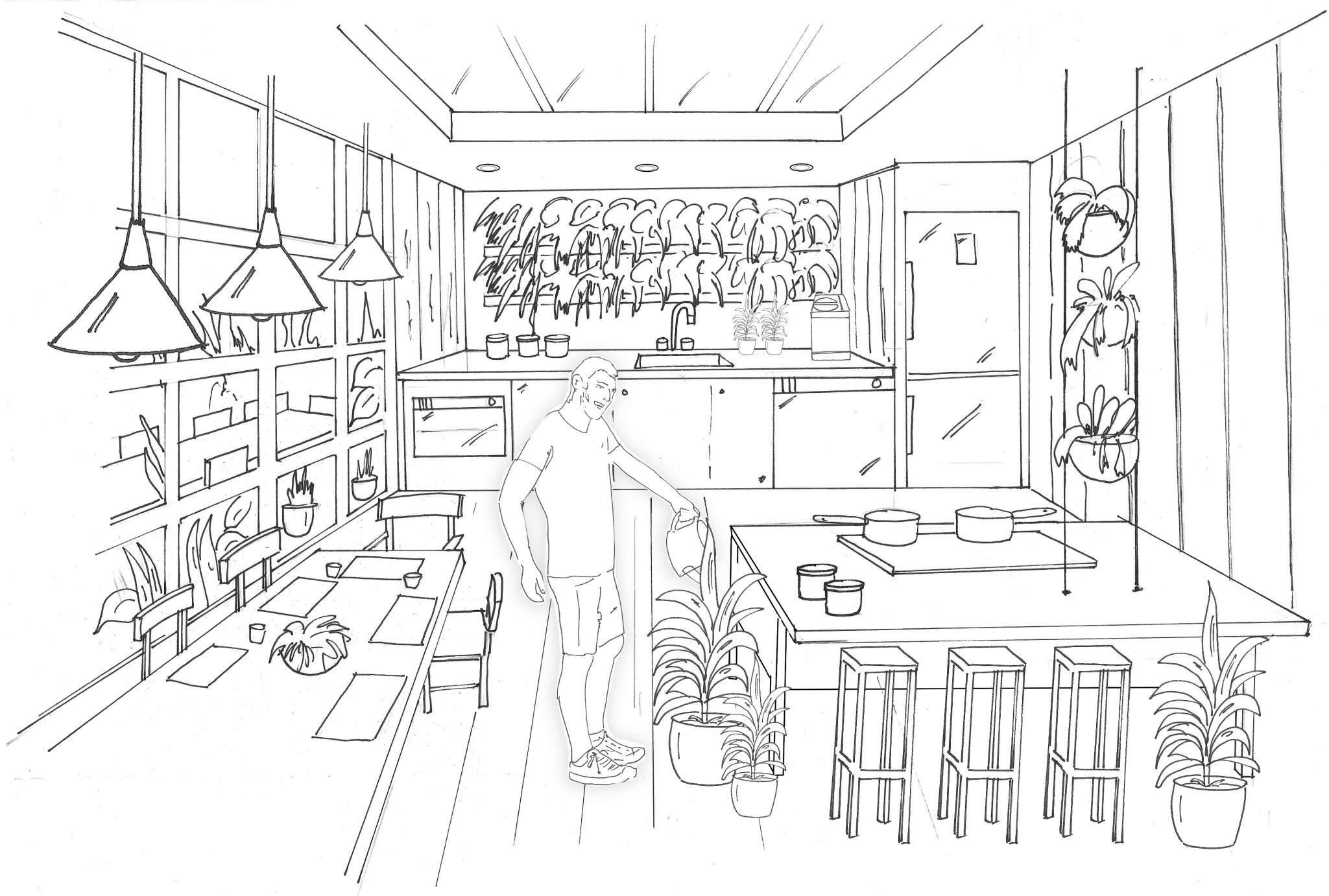
Image Credits: Bridge Studio, Bolder Creative, Grundig, Volkswagen, Kia

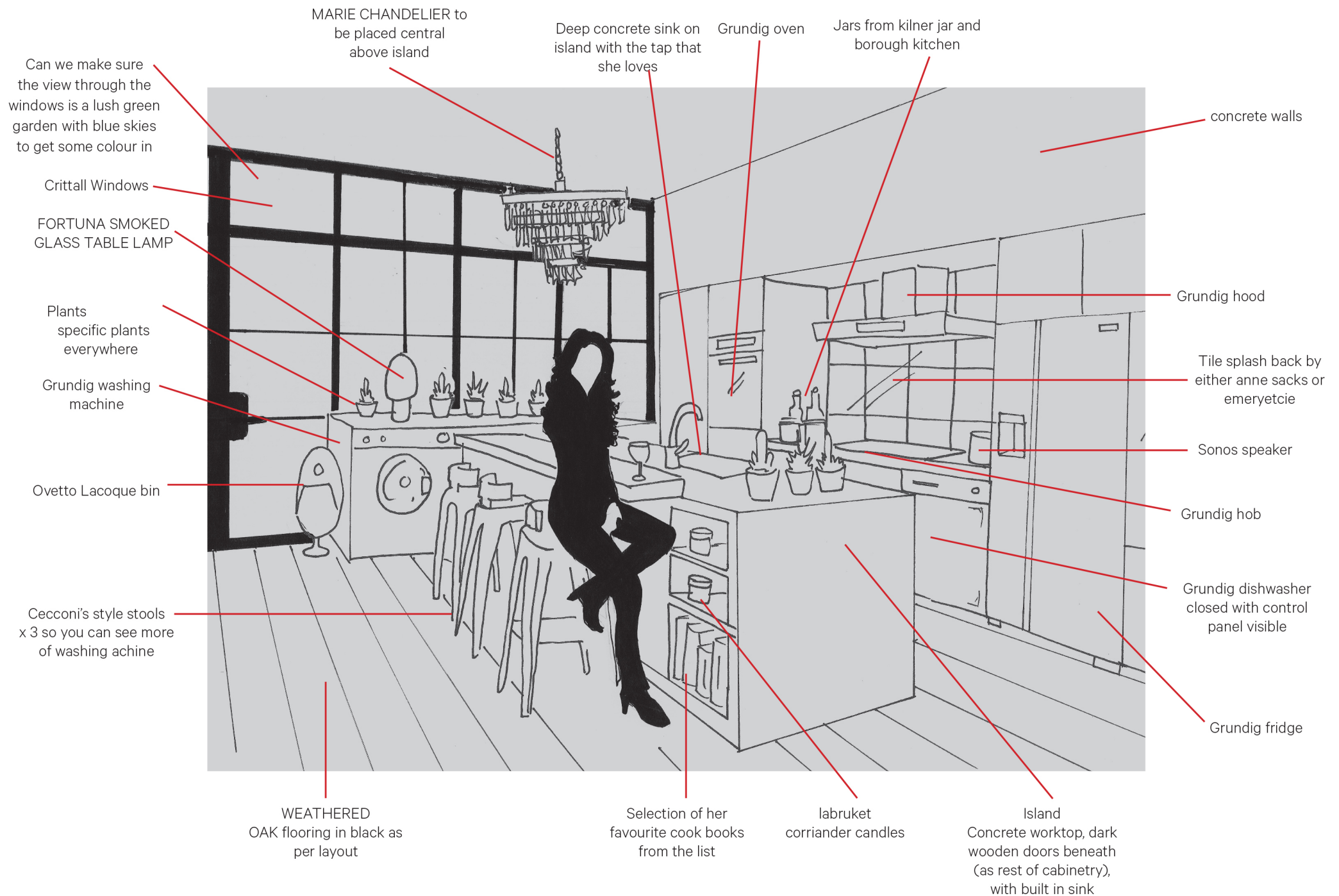










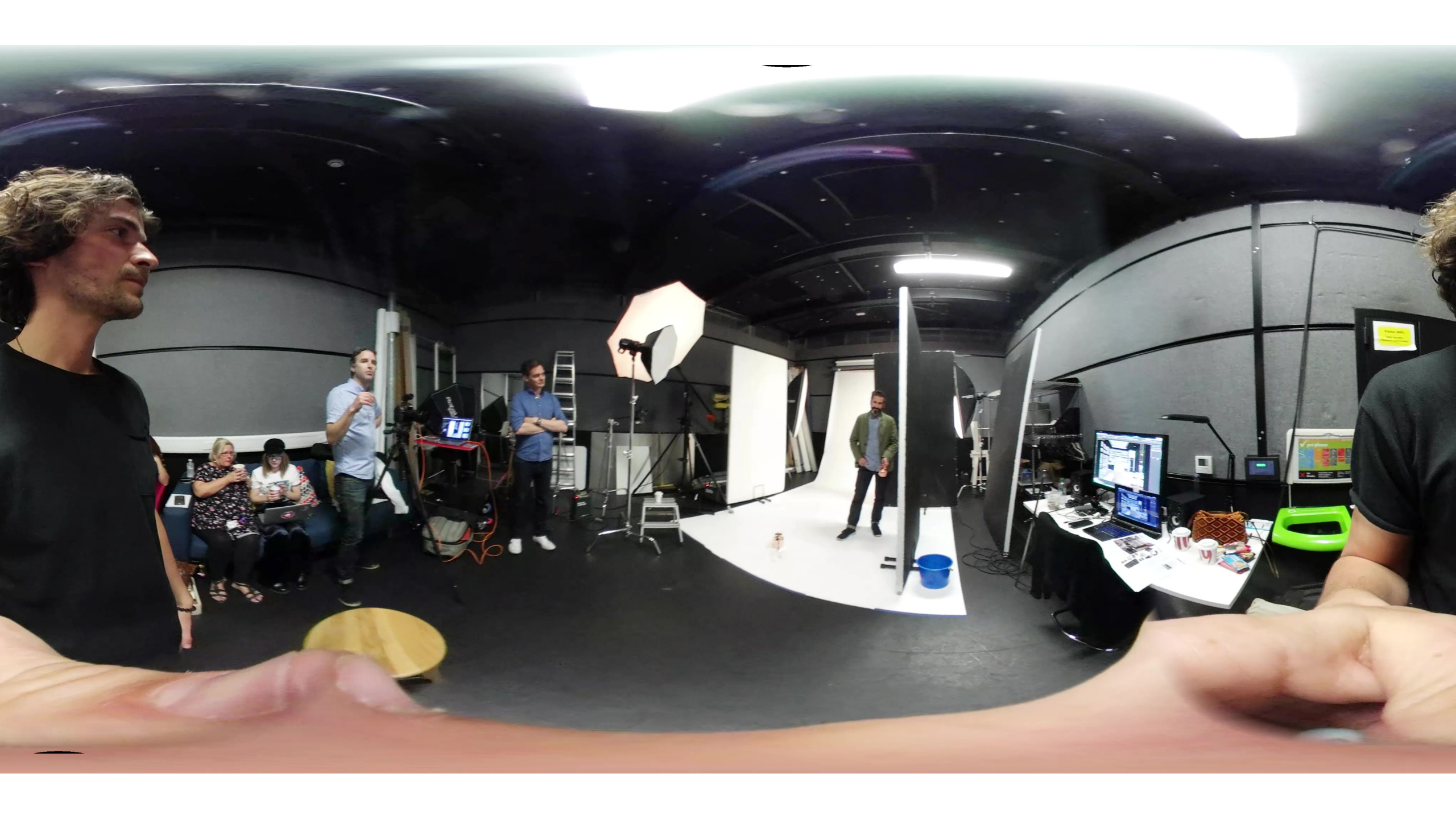


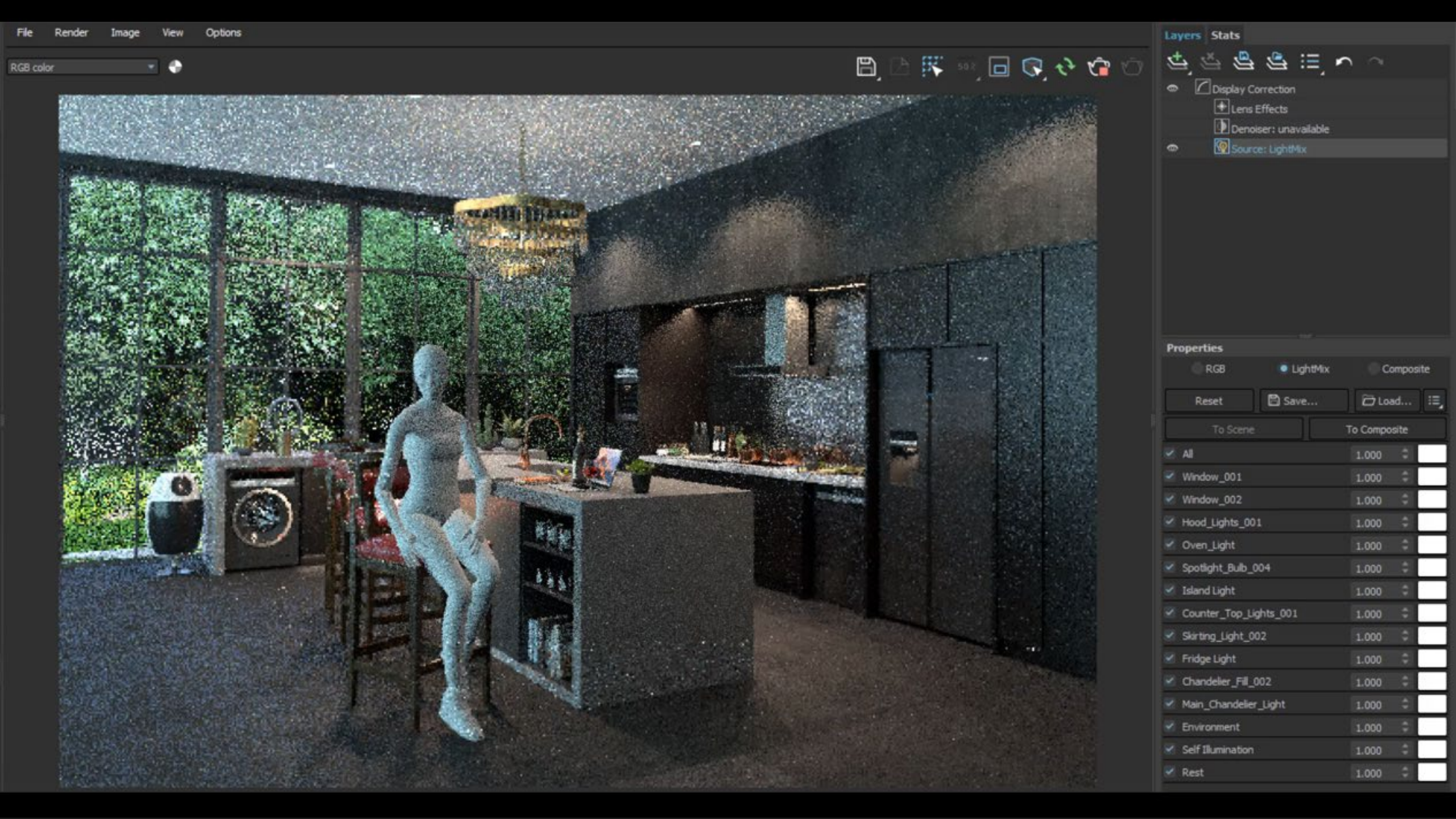












File Render Image View Options

RGB color

50%

Layers Stats

Display Correction
+ Lens Effects
Denoiser: unavailable
Source: LightMix

Properties

RGB LightMix Composite

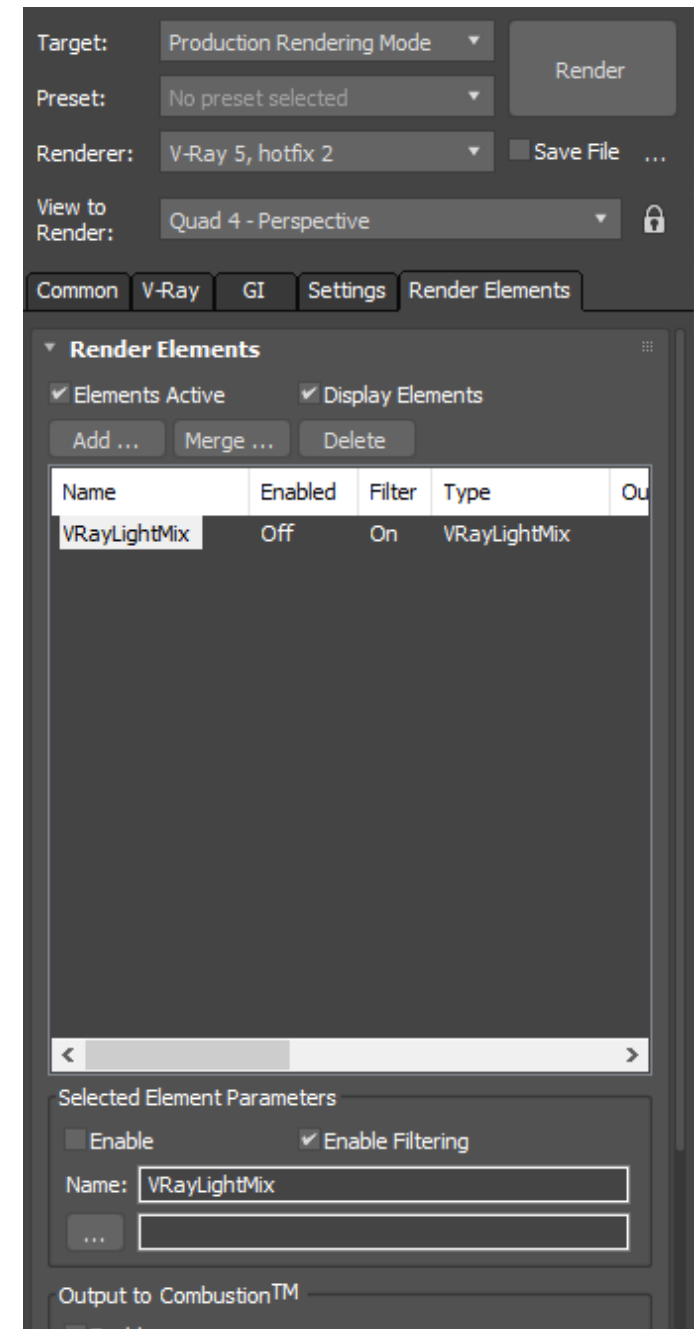
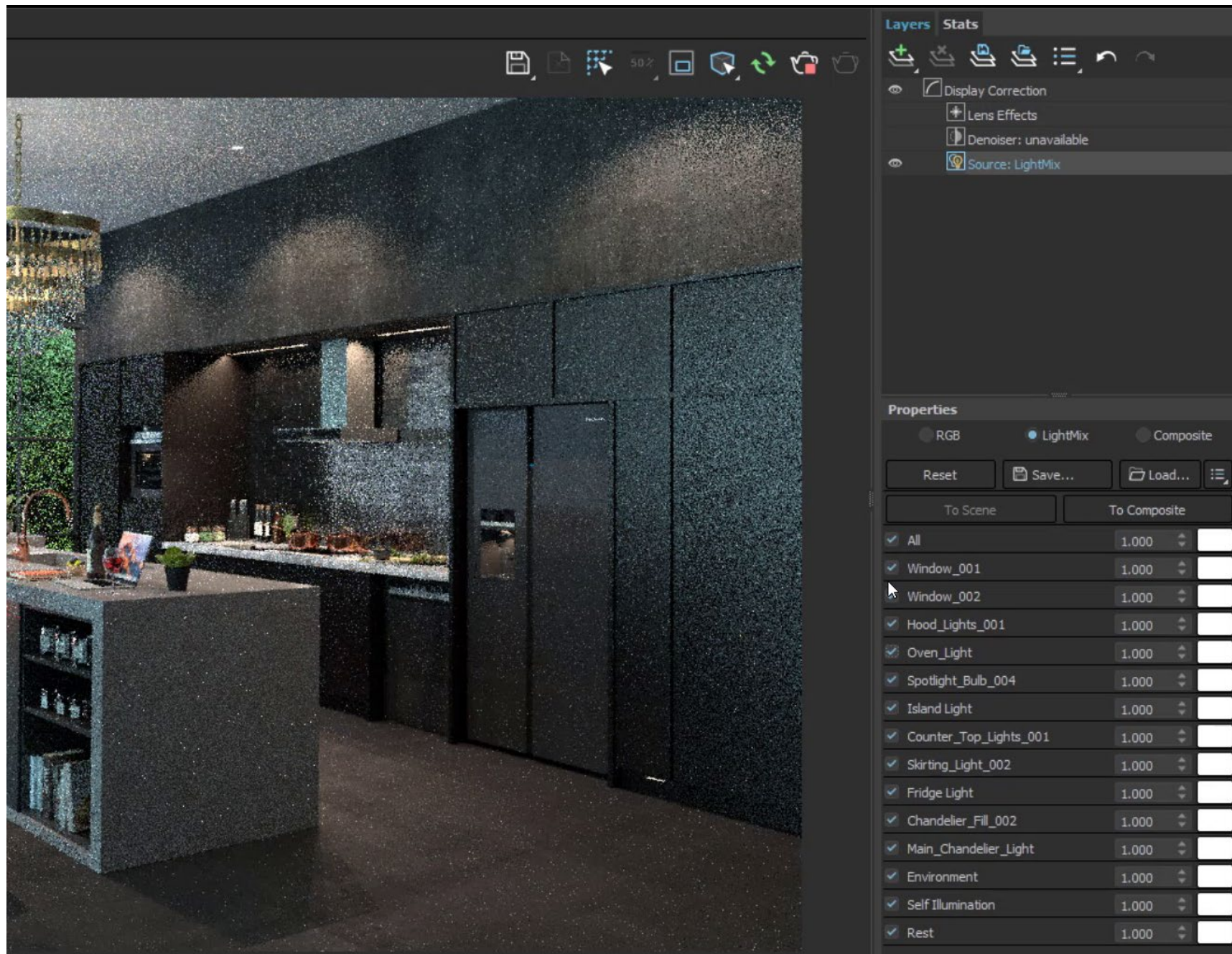
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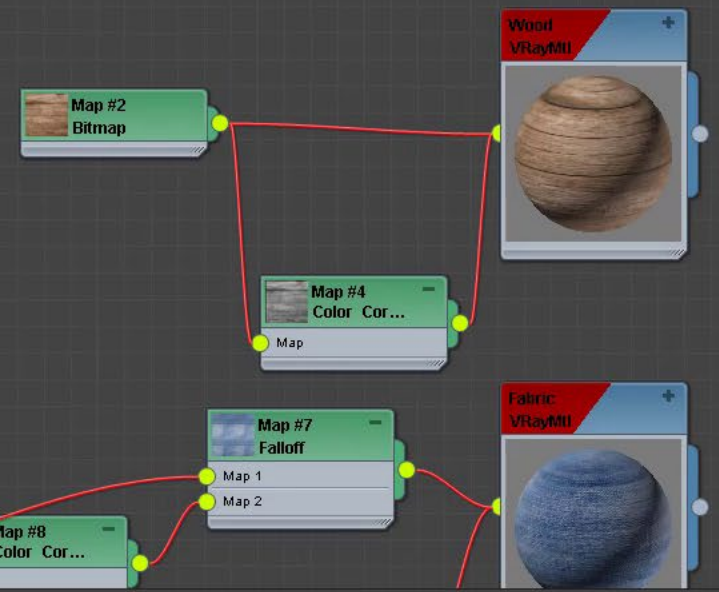
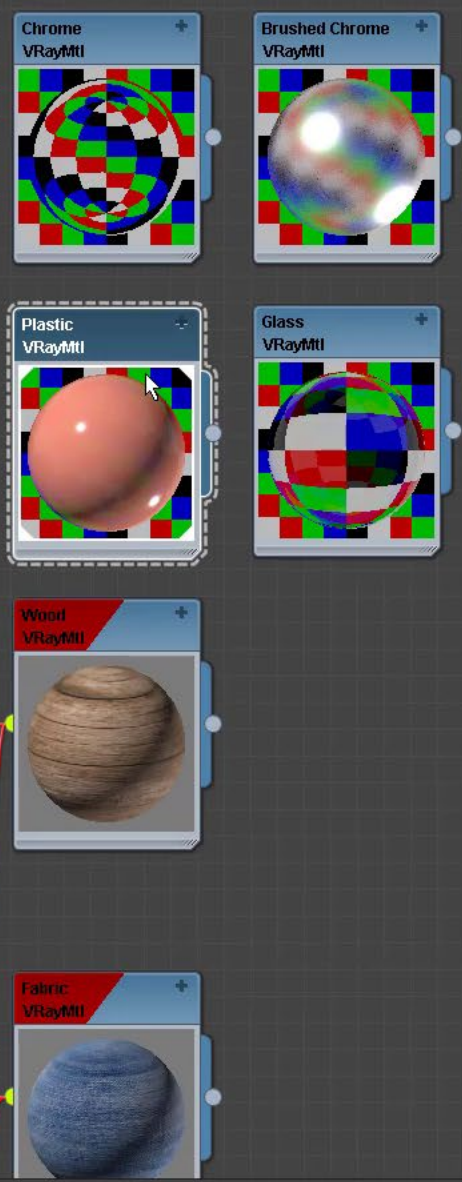
To Scene To Composite

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✓ Window_001	1.000	
✓ Window_002	1.000	
✓ Hood_Lights_001	1.000	
✓ Oven_Light	1.000	
✓ Spotlight_Bulb_004	1.000	
✓ Island Light	1.000	
✓ Counter_Top_Lights_001	1.000	
✓ Skirting_Light_002	1.000	
✓ Fridge Light	1.000	
✓ Chandelier_Fill_002	1.000	
✓ Main_Chandelier_Light	1.000	
✓ Environment	1.000	
✓ Self Illumination	1.000	
✓ Rest	1.000	









View1

Plastic (VRayMtl)

Plastic

Basic parameters

Diffuse ■
 Roughness 0.0

Reflect ■ Max depth 5
 Glossiness 0.85 ☐ Reflect on back side
☒ Fresnel reflections ☐ Dim distance 100.0cm
 Fresnel IOR 1.6 ☐ Dim fall off 0.0
 Metalness 0.0 ☐ Subdivs 8
 Affect channels Col...nly

Refract ■ Max depth 5
 Glossiness 1.0 ☒ Affect shadows
 IOR 1.6 ☐ Subdivs 8
☐ Abbe number 50.0 ☐ Affect channels Col...nly

Fog color ■ Fog bias 0.0
 Fog multiplier 1.0

Translucency None Thickness 1000.0cm
 Scatter coeff 0.0 Back-side color ■
 Fwd/bck coeff 1.0 Light multiplier 1.0

Self-illumination ■ ☐ GI Mult 1.0
☐ Compensate camera exposure

BRDF

Microfacet GTR (GGX) Anisotropy 0.0
☒ Use glossiness Rotation 0.0
☐ Use roughness ☒ Local axis X Y Z
 GTR tail falloff 2.0 ☐ Map channel 1

Options

Maps



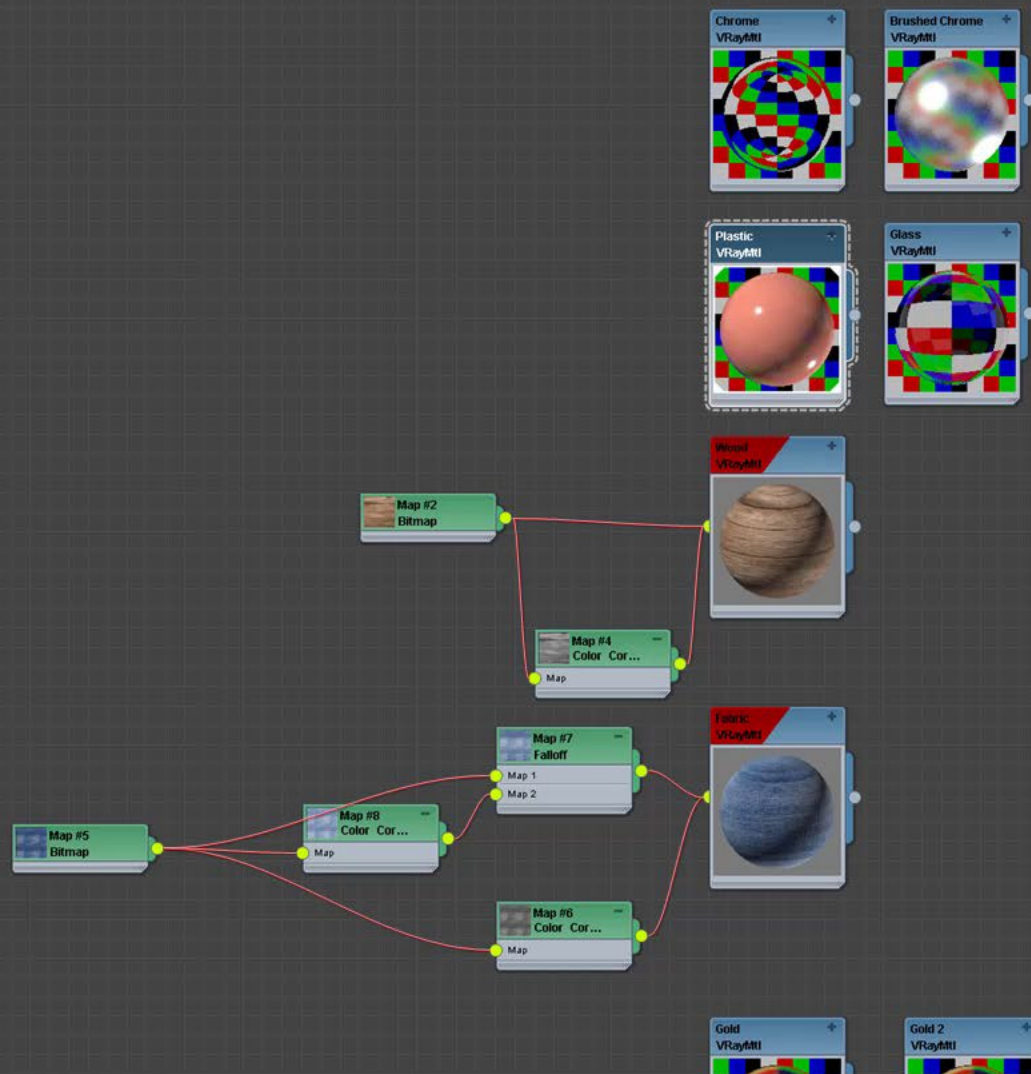
Material/Map Browser

Search by Name ...

- + Materials
- + Maps
- + Controllers
- + Scene Materials
- + Sample Slots

- Material/Map Browser Options
- New Group...
- New Material Library...
- Open Material Library...
- ✓ Materials
- ✓ Maps
- ✓ Controllers
- ✓ Autodesk Material Library
- ✓ Scene Materials
- ✓ Sample Slots
- Show Incompatible
- ✓ Show Empty Groups
- Additional Options

View1



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Compensate camera exposure

BRDF

Microfacet GTR (GGX)

Anisotropy 0.0

Use glossiness

Rotation 0.0

Use roughness

Local axis X Y Z

GTR tail falloff 2.0

Map channel 1

Options

Maps



Material/Map Browser

Search by Name ...

- Basic Materials.mat

+ Materials

+ Maps

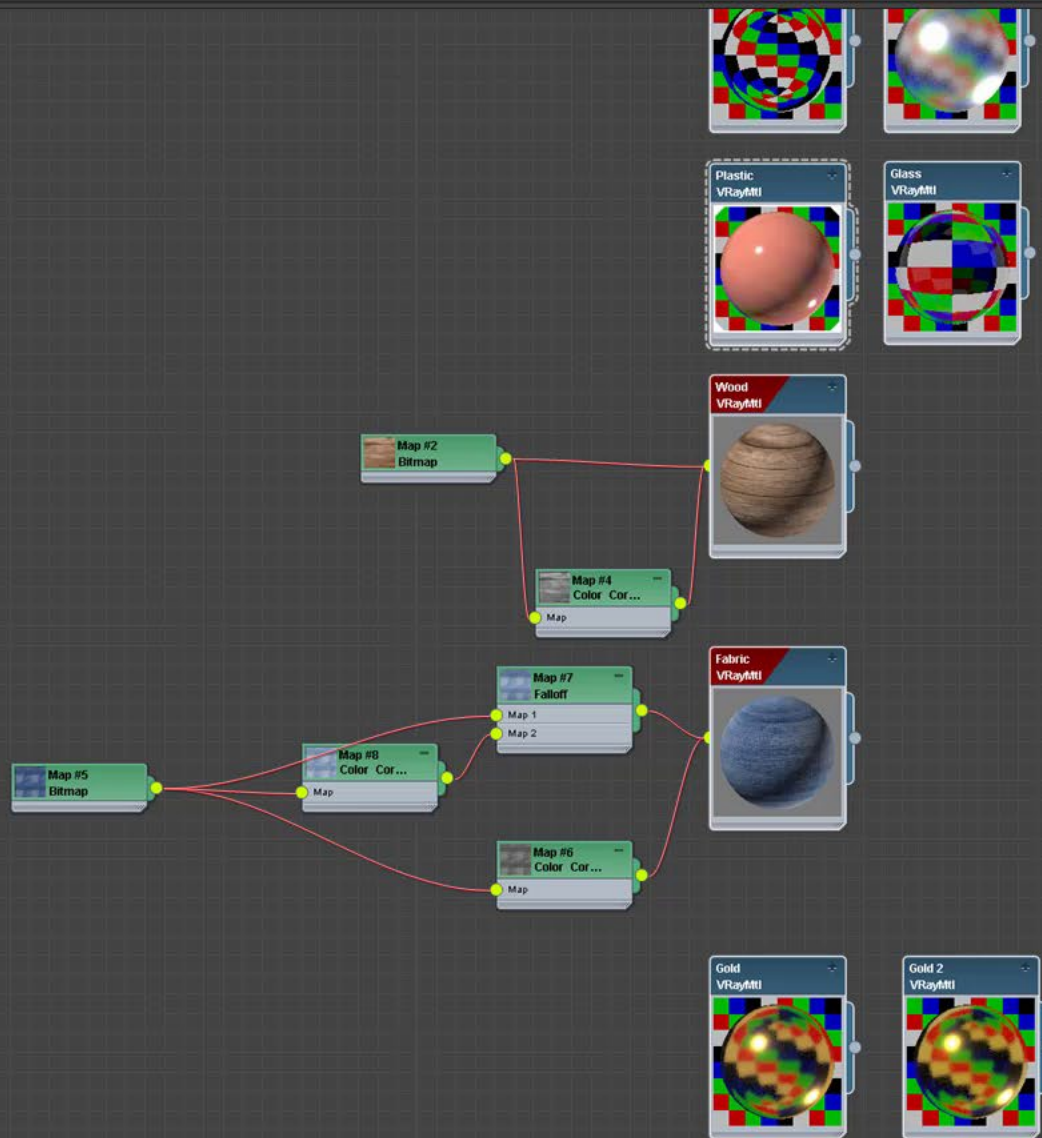
+ Controllers

+ Scene Materials

+ Sample Slots

- Basic Materials.mat Options
- C:\Dropbox\Projects\ ... \Basic Materials.mat
- Edit Group Color ...
- Rename Group ...
- Sort Alphabetically
- Update Scene Materials from Library
- Get Selected Materials/Maps
- Get All Scene Materials/Maps ...
- Show Subtree
- Display Material Library As
- Context Menu Options
- Close Material Library

View1



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Affect channels

Refract

Glossiness

Max depth

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☒ Affect shadows

Subdivs

Abbe number

Affect channels

Fog color

Fog multiplier

Fog bias

Translucency

Thickness

Scatter coeff

Back-side color

Fwd/bck coeff

Light multiplier

Self-illumination

GI ☐

Mult

Compensate camera exposure ☐

BRDF

Microfacet GTR (GGX)

Anisotropy

Rotation

☒ Use glossiness

☐ Use roughness

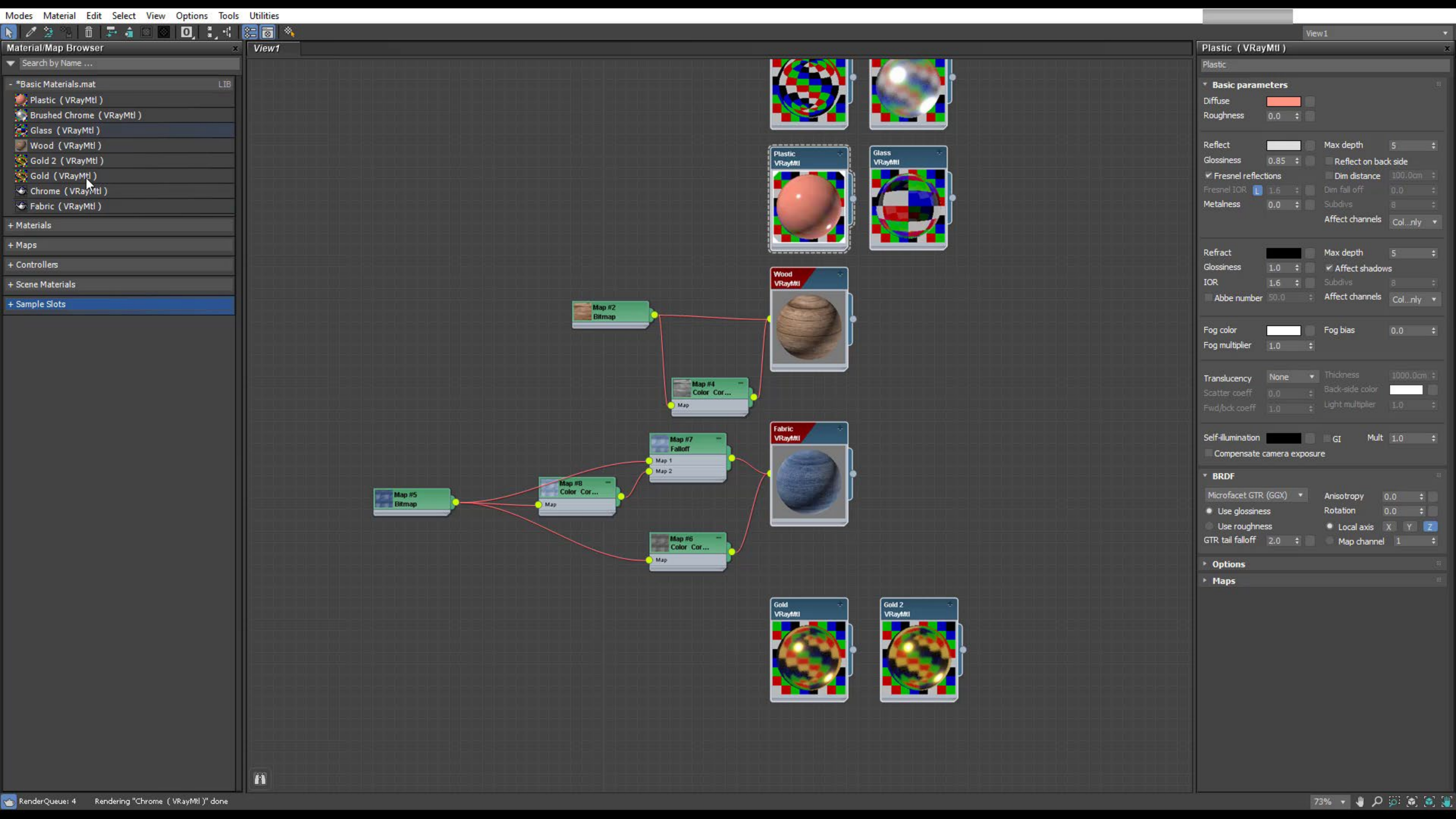
Local axis

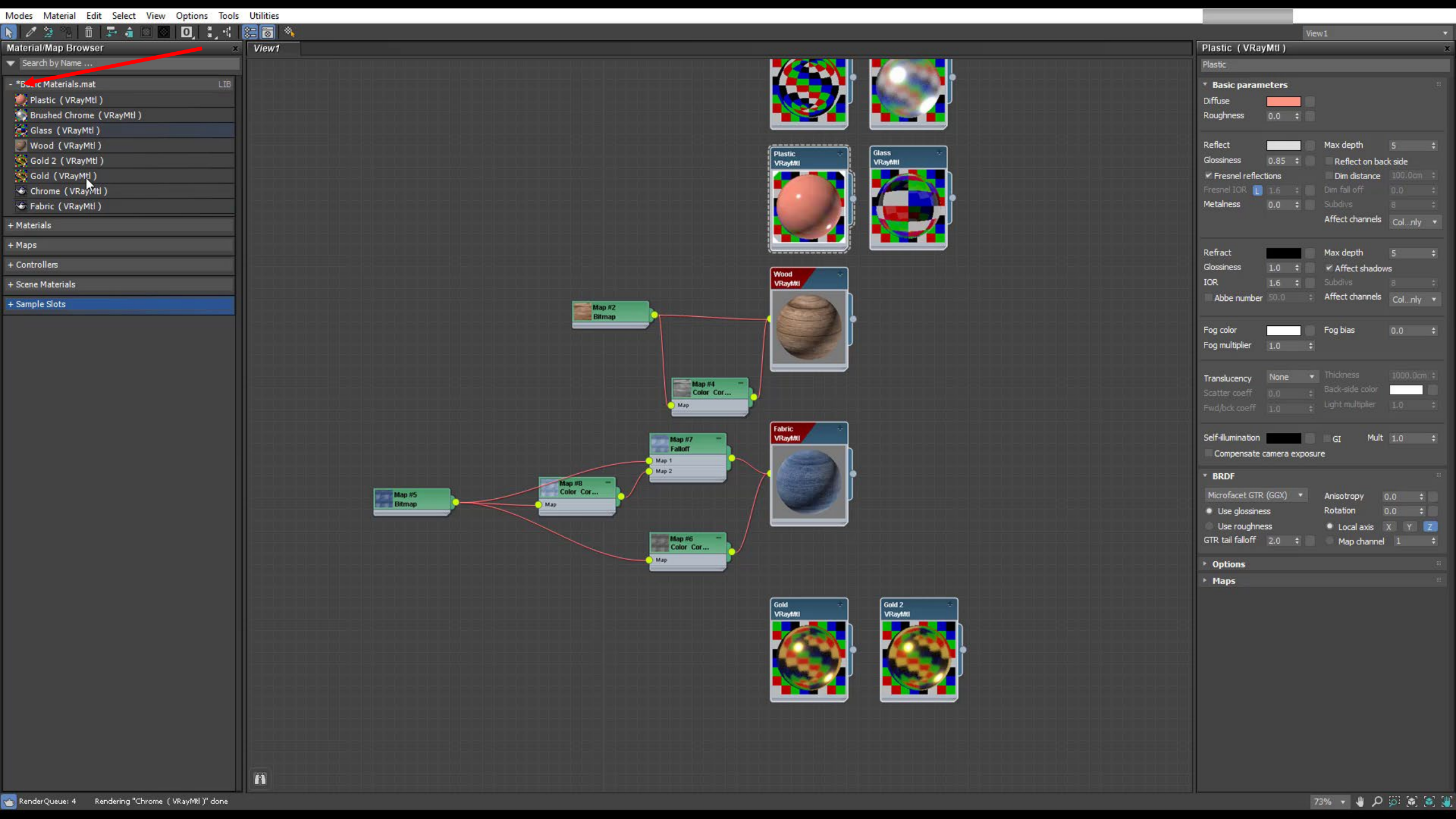
GTR tail falloff

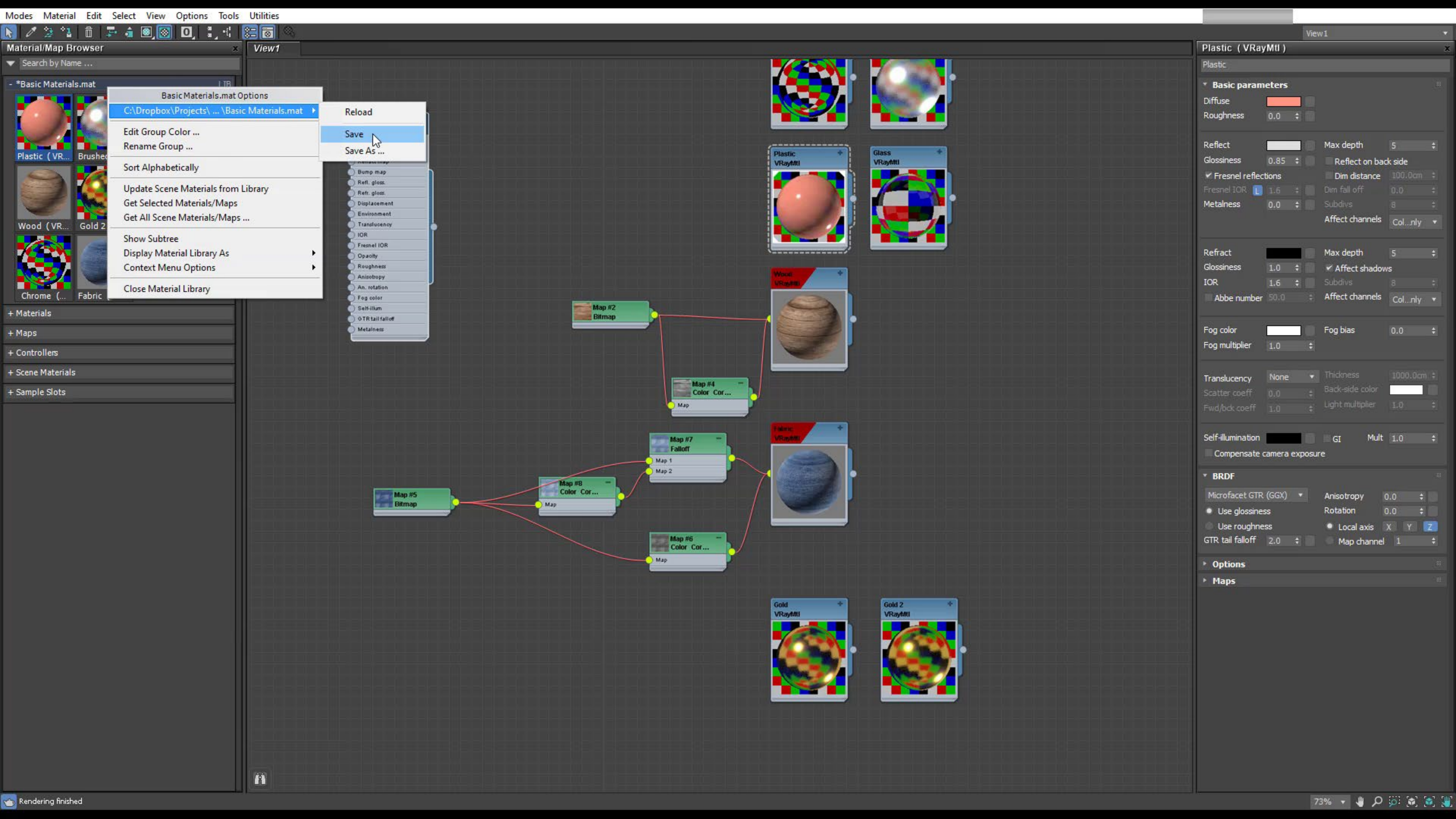
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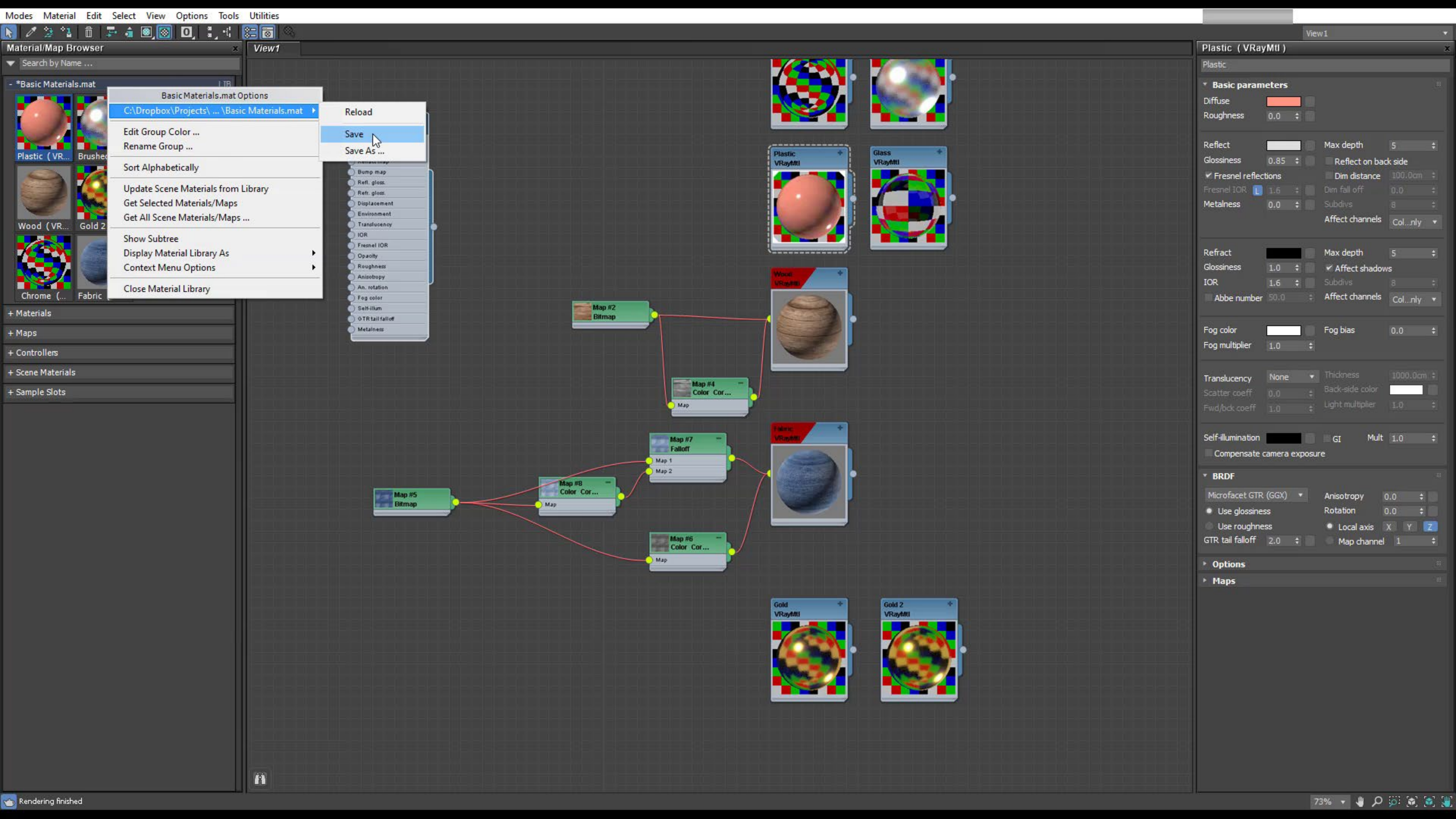
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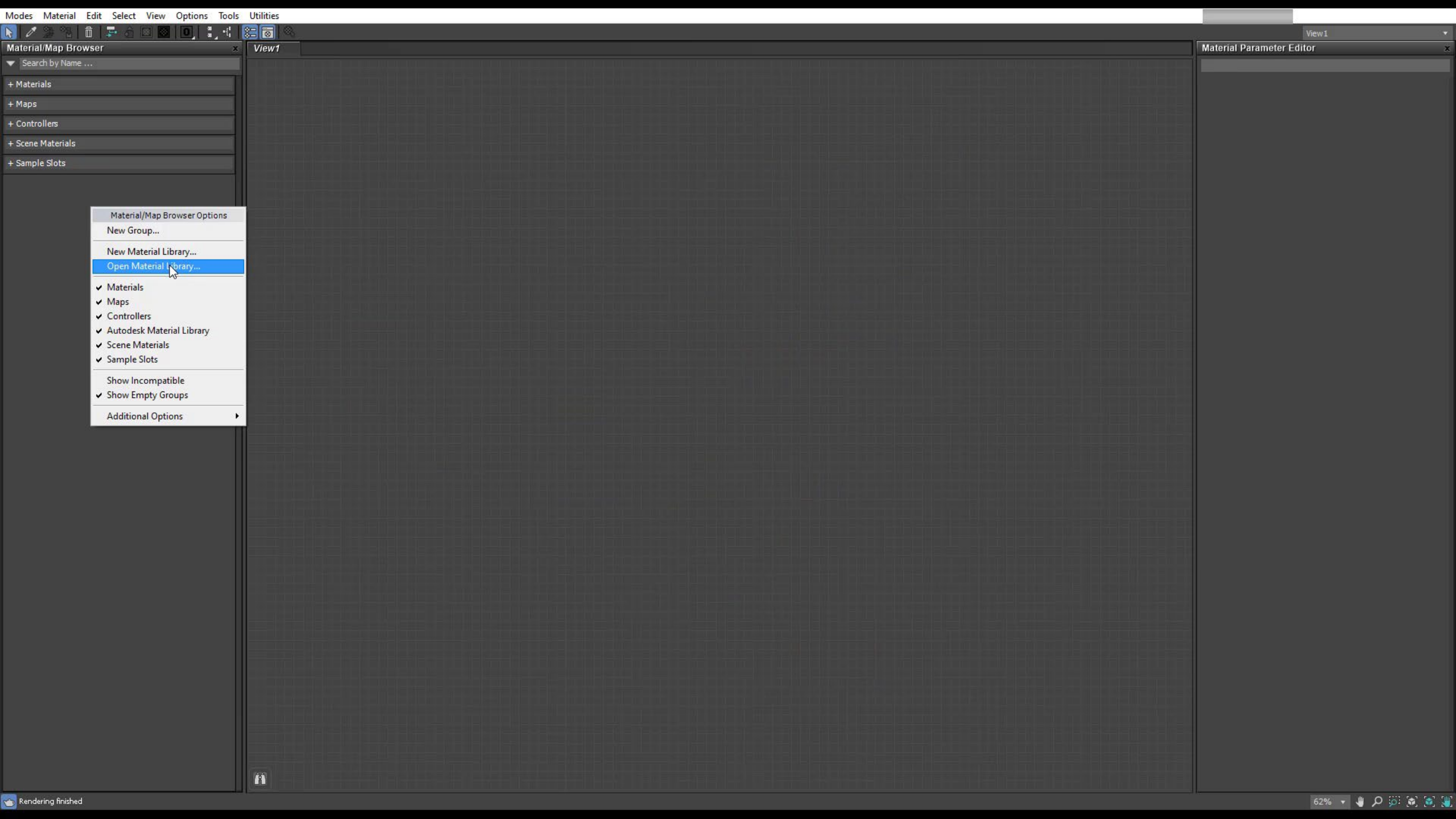
Maps











Material/Map Browser

Search by Name ...

+ Materials

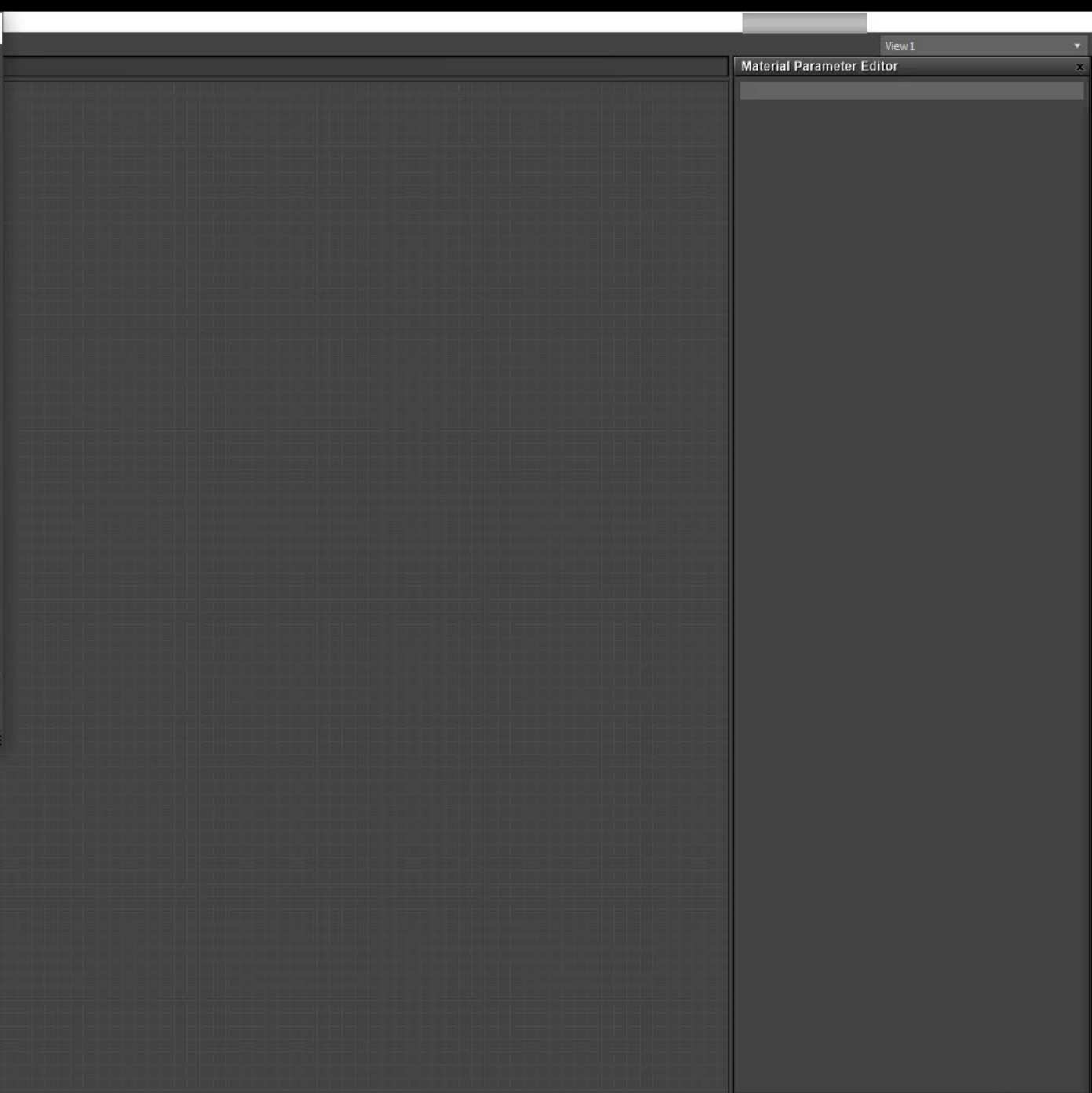
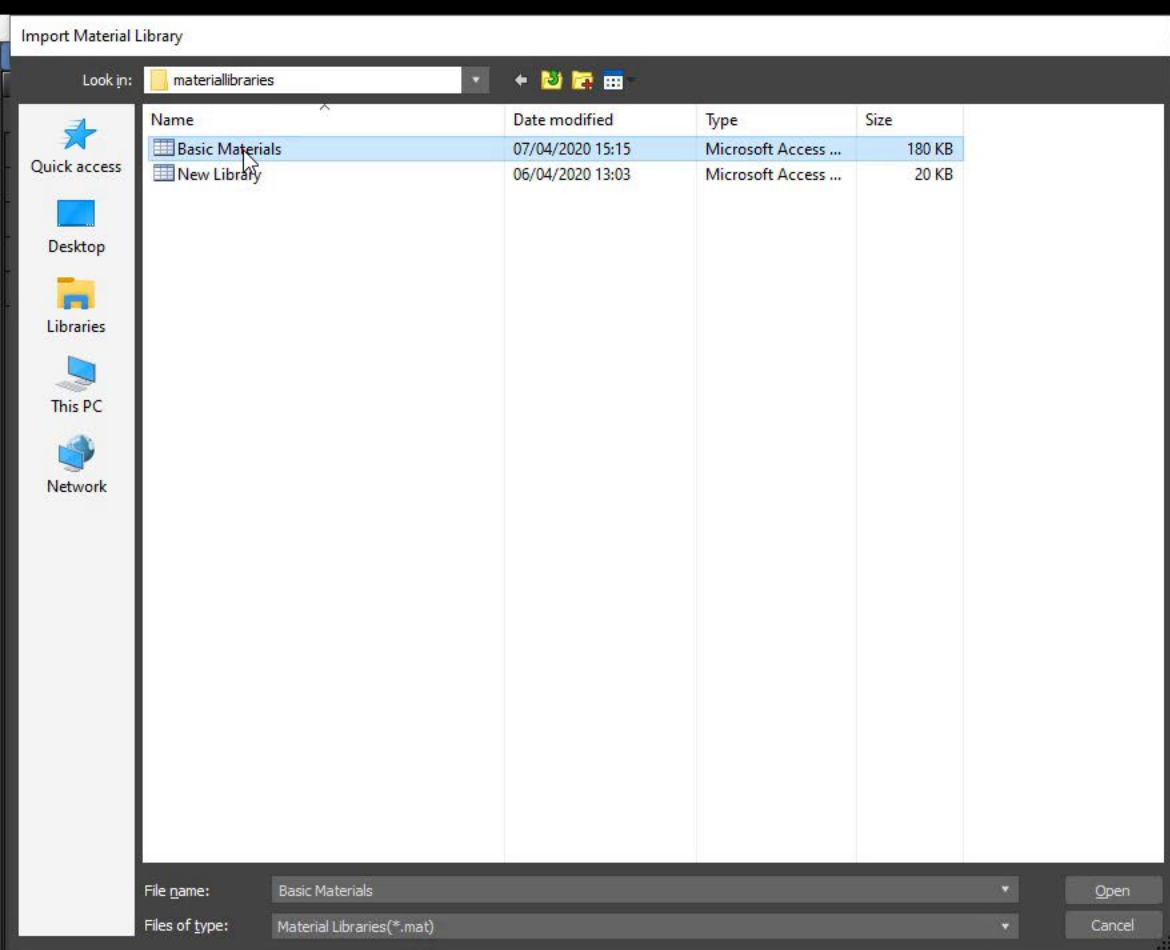
+ Maps

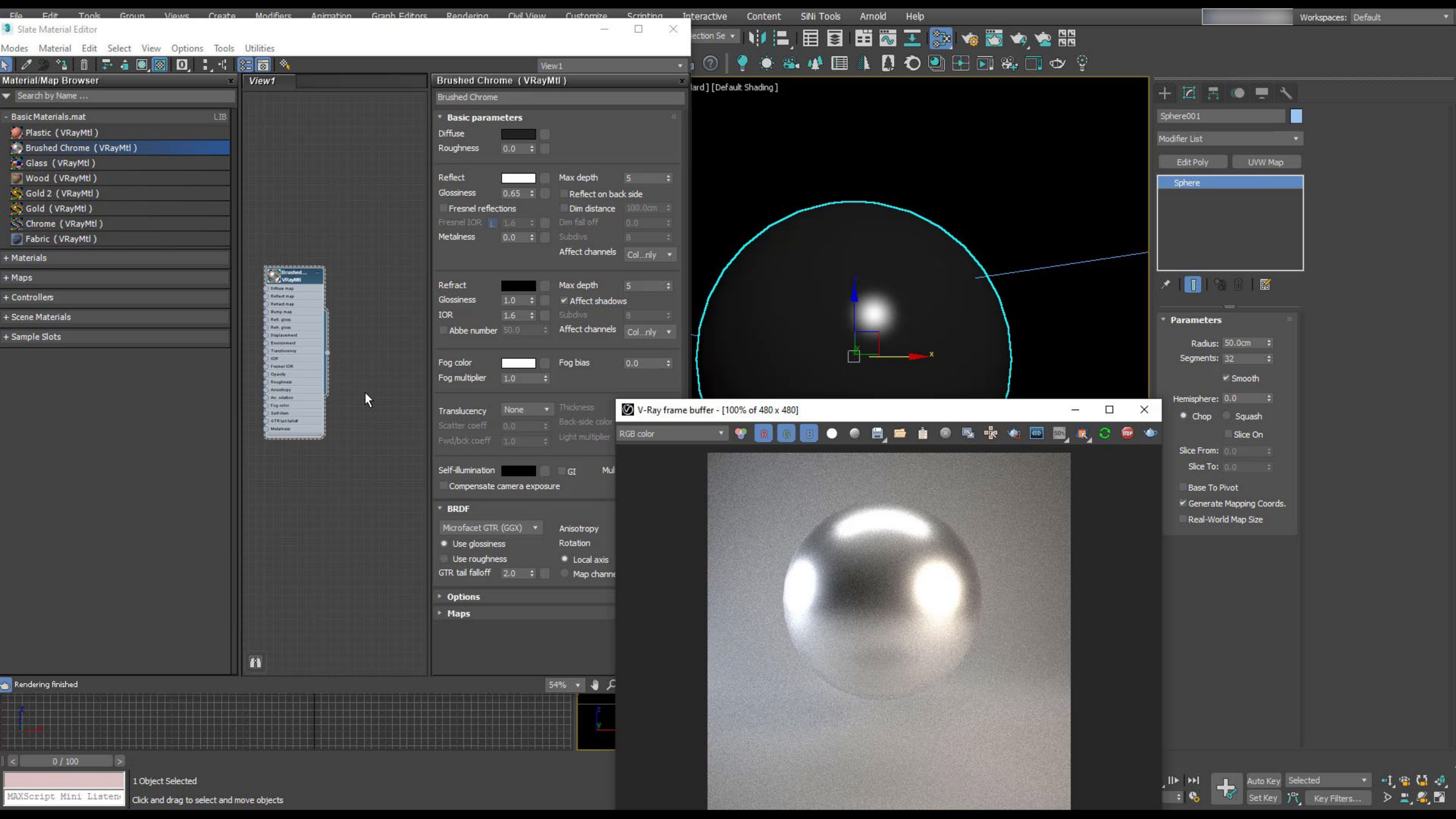
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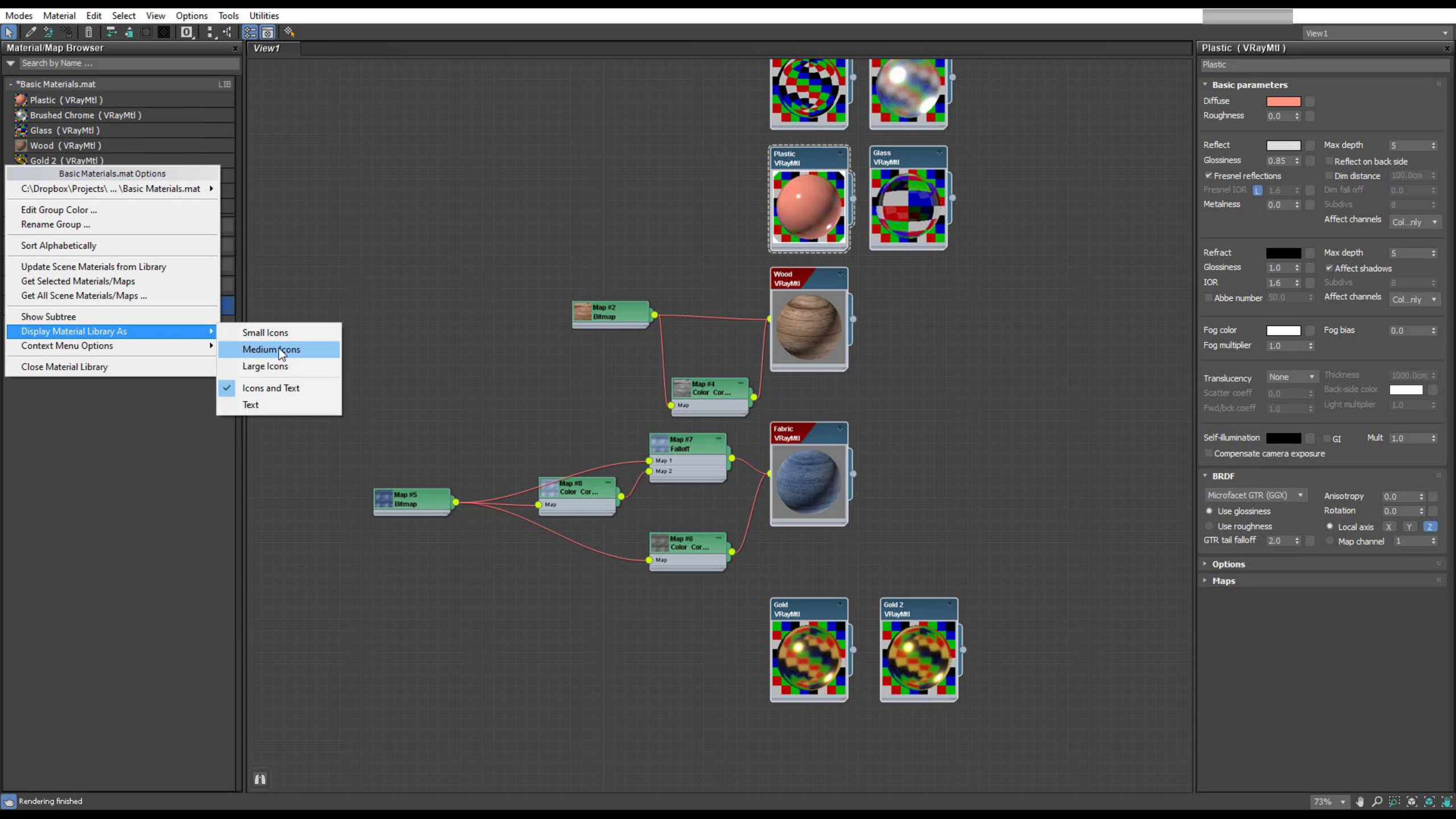
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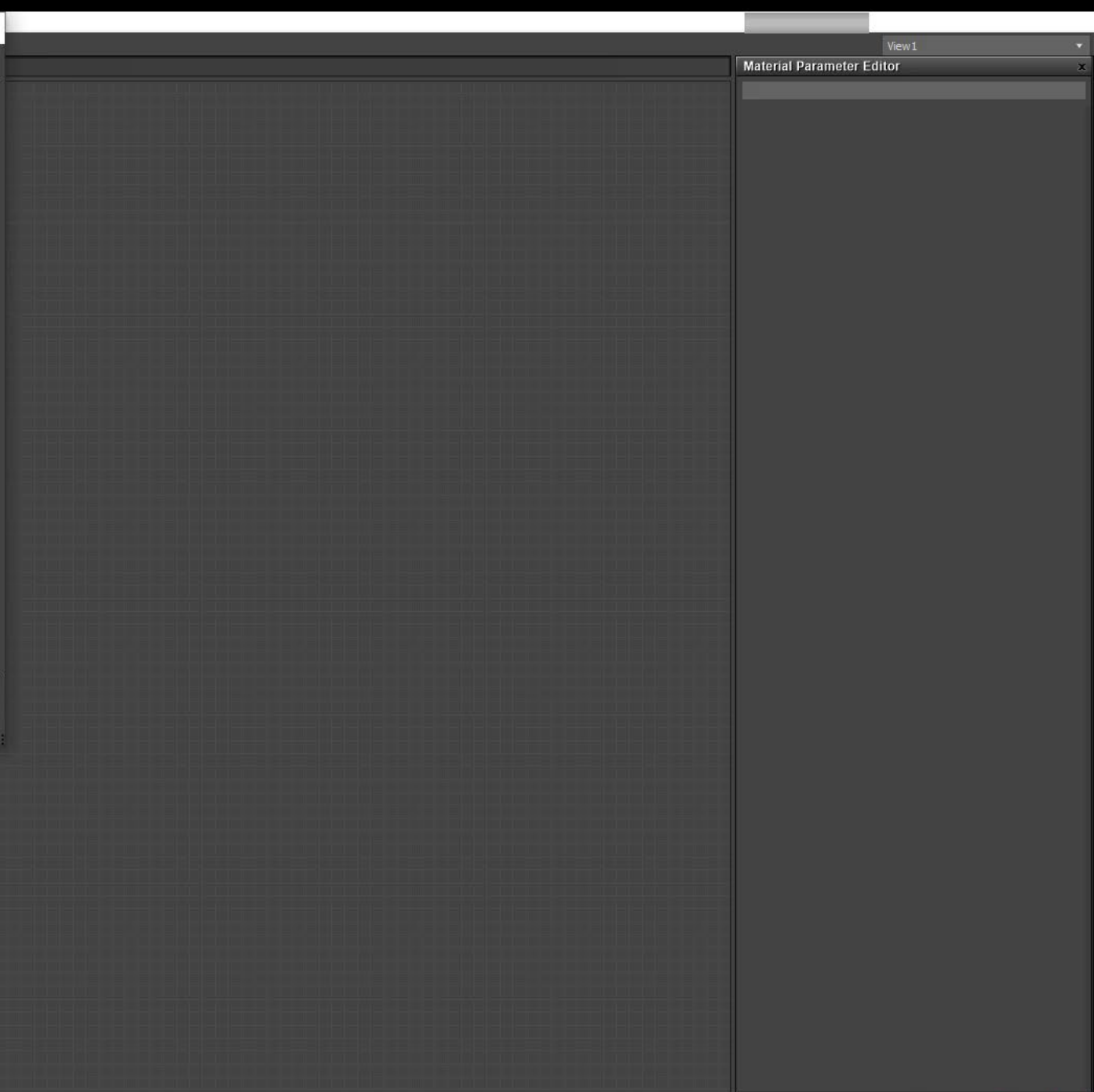
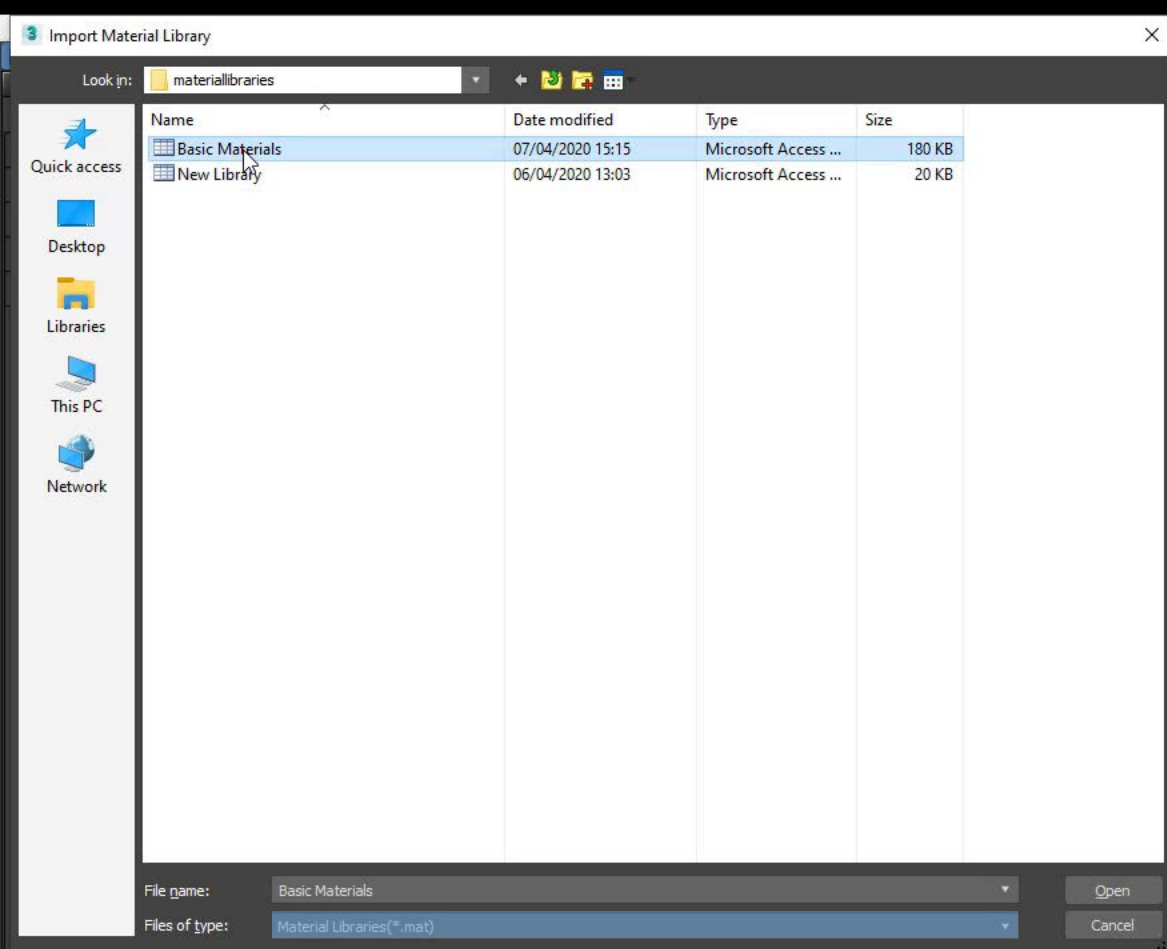
+ Sample Slots

- Material/Map Browser Options
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- Open Material Library...
- ✓ Materials
- ✓ Maps
- ✓ Controllers
- ✓ Autodesk Material Library
- ✓ Scene Materials
- ✓ Sample Slots
- Show Incompatible
- ✓ Show Empty Groups
- Additional Options



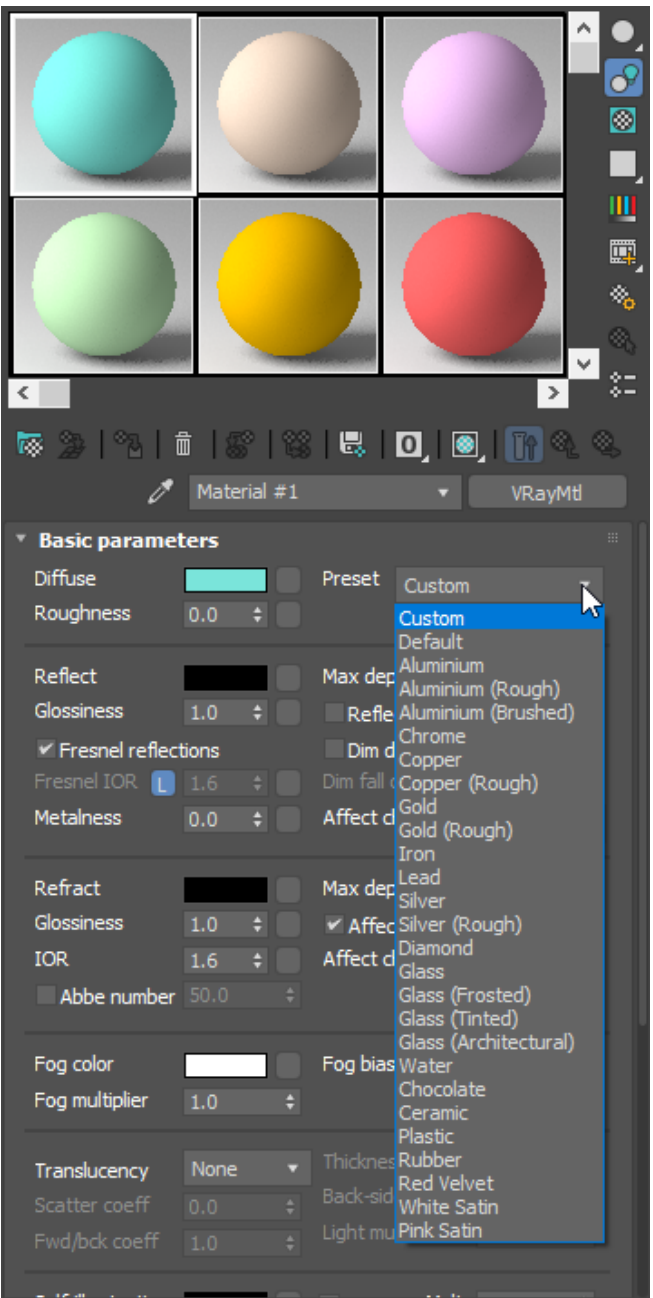
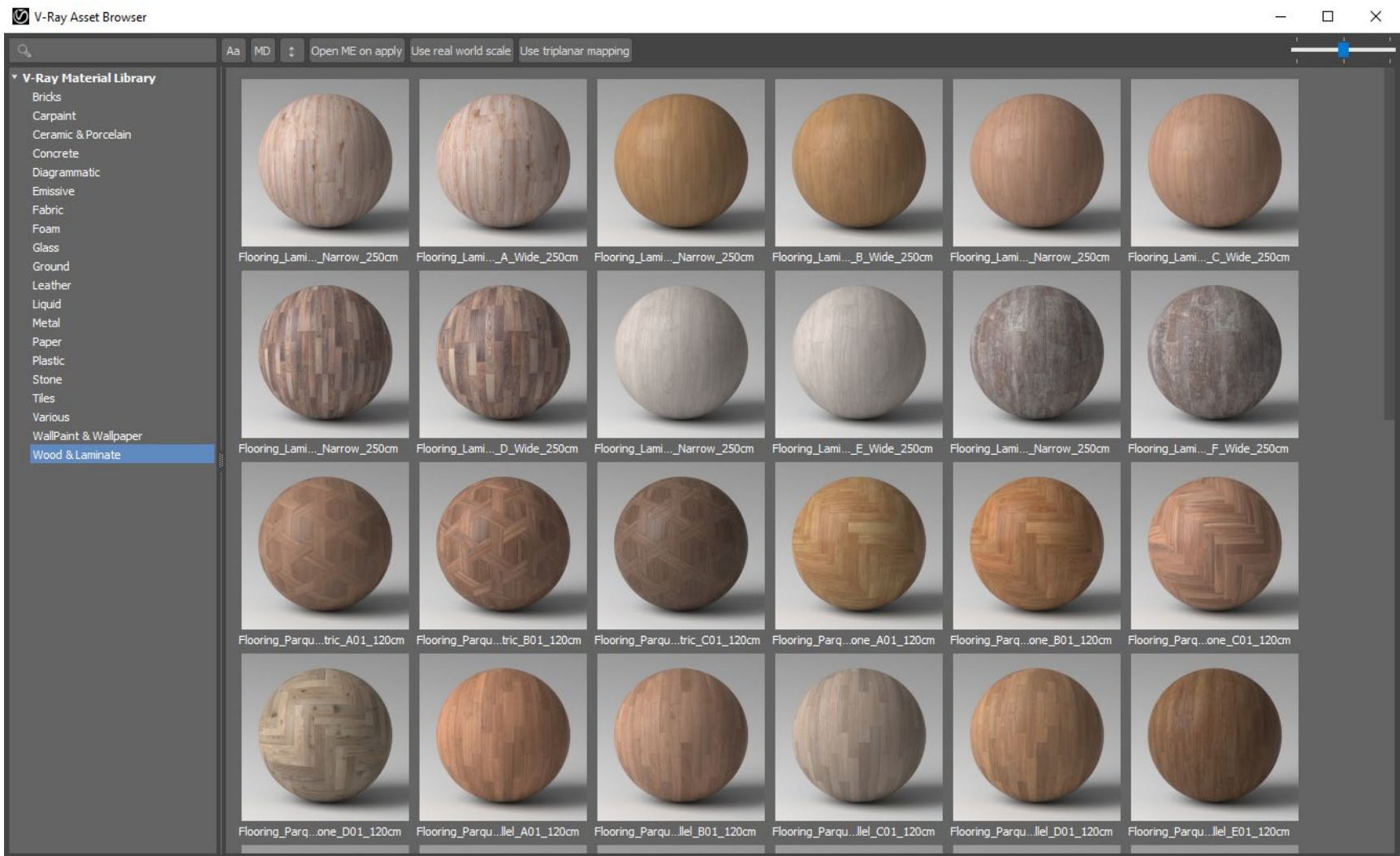
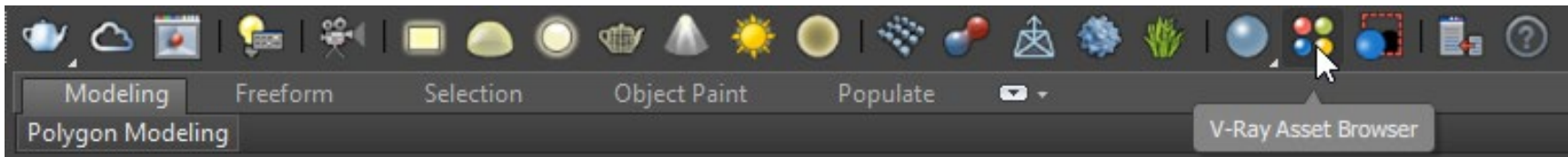


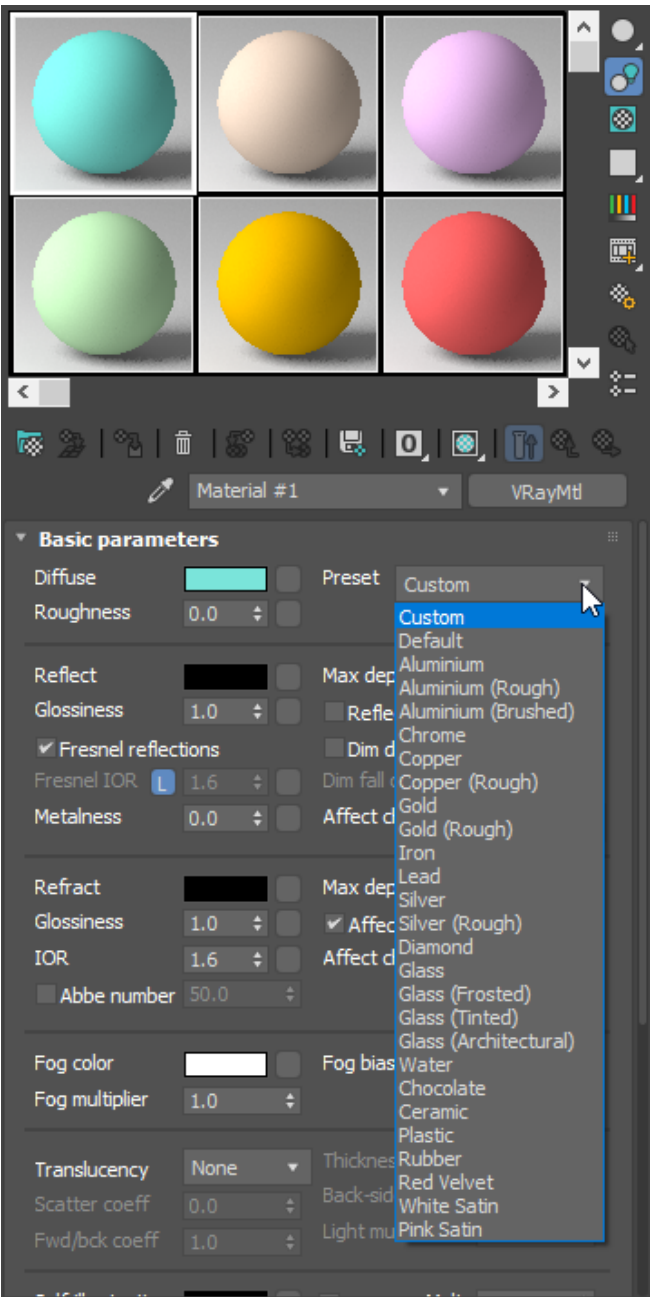
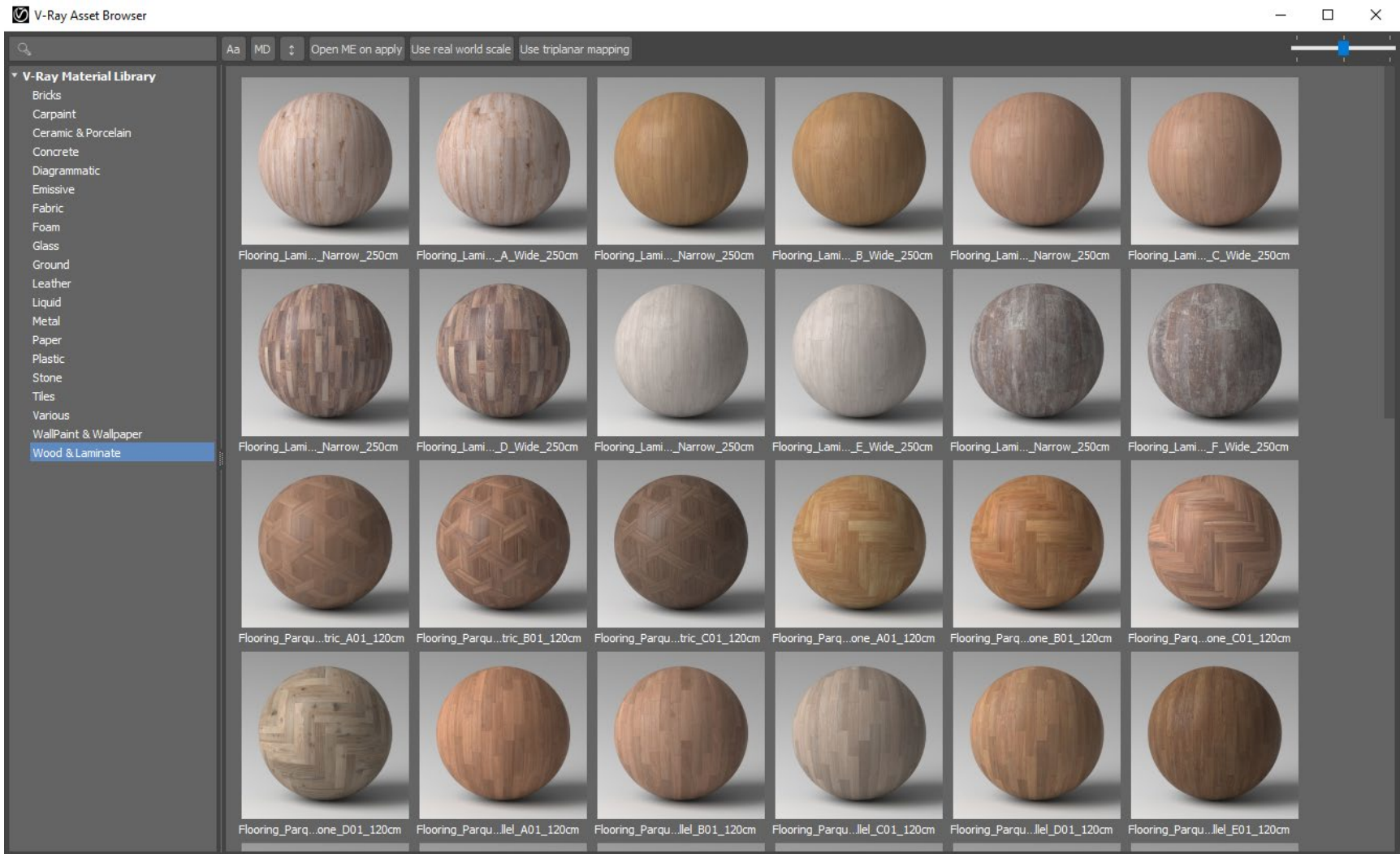
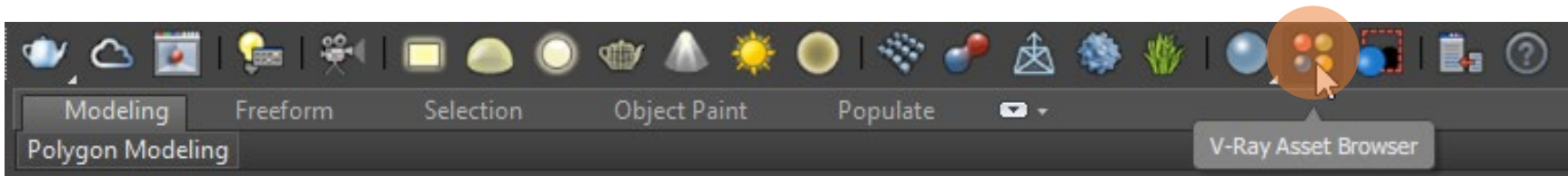


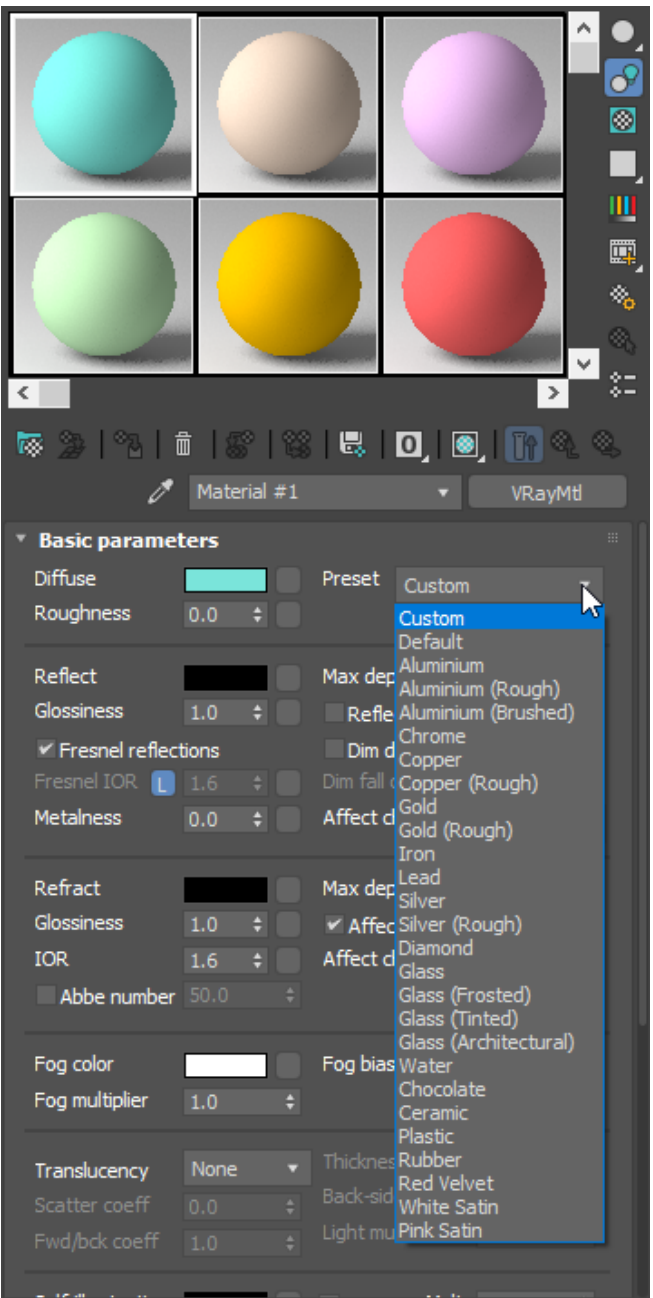
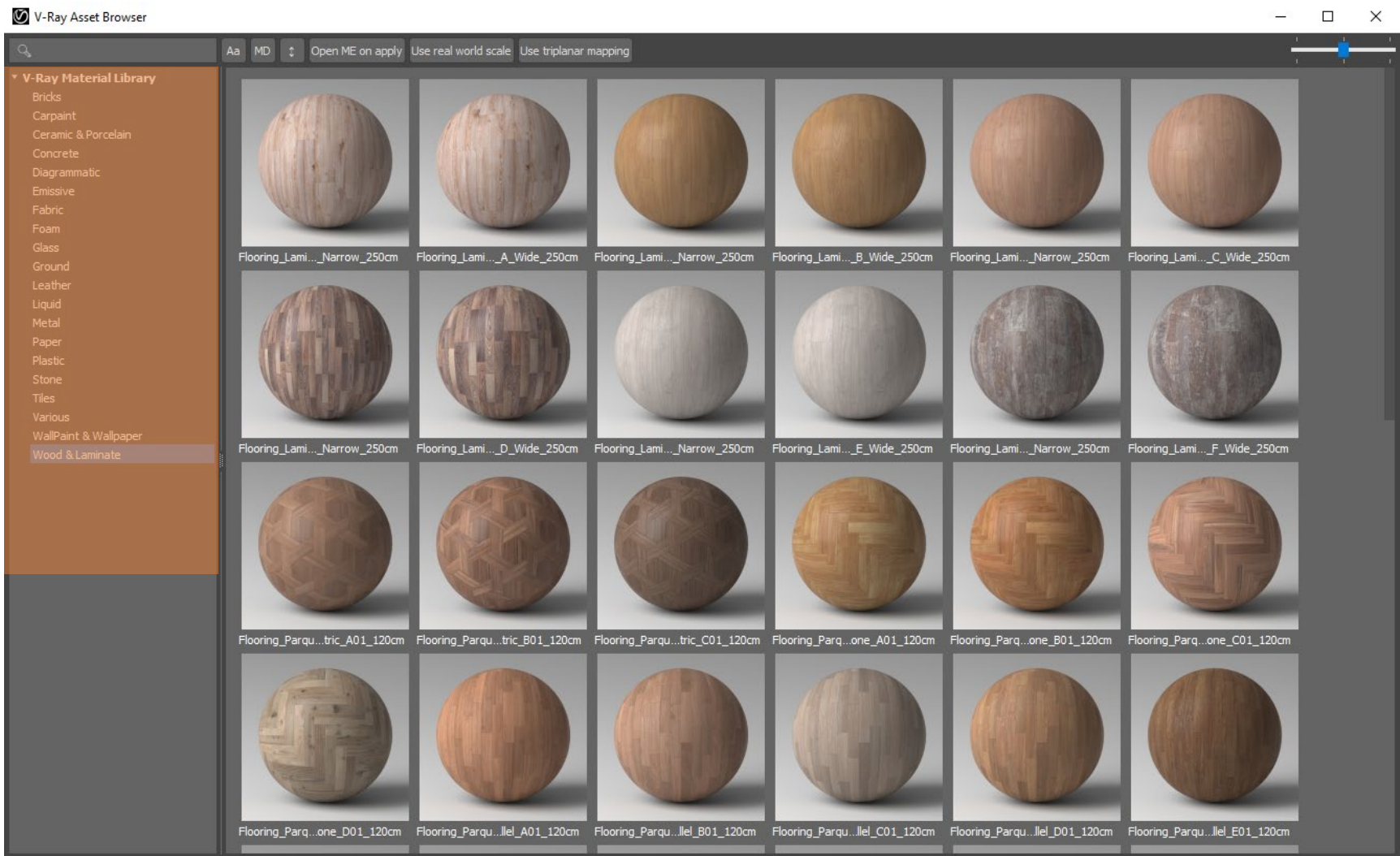
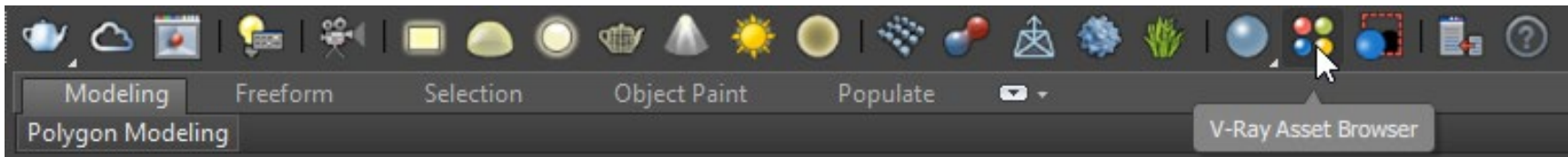


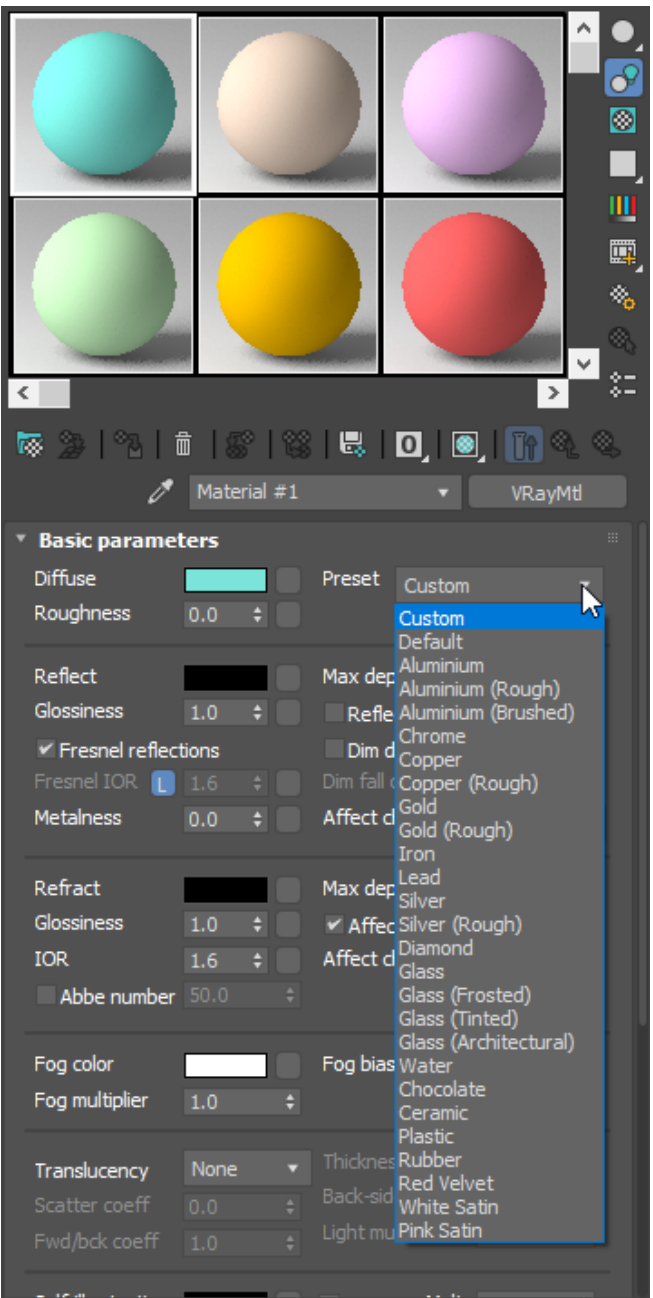
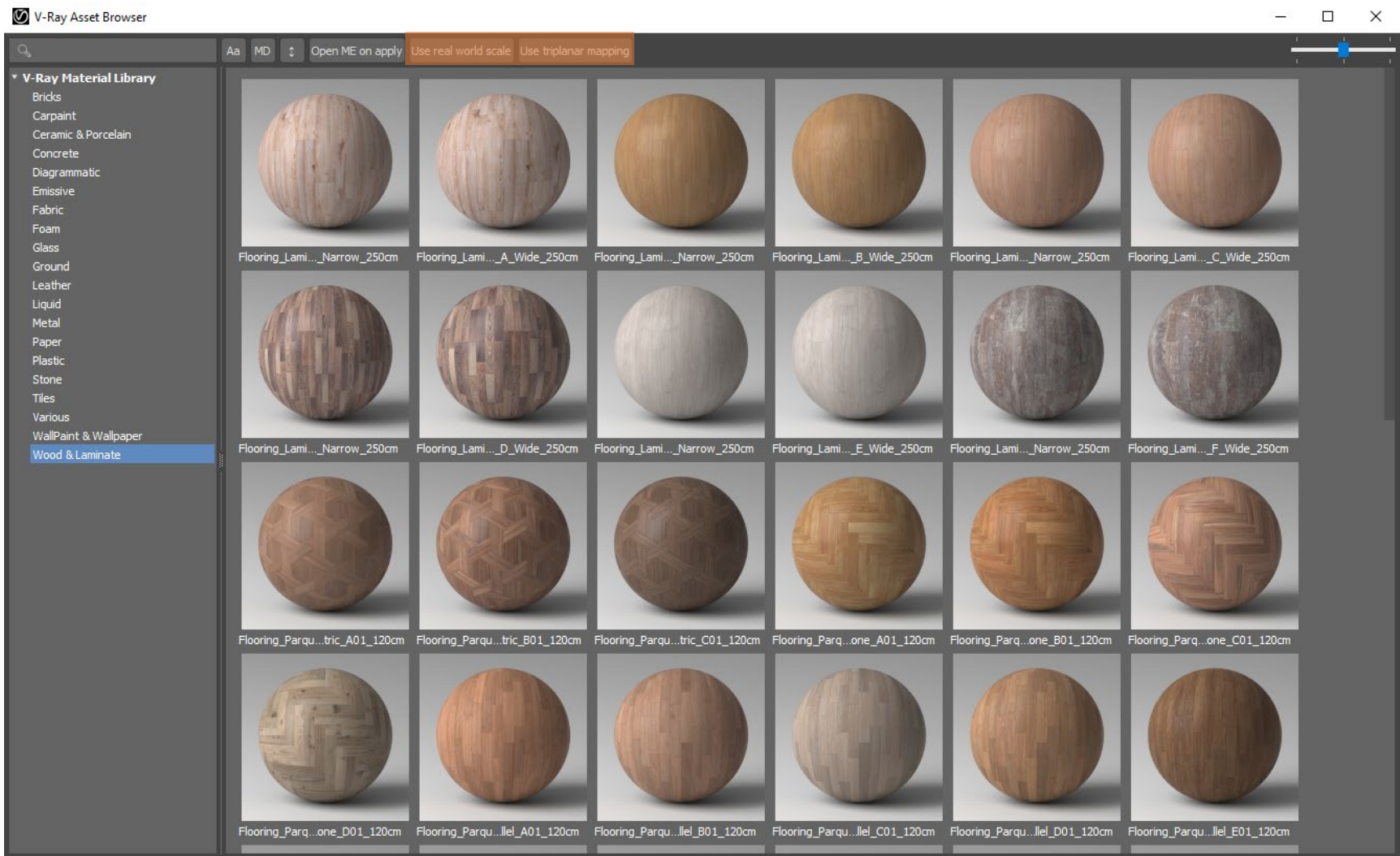
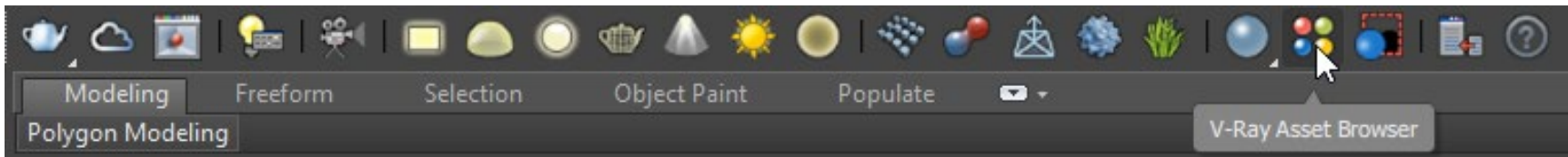


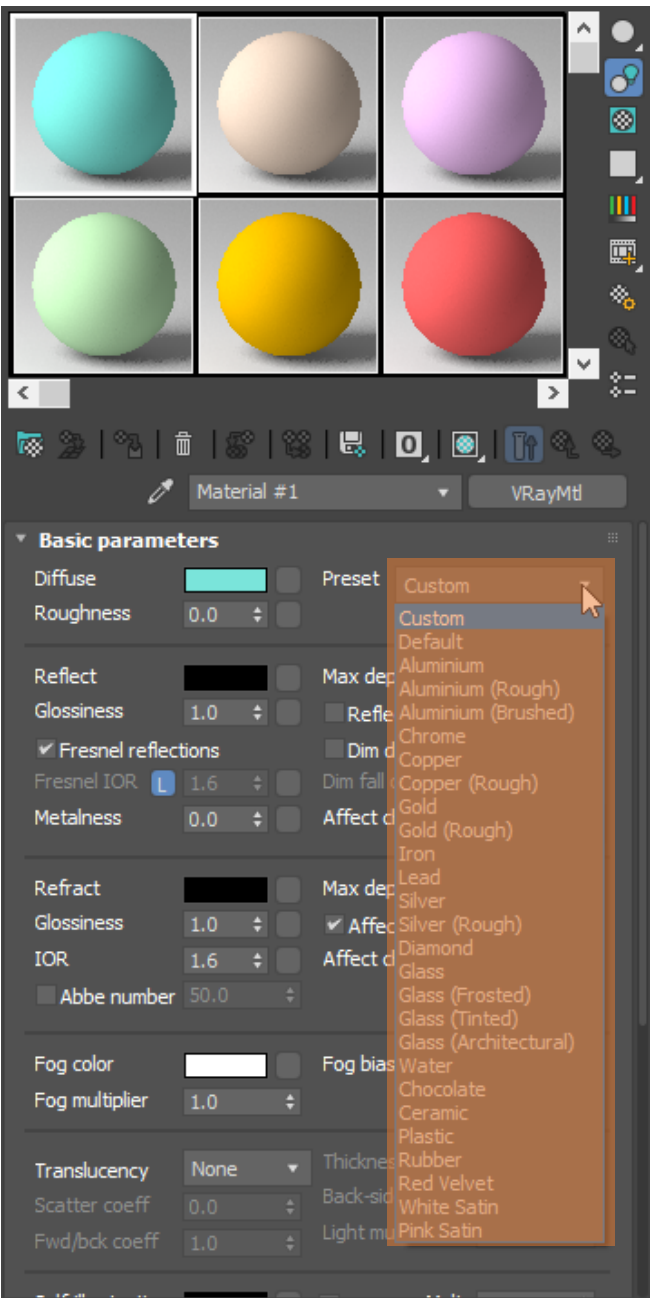
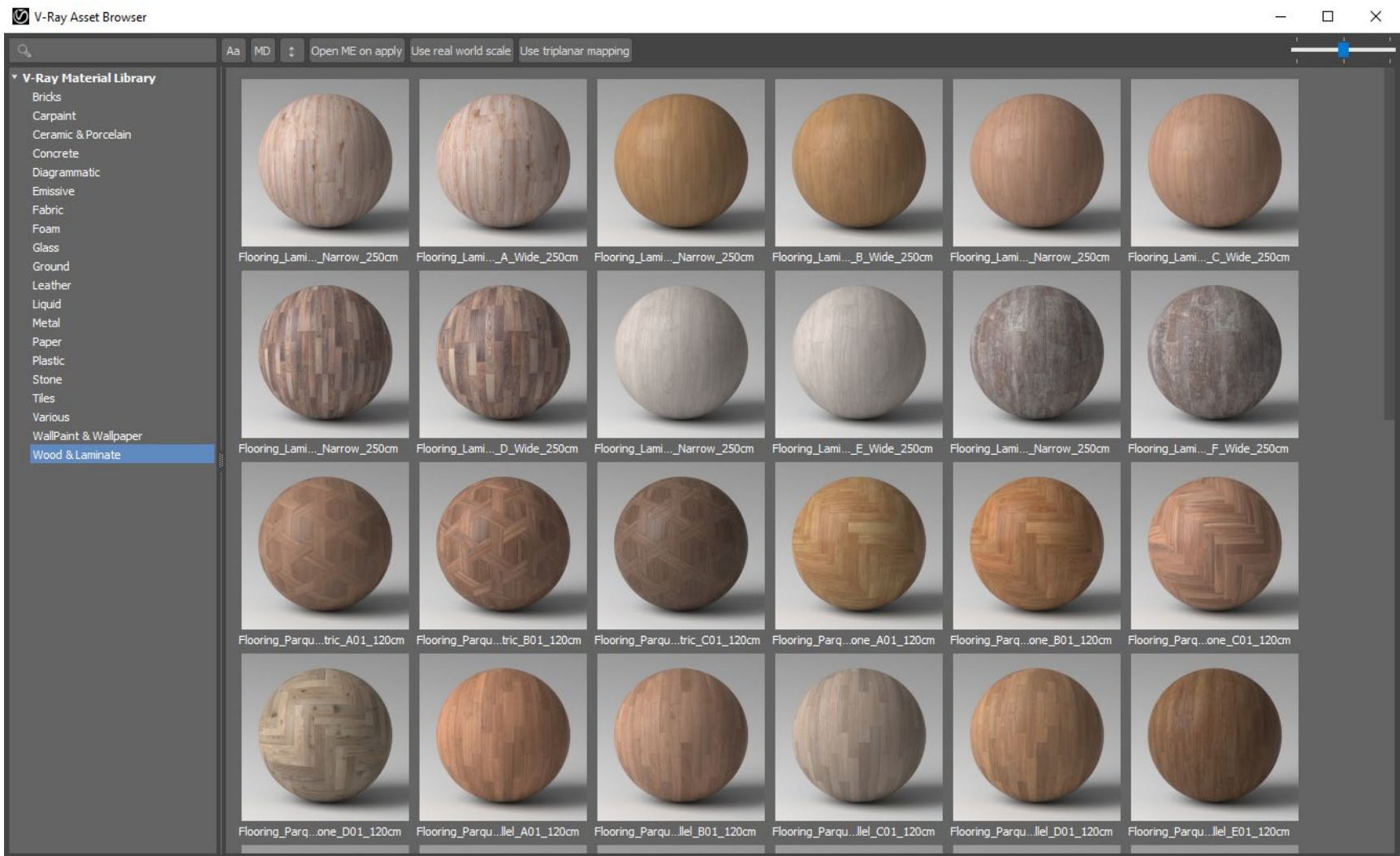
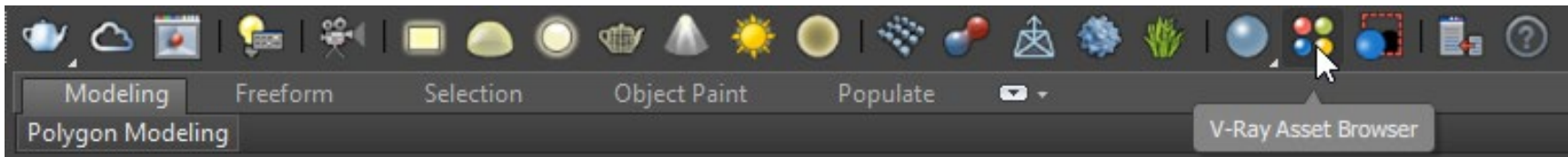


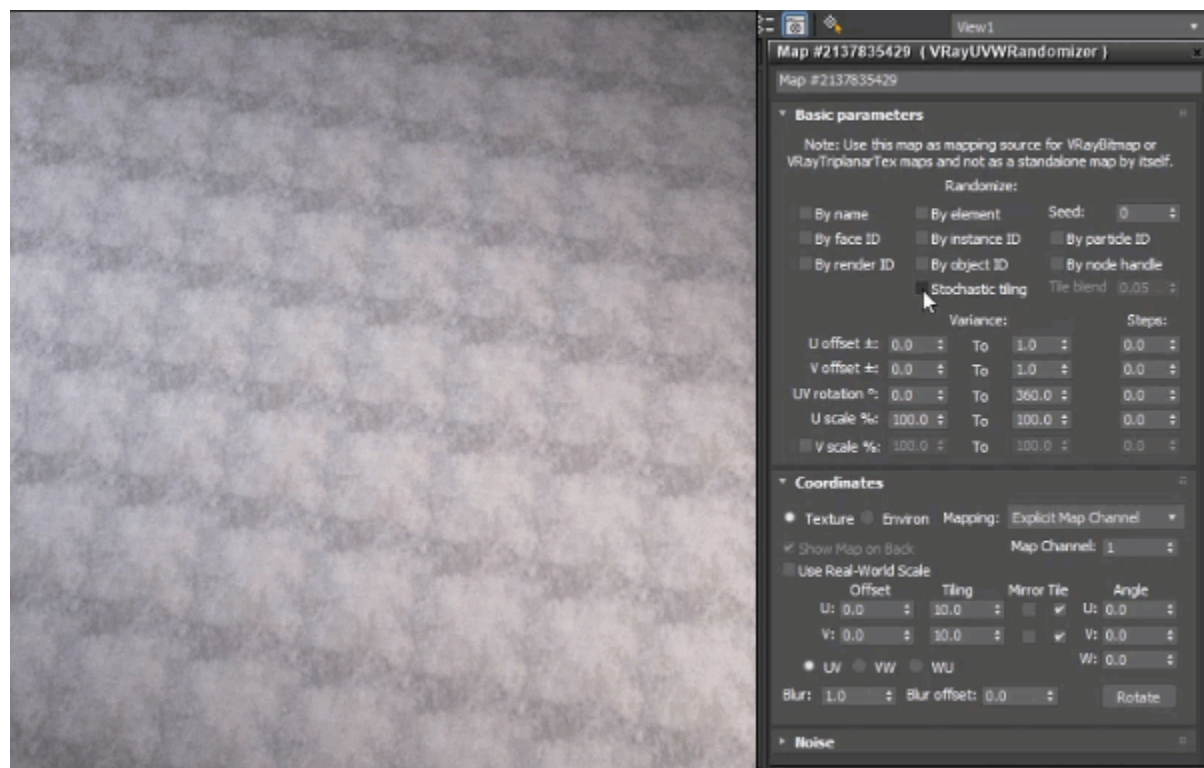


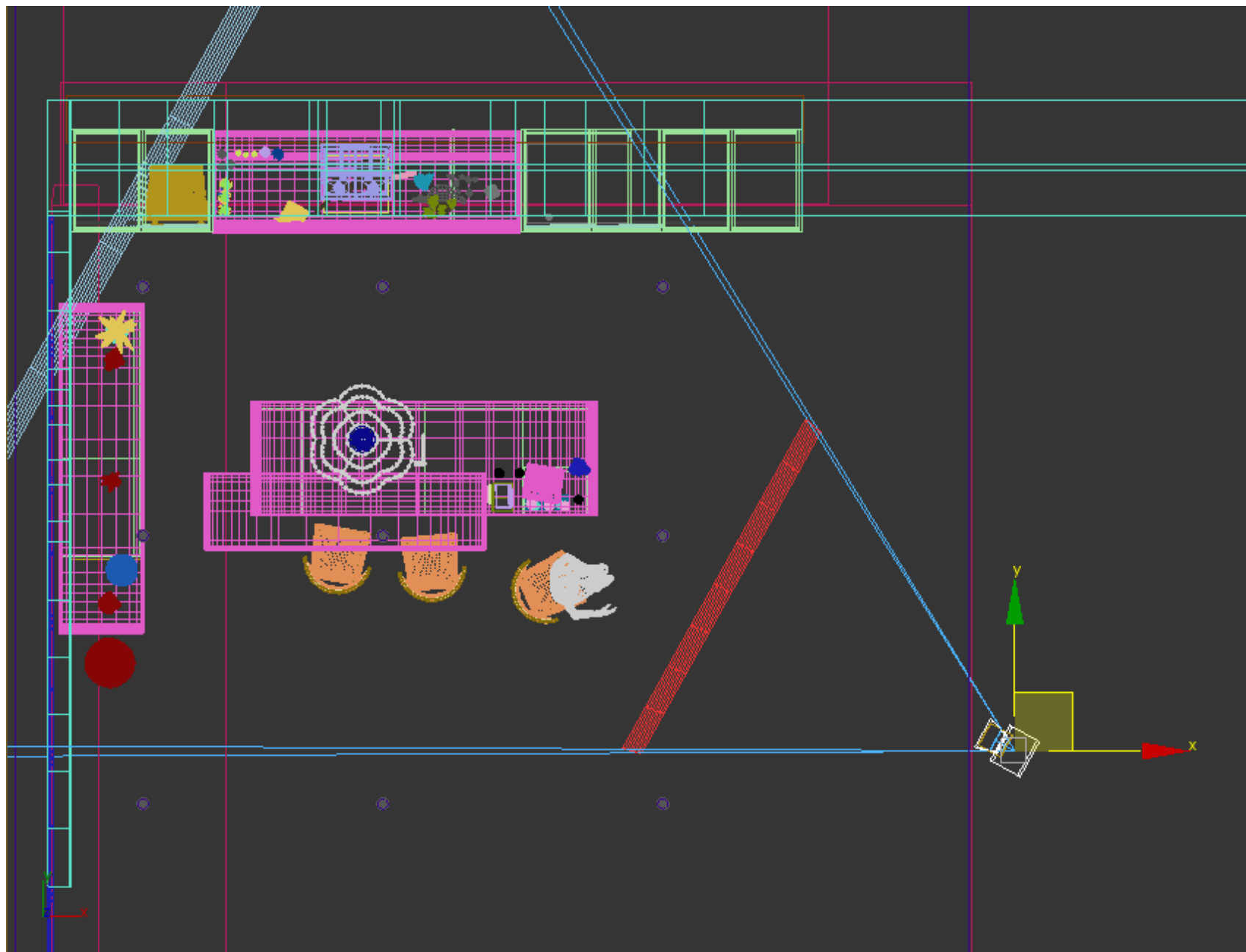












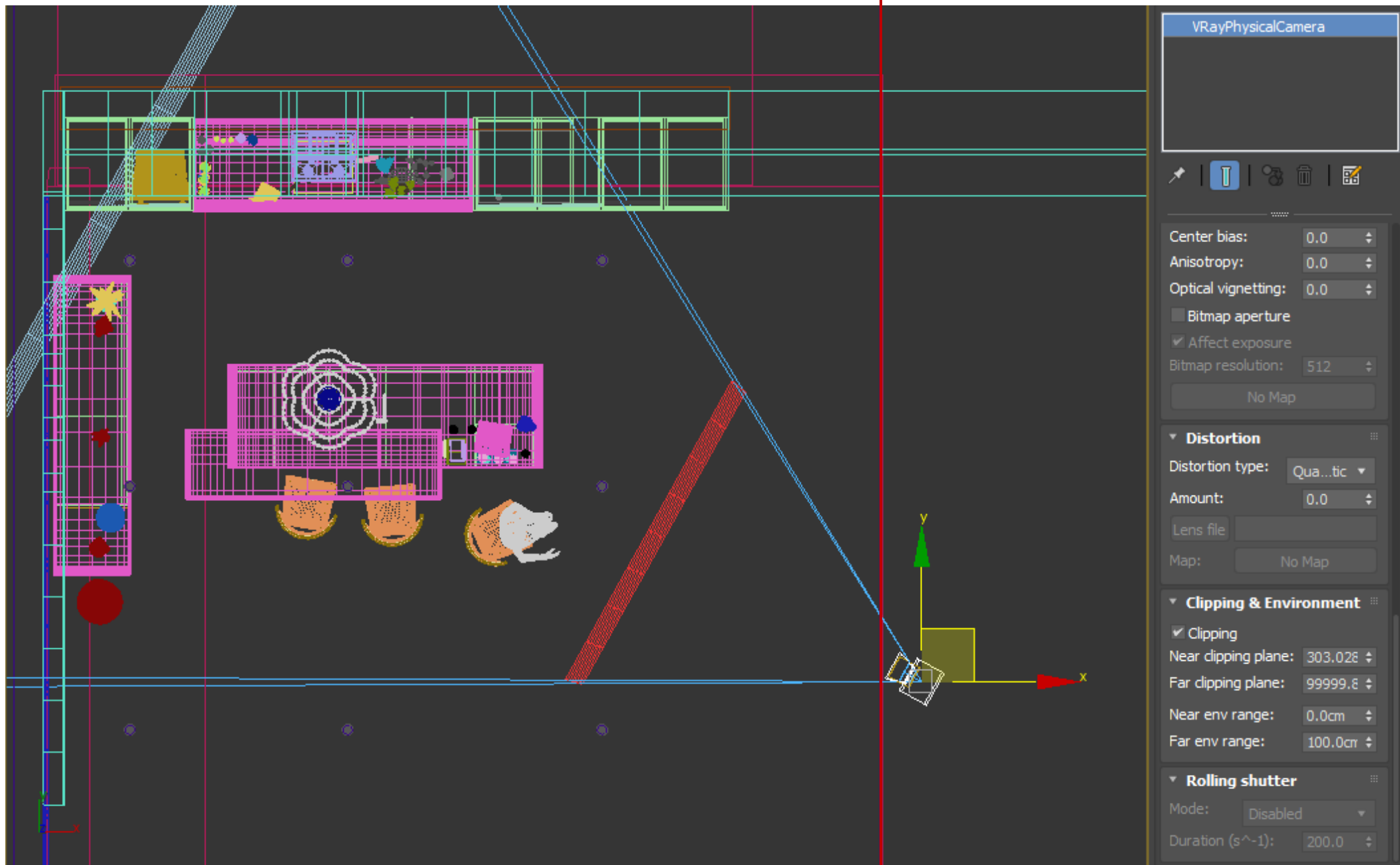
VRayPhysicalCamera

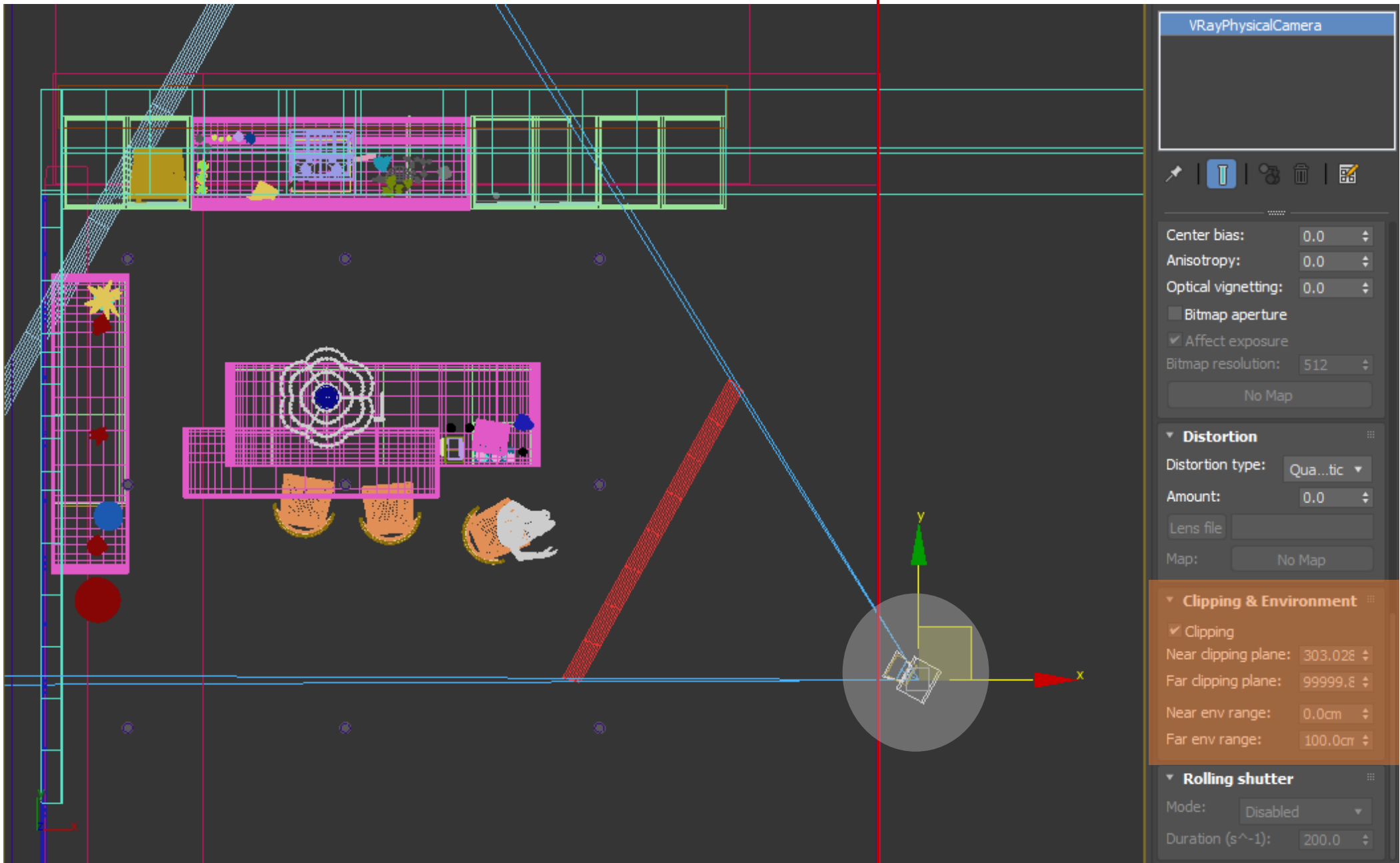
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Anisotropy: 0.0
Optical vignetting: 0.0
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☒ Affect exposure
Bitmap resolution: 512
No Map

Distortion
Distortion type: Qua...tic
Amount: 0.0
Lens file: No Map
Map: No Map

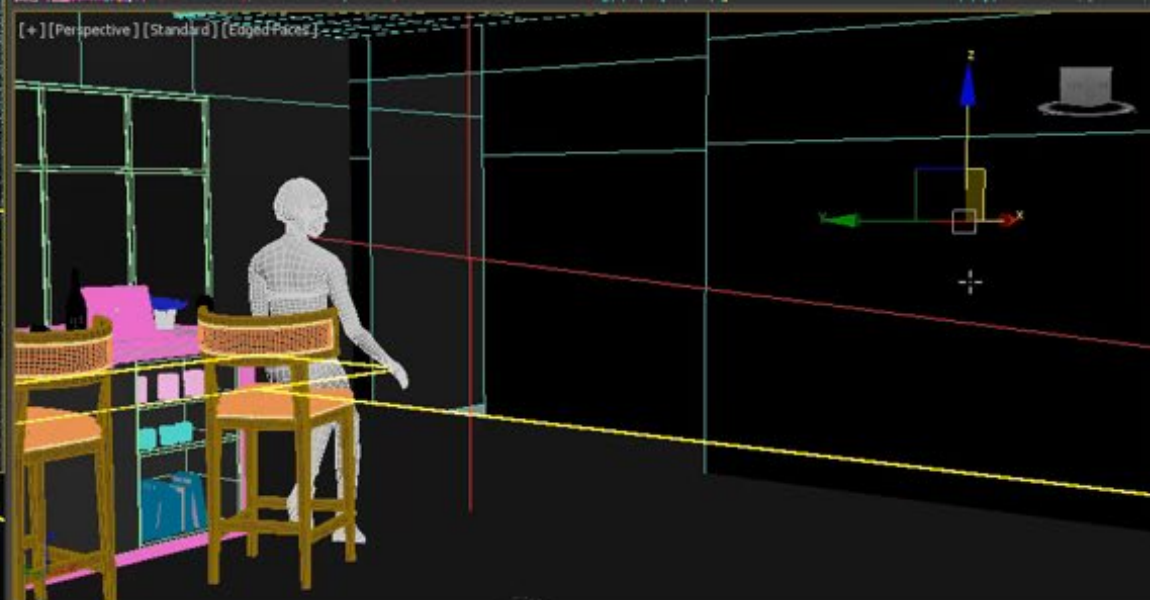
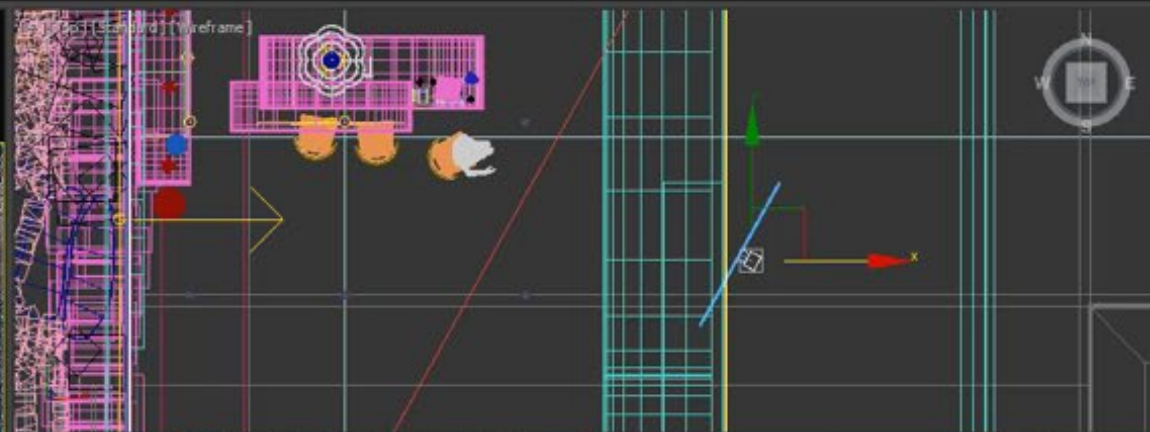
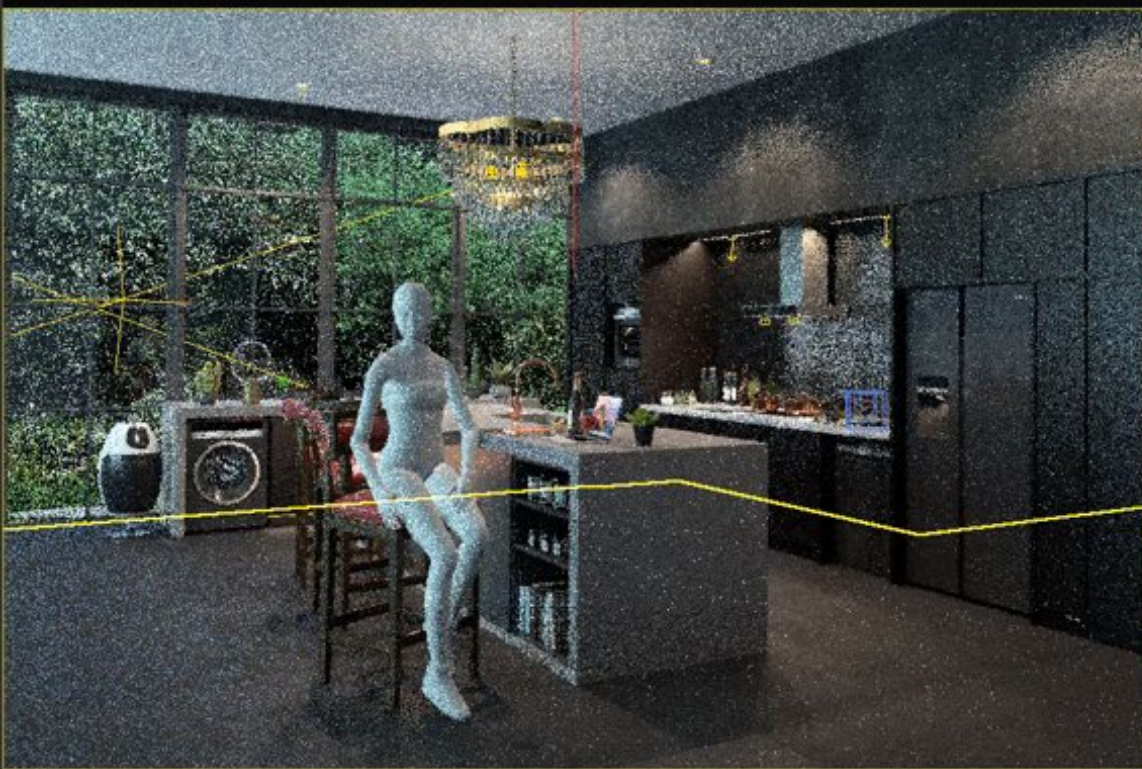
Clipping & Environment
☒ Clipping
Near clipping plane: 303.028
Far clipping plane: 99999.6
Near env range: 0.0cm
Far env range: 100.0cm

Rolling shutter
Mode: Disabled
Duration (s^{-1}): 200.0





[+][VRayCam001][Standard][Default Shading]



VRayCam001

Modifier List

Edit Poly UVW Map

VRayPhysicalCamera

Basic & Display

Sensor & Lens

Aperture

DoF & Motion blur

Color & Exposure

Tilt & Shift

Bokeh effects

Distortion

Clipping & Environment

Clipping

Near clipping plane: 322.37c

Far clipping plane: 99999.8

Near env range: 0.0cm

Far env range: 100.0cm

Rolling shutter

Mode: Disabled

Duration (s^-1): 200.0















A change of heart

Interior designer **Abigail Ahern** never liked kitchens much. But when we challenged her to create her ultimate space, she altered her view on 'the heart of the home'

When I started out, because I'm not practical, I hated kitchens – they were so dull and functional; no more than rooms to work in and a place to store your appliances. I'd find it frustrating that people would spend so much on kitchens and not accessorise them. After all, they should be just as amazing as living rooms. Thankfully, kitchens are now seen as practical spaces that should also be beautiful.

I run interior design classes in my home with people who come from all over the world. Students always gravitate to my kitchen, to my bar stools, the chandelier and plants. It feels homely and welcoming and I soften the space with accessories. I spend a lot of time just sitting by my island, answering emails or reading.

Kitchens need to feel integrated, so boundaries are blurred and you don't feel as if you've walked into a completely different zone when you go from one

room to another. It's little things, such as the colours flowing from one space to the other, mirroring textures and shapes.

Also, the best interiors have tension. Basically, that means including things that aren't meant to be there, such as the chandelier in my ultimate kitchen, a rug or a fabulous piece of art.

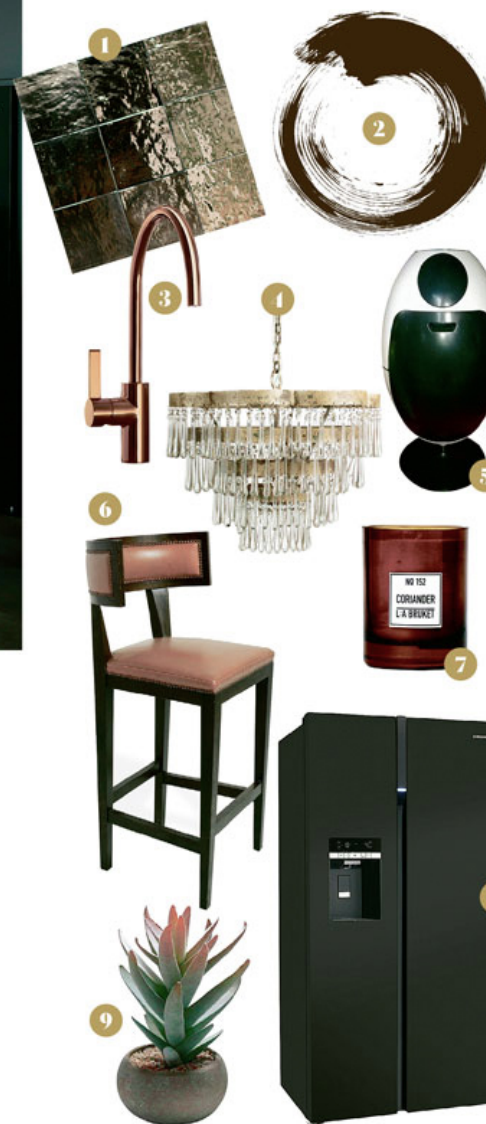
I'm obsessed with concrete and dark colours. People can be scared of inky shades, but I think they add instant sophistication and mystery. Textures are also key. I want people to have sensory experiences, wanting to touch the surfaces. If everything's shiny and glossy, kitchens can feel flat, but mixing in wooden floors or textured tiles makes spaces intriguing. You play with the senses, making the mind work overtime.

I'm into mixing grit and glamour. I use metallic finishes softened with wood and handcrafted touches. If you have a sea of door cabinetry, use gorgeous golden

CGI BOLDER CREATIVE PHOTOGRAPHY AMIT LENNON

Get the look

The key accessories that bring Abigail Ahern's ultimate kitchen to life



1. Tiles
Emery & Cie 'Kleurtes' tiles in Noir métal, from about £180 per sq m, emeryetcie.com

2. Paint
Hudson Black, E33 for a 2.5l emulsion, abigailahern.com

3. Tap
Astonian R181 sink mixer in rose gold, £318, astonmatthews.co.uk

4. Chandelier
Abigail Ahern Marie chandelier, £575, abigailahern.com

5. Bin
Soldi Design Ovetto Lacoque recycling bin, £112, lovethehesign.com

6. Chair
Simplified Klismos bar stool, £2,900, soane.com

7. Candle
L'A Bruket No 152 candle in coriander, £20, trouva.com

8. Fridge freezer
Grundig GSB516312B American-style fridge freezer, £1,099, currys.co.uk

9. Plant
Abigail Ahern 'Yakima' succulent cactus plant, £17, abigailahern.com

Other appliances featured in Abigail's kitchen
Washing machine, GWN48430CB, £499; dishwasher, GNF418 TM_3009, £499; induction hob, GIE1635880X, £649; multi-function oven, GEBD47000B, £599; 60cm cooker hood, GDK27748B, £399

handles to create visual intrigue. Mix rough with smooth, use layers and interesting baskets or open shelves to mix things up.

Layers of lighting help, rather than just recessed lamps. A chandelier or cool lamp can help create mood and atmosphere. In my ultimate kitchen there would be candlelight everywhere in the evenings.

Another tip is playing with scale for effect. A huge mirror over the sink can create *Alice in Wonderland* magic. Most people are obsessed with having things in scale, but not everything needs to be perfectly proportioned. You need things not to make sense, as weird as that sounds.

Being able to buy stylish appliances has definitely been a gamechanger. For me this Grundig fridge freezer integrates perfectly and is exactly what I wanted. It's something to show off and is a centrepiece in its own right. And because the water and ice dispenser is non-plumbed, I can place it anywhere in my kitchen, instead of being constrained to placing it next to a water supply. I also love the integrated handles that match with the flush look of the cabinets. It's these stylish details that take appliances to the next level.

For years, kitchens were my pet peeve, but not any more. Kitchen design has been revolutionised for the better.

Abigail Ahern's ultimate kitchen was designed using CGI. For more design tips from Abigail Ahern, go to thetimes.co.uk/ultimategkitchen

Grundig makes your home the best place to be

With more than 70 years of heritage combining design, innovation and functionality, Grundig creates stylish appliances with you in mind



Stylish range
Grundig's unique display and control panel, which is incorporated across the range, is inspired by the grand piano; striking and a testament to its award-winning design and quality.

Advanced technology
From washing machines and dishwashers that automatically select the best wash programme, to eco-silent technology that reduces noise to a minimum.

5 year guarantee
All products are supplied with a five-year guarantee, providing confidence and peace of mind.

Where to buy
Grundig's freestanding appliances can be purchased exclusively from Currys and built-in appliances are available from selected kitchen studios.

Win a fabulous set of home appliances

Want to get the look for yourself? Transform your kitchen by winning a set of Grundig appliances worth more than £3,000

Go to thetimes.co.uk/ultimategkitchen for your chance to win. T's & C's apply.

For more information on the Grundig range, go to grundig.co.uk

GRUNDIG















My ultimate kitchen with...

Abigail Ahern

INTERIOR DESIGNER

BROUGHT TO YOU BY

THE  TIMES **GRUNDIG**

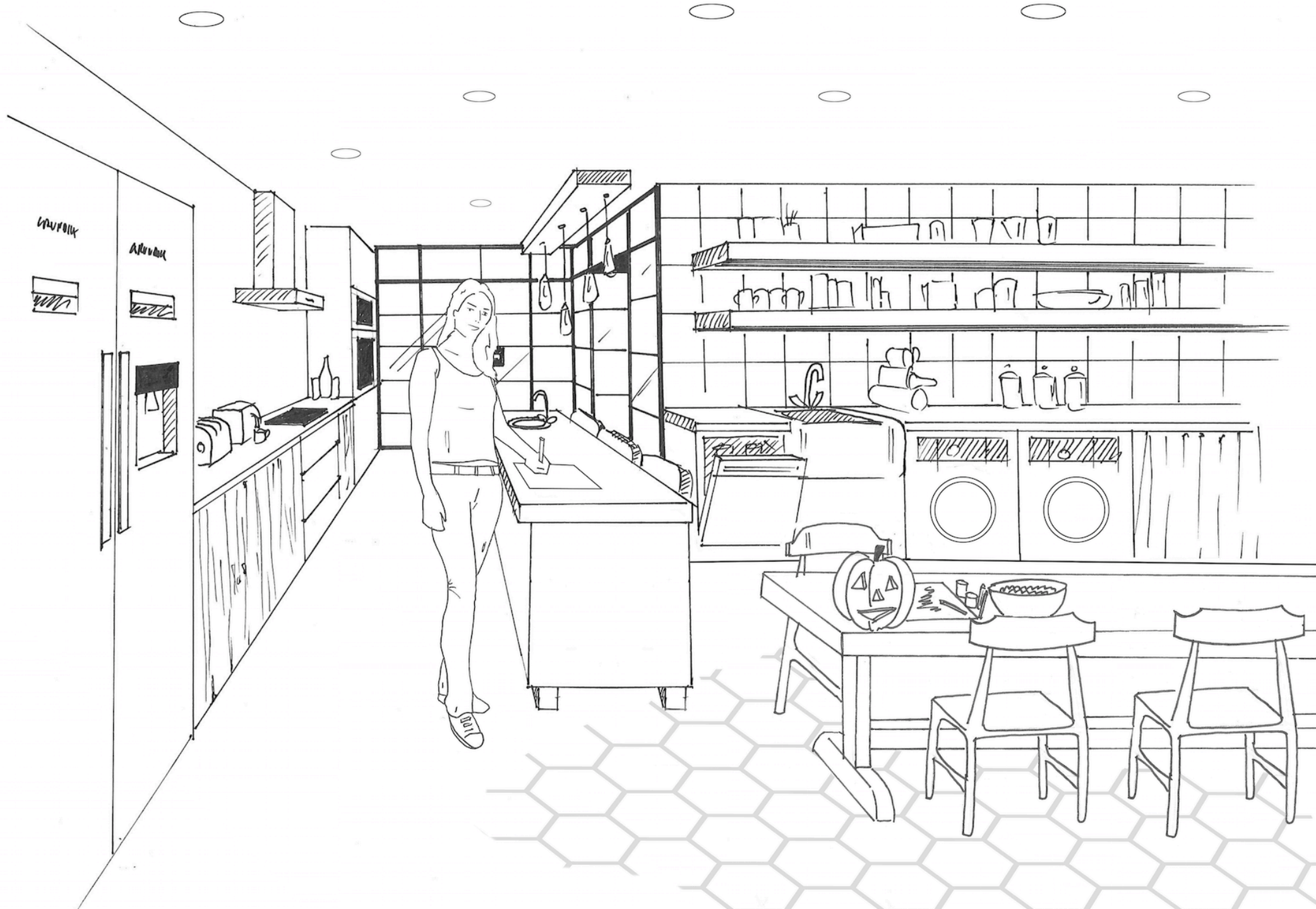








Image Credit: Bridge Studio, Bolder Creative, Grundig





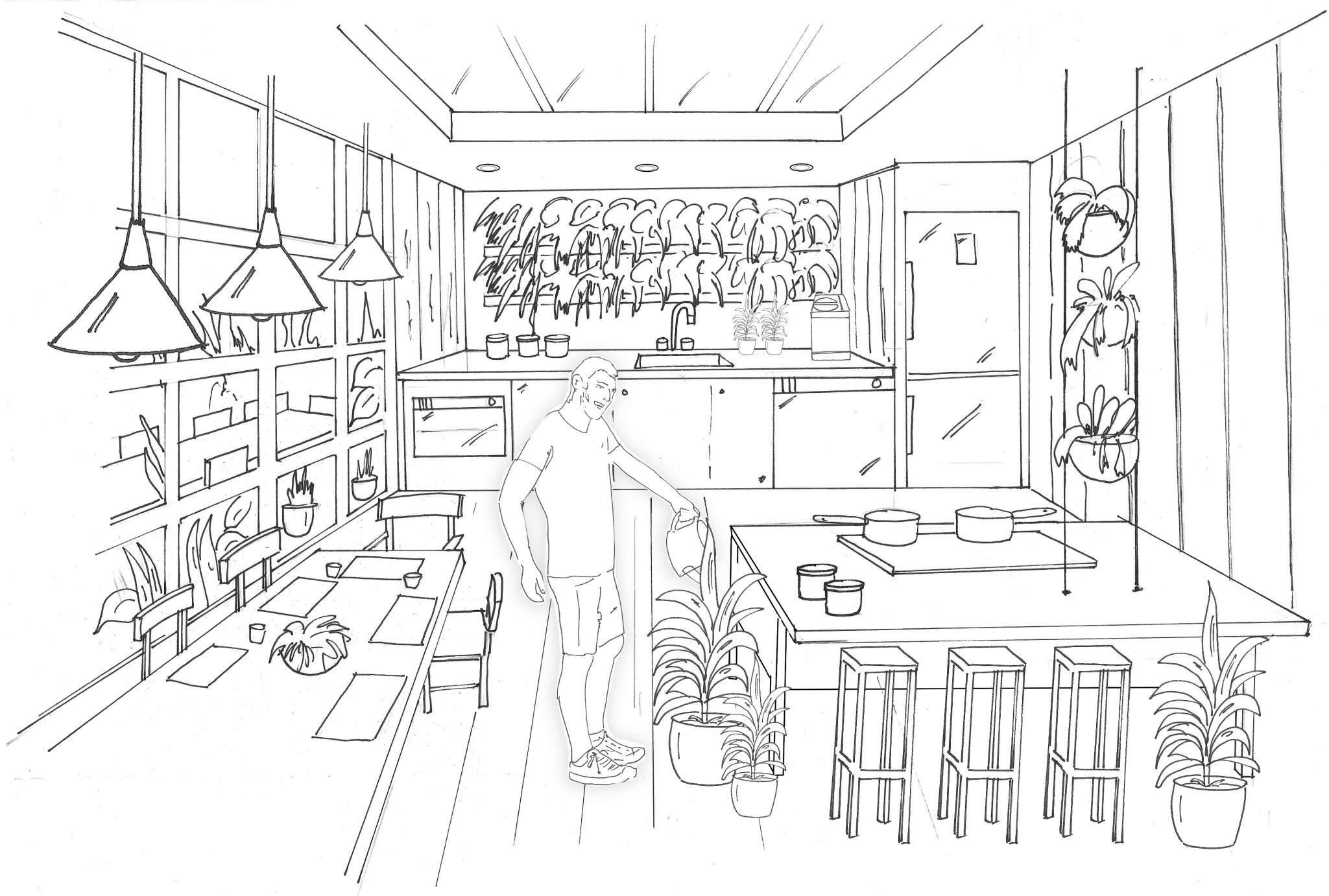




Image Credit: Bridge Studio, Bolder Creative, Grundig

The new all-electric Kia e-Niro is not just clean and green, it's a long-distance machine. It can drive for 250 miles without pausing to recharge – as our trip from Leeds to Kilgallioch Wind Farm proves

WINDS OF CHANGE

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THE JOURNEY



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THE STATS

250 MILES

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6M KWH

Ehent rem quassim illori occupatis molupicid que non enimus volores explitent ium faccaepudias nobitat. Con rem cus audtatem consequem rem

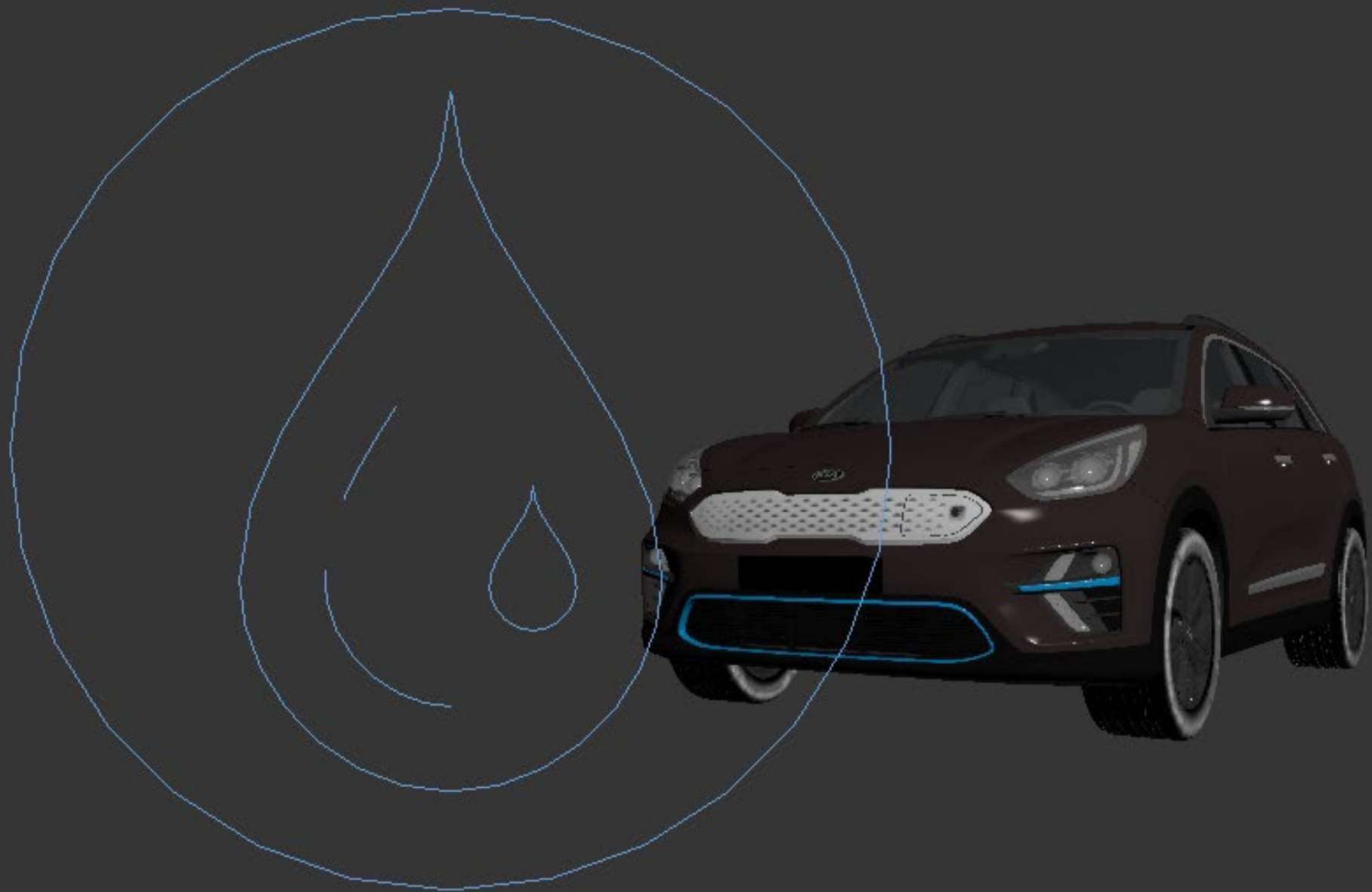
211K

Ehent rem quassim illori occupatis molupicid que non enimus volores explitent ium faccaepudias nobitat.



Ehent rem quassim illori occupatis molupicid que non enimus volores explitent ium faccaepudias nobitat.





Liquid

Geographic Location

City:

Allouis, France
Amsterdam, Netherlands
Andorra, Andorra
Ankara, Turkey
Antwerp, Belgium
Athens, Greece
Barcelona, Spain
Beirut, Lebanon
Belfast, N. Ireland
Belgrade, Yugoslavia
Berlin, Germany
Bern, Switzerland
Birmingham, UK
Bonn, Germany
Bordeaux, France
Bratislava, Slovakia
Brussels, Belgium
Bucharest, Romania
Budapest, Hungary
Cagliari, Italy
Casablanca, Morocco
Cologne, Germany
Copenhagen, Denmark
Damascus, Syria
Dublin, Ireland
Edinburgh, Scotland
Frankfurt, Germany

Map:

Europe

☒ Nearest Big City

OK

Cancel



SunPositioner001

Modifier List

► Sun Positioner



● Date, Time & Location

● Weather Data File

Setup

● Manual

Date & Time

Time: 12 h 0 min

Day	Month	Year
21	6	2020

☒ Daylight Saving Time☐ Use Date Range

	Day	Month
Start:	15	3
End:	1	11

Location on Earth

Edinburgh, Scotland

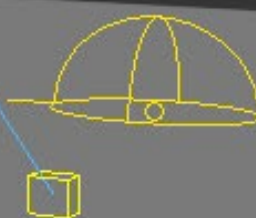
Latitude: 55.95°

Longitude: -3.2°

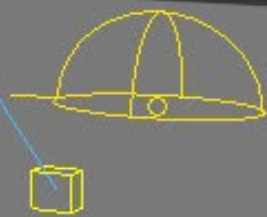
Time Zone (±GMT): 0.0 h

Horizontal Coordinates

Azimuth: 149.0453



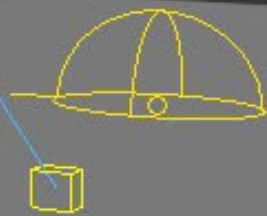
Digital Asset



Digital Asset



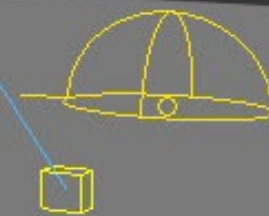
Shadow Catcher



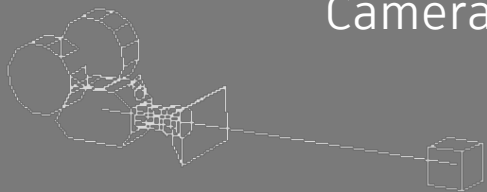
Digital Asset



Shadow Catcher



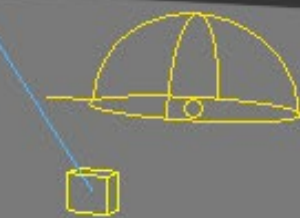
Camera



Digital Asset

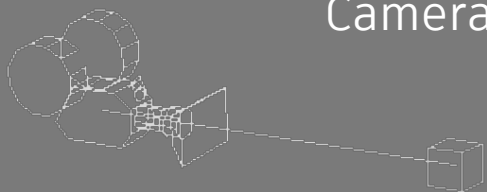


Shadow Catcher



HDRI and Sun

Camera



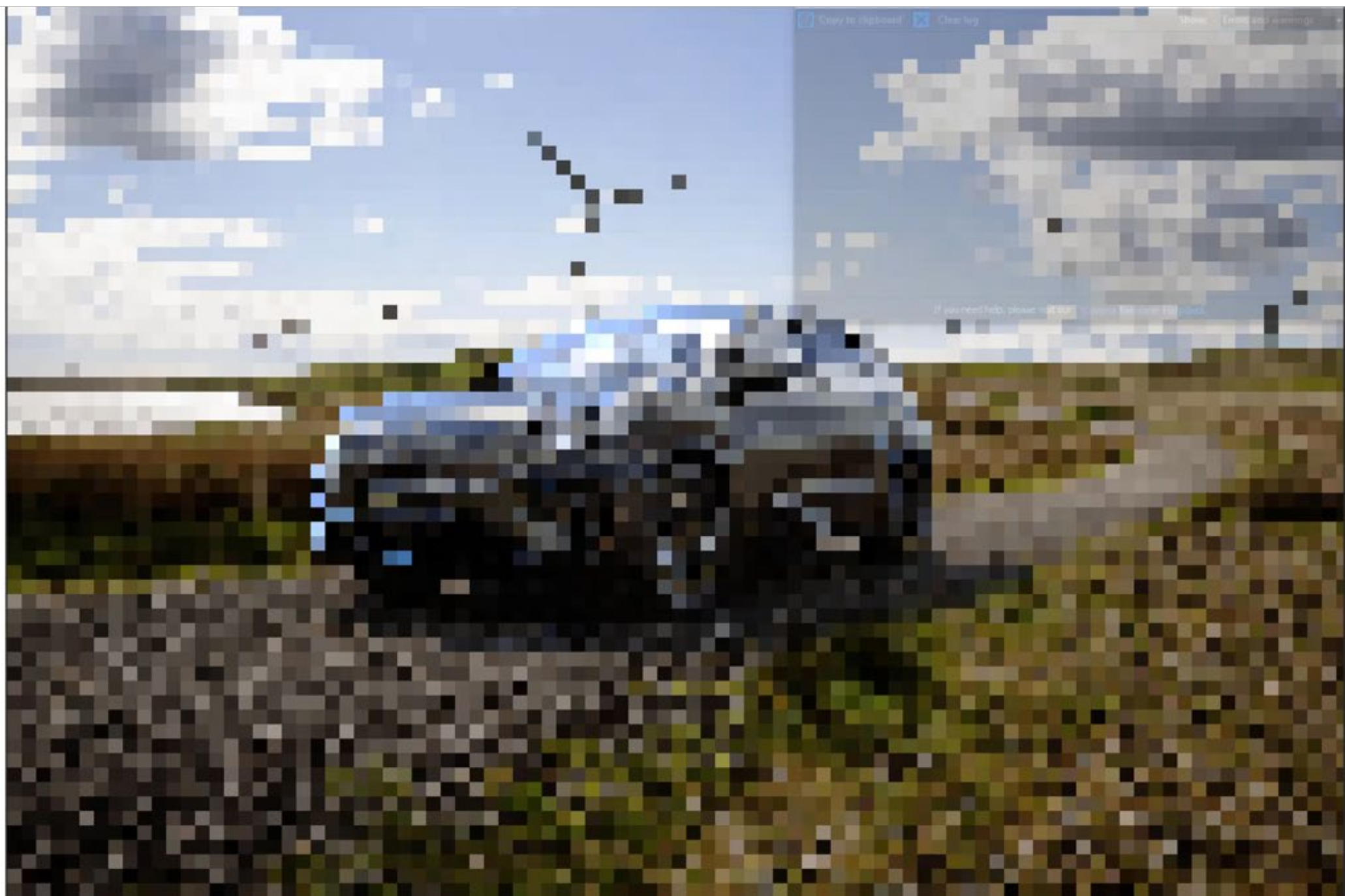


360°









[+][Perspective][Standard][Default Shading]



Output Size

Custom ▼ Aperture Width(mm): 36.0 ⬆️⬆️

Width: 5760 ⬆️⬆️ 320x240 720x486

Height: 3840 ⬆️⬆️ 640x480 800x600

Image Aspect: 1.5 ⬆️⬆️ 🔒 Pixel Aspect: 1.0 ⬆️⬆️ 🔒

Property

Value

Dimensions

5760 x 3840

Width

5760 pixels

Height

3840 pixels



Viewport Configuration

Display Performance

Background

Layout

Safe Frames

Regions

Statistics

ViewCube

SteeringWheels

Use Customize User Interface Gradient Colors

Use Customize User Interface Solid Color

Use Environment Background

Use Files:

Setup

Animate Background

Aspect Ratio

Match Viewport

Match Bitmap

Match Rendering Output

Animation Synchronization

Use Frame

0

To

30

Step

1

Start at

0

Sync Start to Frame

0

Start Processing

Blank Before Start

Hold Before Start

End Processing

Blank After End

Hold After End

Loop After End

C:\Dropbox\Projects\000 Luxury Visuals_Projects\063_Studio_Kia\Ba

Files...

Remove

Apply to All Views in Active Layout Tab

Apply to Active View

OK

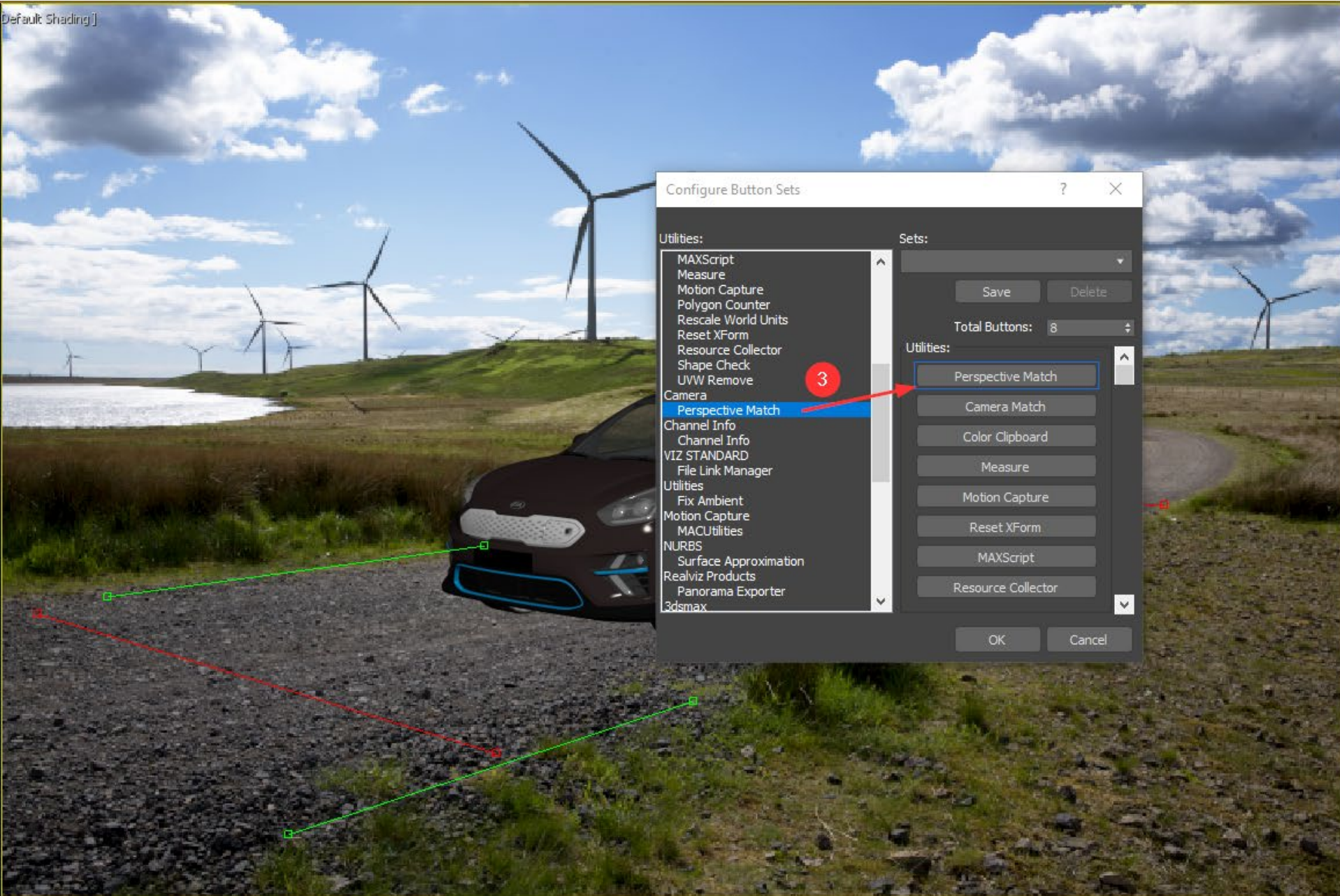
Cancel



[+] [Perspective] [Standard] [Default Shading]



Default Shading]



[+][PhysCamera002][Standard][Default Shading]















Image Credit: Bridge Studio, Murdo MacLeod, Jake Denham

Together in electric dreams



The all-electric **Kia e-Niro** is not just clean and green, it's a hi-tech long-distance machine. And it can travel 280 miles without a recharge – as Nigel Kendall discovers

Whitelee, around 16 miles southwest of Glasgow, is a Scottish farm with a difference. Here, 215 spinning turbines harvest the wind that whistles over the lochs and the moors, turning it into electricity –

enough at peak generation to power just short of 300,000 homes. One day, most of our power may be made this way.

You can arrive at its visitor centre from, say, Leeds in the new all-electric Kia e-Niro, having driven an uninterrupted 225 miles on one single electric charge. The car would still have more than enough juice left to get you to Glasgow for dinner. One day, most of our cars may be powered this way.

The four-hour drive from Yorkshire would have given you plenty of time to get used to driving an all-electric vehicle. In truth, you would be in total sync

by the time you reached the Royal Armouries Museum, just two miles into a journey that took you up the spine of England, skirting the Lake District before passing into Scotland at Gretna Green.

This is the great secret of the Kia e-Niro: it is one of the first all-electric cars that feels and behaves like the sort of car you already drive. There is no penalty to pay here for going electric. This car is as loaded with modern technology as many costing twice as much, from the all-electric heated leather front seats to the wireless phone charger, or

the on-board touchscreen satnav and entertainment system, complete with eight impressive JBL speakers.

This is a family hatchback which is designed to be fun to live with and fun to drive, capable of zipping to 60mph from rest in just over 7 seconds, and of travelling more than 280 miles on one charge.

The interior of the cabin is spacious, with ample room for five adults and their luggage; and it's quiet – with the roar of an internal combustion engine replaced by the sort of gentle whirr that wouldn't be out of place in an old sci-fi film.

This is a family hatchback that's fun to live with and fun to drive

But even the old sci-fi masters didn't imagine the view from a driver's seat could be like this. Everything is designed to put you in finger-tip control of the car's functions, from changing the radio station or driving mode to adjusting the recharging power to draw from the car's regenerative brakes.

And while much sci-fi presents technology as a threat, the Kia e-Niro is there to help, from front and rear parking sensors and rear reversing camera, to the Lane Keep Assist, designed to help you stay safer on long trips.

One day, all of your journeys may be made this way.

PROMOTED CONTENT

THE JOURNEY



THE STATS

282

Number of miles a Kia e-Niro can drive on a single charge

75

Number of minutes it takes to recharge a Kia e-Niro to 80% on a 50kw rapid charger. The e-Niro is ready for the new generation of faster 100kw chargers

7.5

Number of seconds it takes to accelerate smoothly from 0-60mph in a Kia e-Niro

100k

Number of miles all Kia cars are guaranteed for, including the e-Niro (or seven years, whichever is sooner)

0

Amount of carbon emitted by a Kia e-Niro in motion



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 Recommend (0)

Jake Denham

CGI Artist for Press, Web and Marketing
BA Video Game Art & Design, MA Digital Design
Official V-Ray Mentor, Trainer and Consultant

 luxuryvisuals.com

 jakedenham.co.uk

 youtube.com/luxuryvisuals

 [@jaked3d](https://twitter.com/jaked3d)



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