

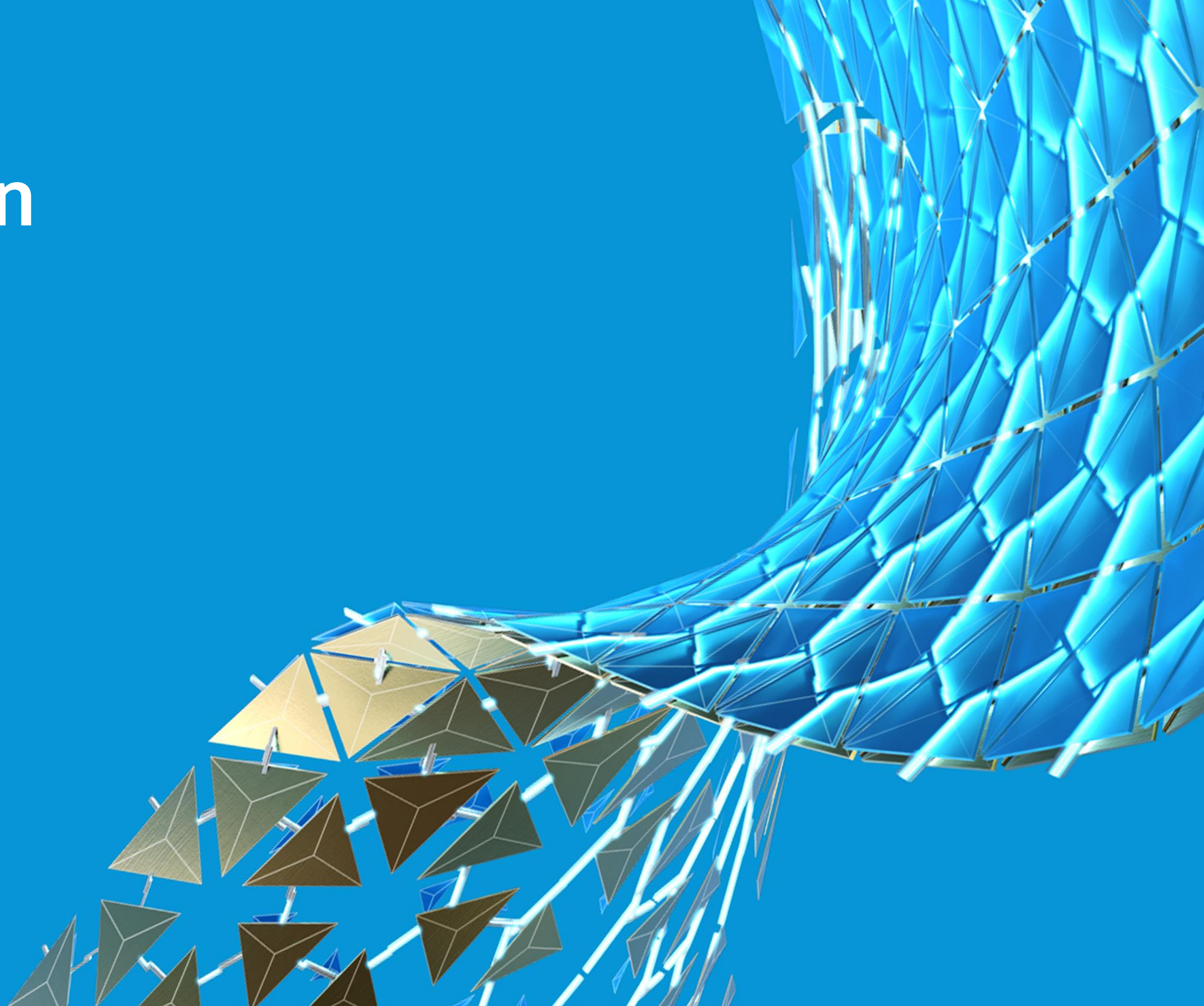
Cinematic Story and Camera Techniques for Architectural Visualization

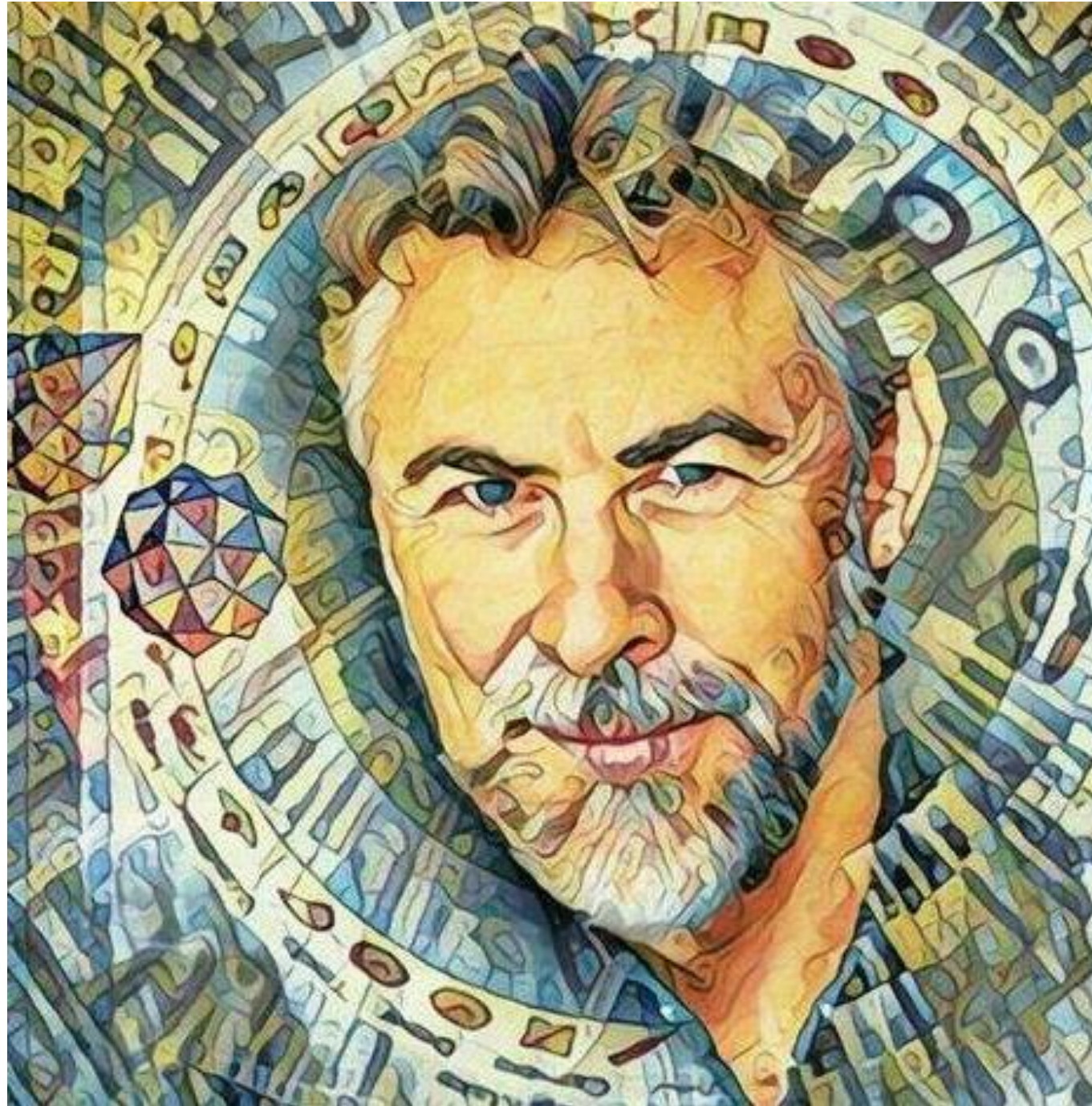
Course ID # AS463287

George Maestri

LinkedIn Learning / Lynda.com

Introduction





About the speaker

George Maestri

Animation industry veteran with almost 3 decades of experience.

Nickelodeon / Warner Bros / Disney / Comedy Central / MGM / Film Roman

Currently teaches at LinkedIn Learning.

Previously Faculty at Cal Arts, Otis College of Art

Published 12 books on Animation and CGI

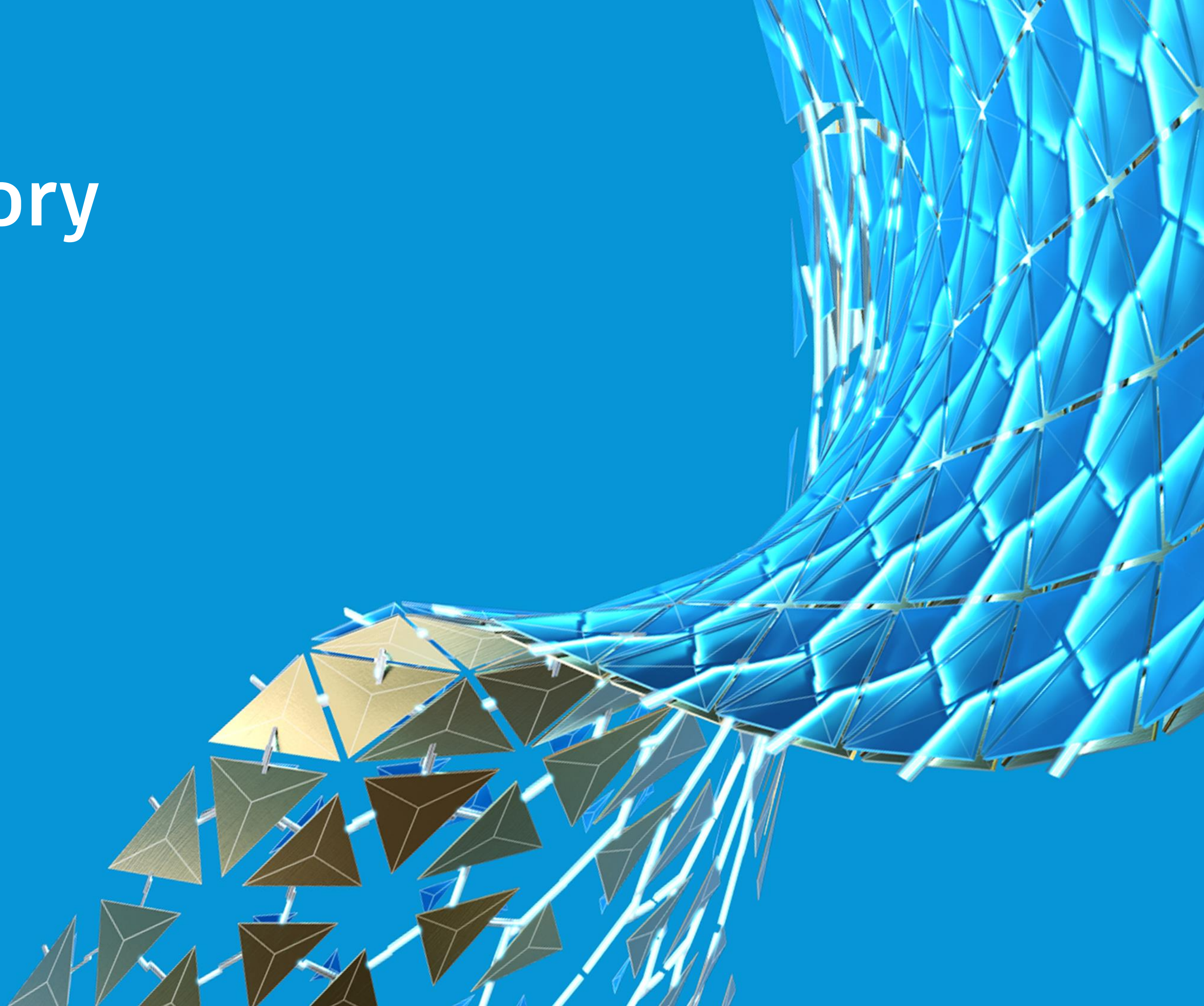
Outline

High-quality architectural presentations are more than just good-looking renders

Your images need to tell a compelling story.

- **Cinematography**
 - Storytelling
 - Storytelling with Images
 - Storytelling with Motion
- **Tools / Techniques (3ds Max)**
 - Camera Placement
 - Camera Motion
 - Rigging Cameras

Telling a Story



What is Story

(as it applies to visualization)

**A story is a connected series
of images that communicates
information, events, and mood.**

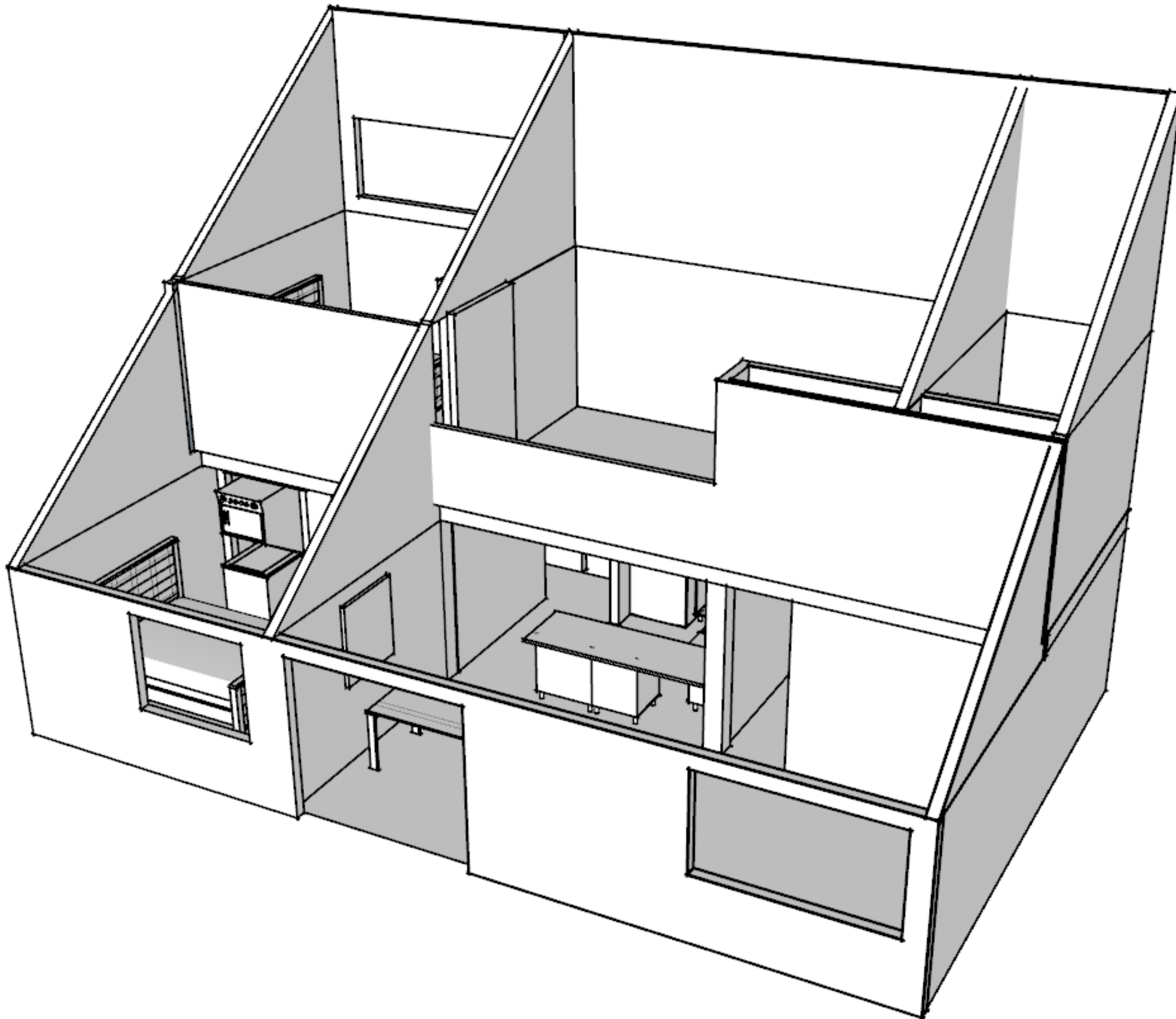


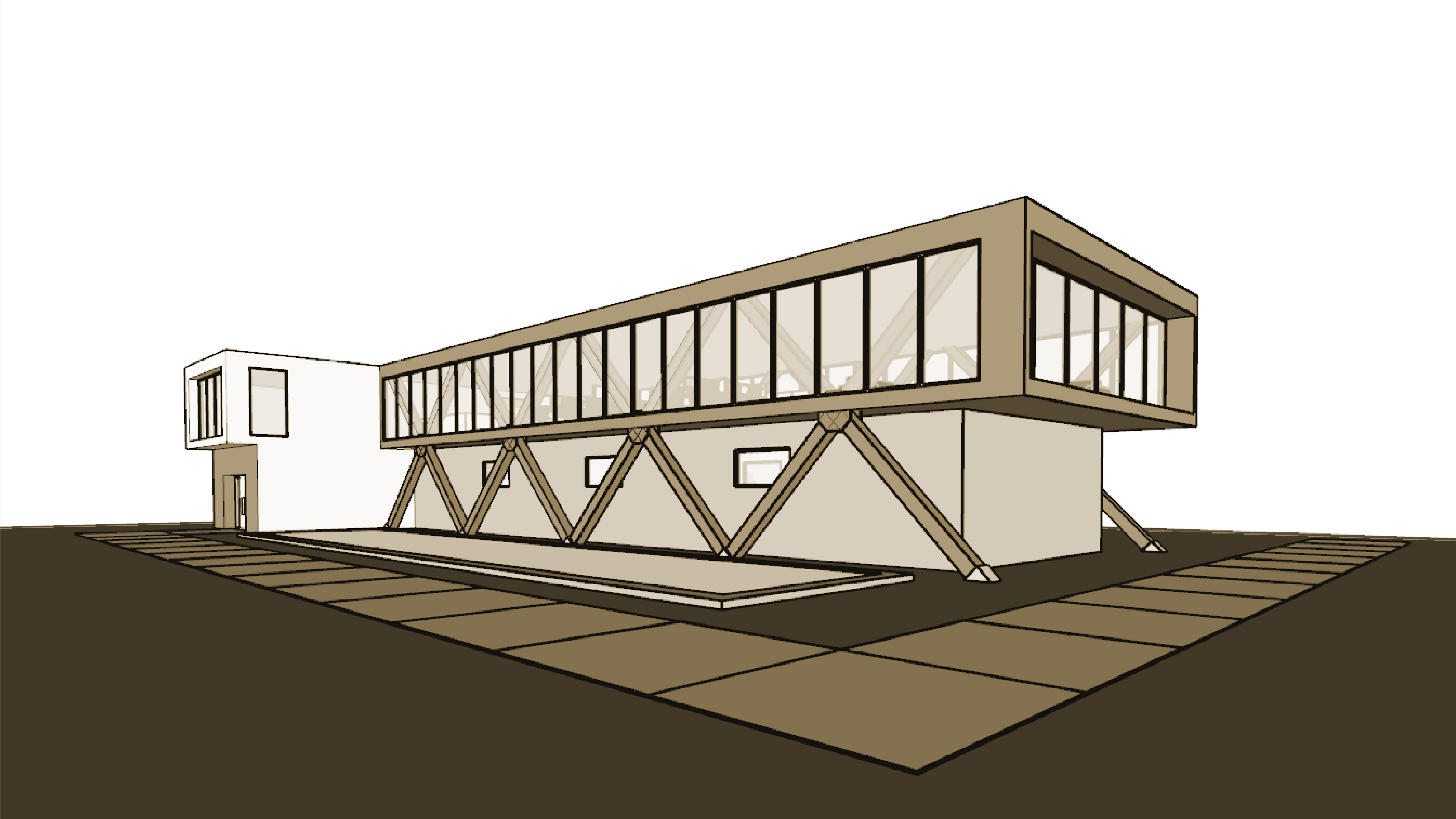
- **Stories can communicate information**

Stories can also communicate mood

Information

- Size and shape of the building
- The materials used in the project
- How the building fits on the site.
- Etc..









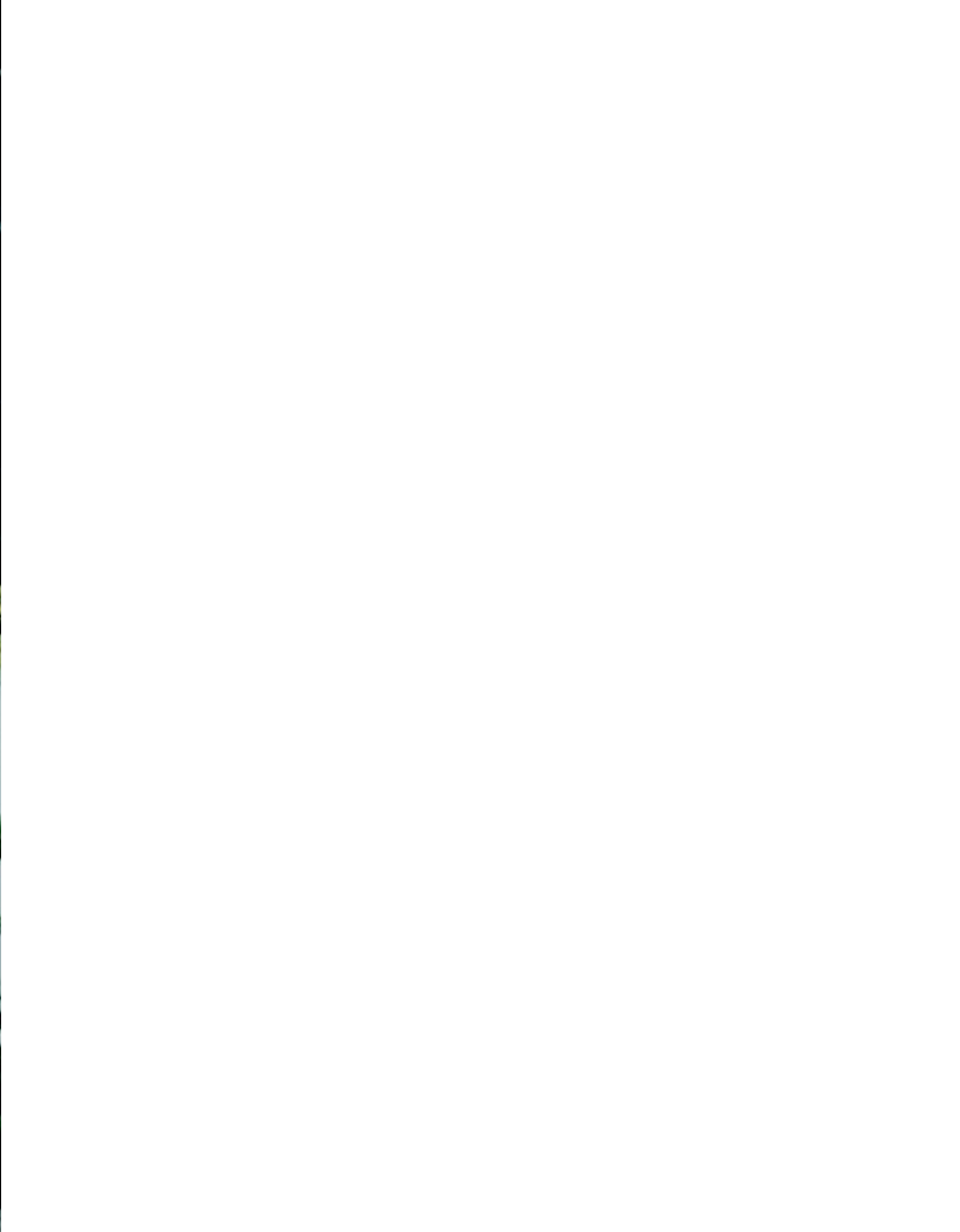
Emotion / Mood

- ▶ How the environment feels around the building
- ▶ The coziness of the living room
- ▶ The warmth of the kitchen
- ▶ Etc..











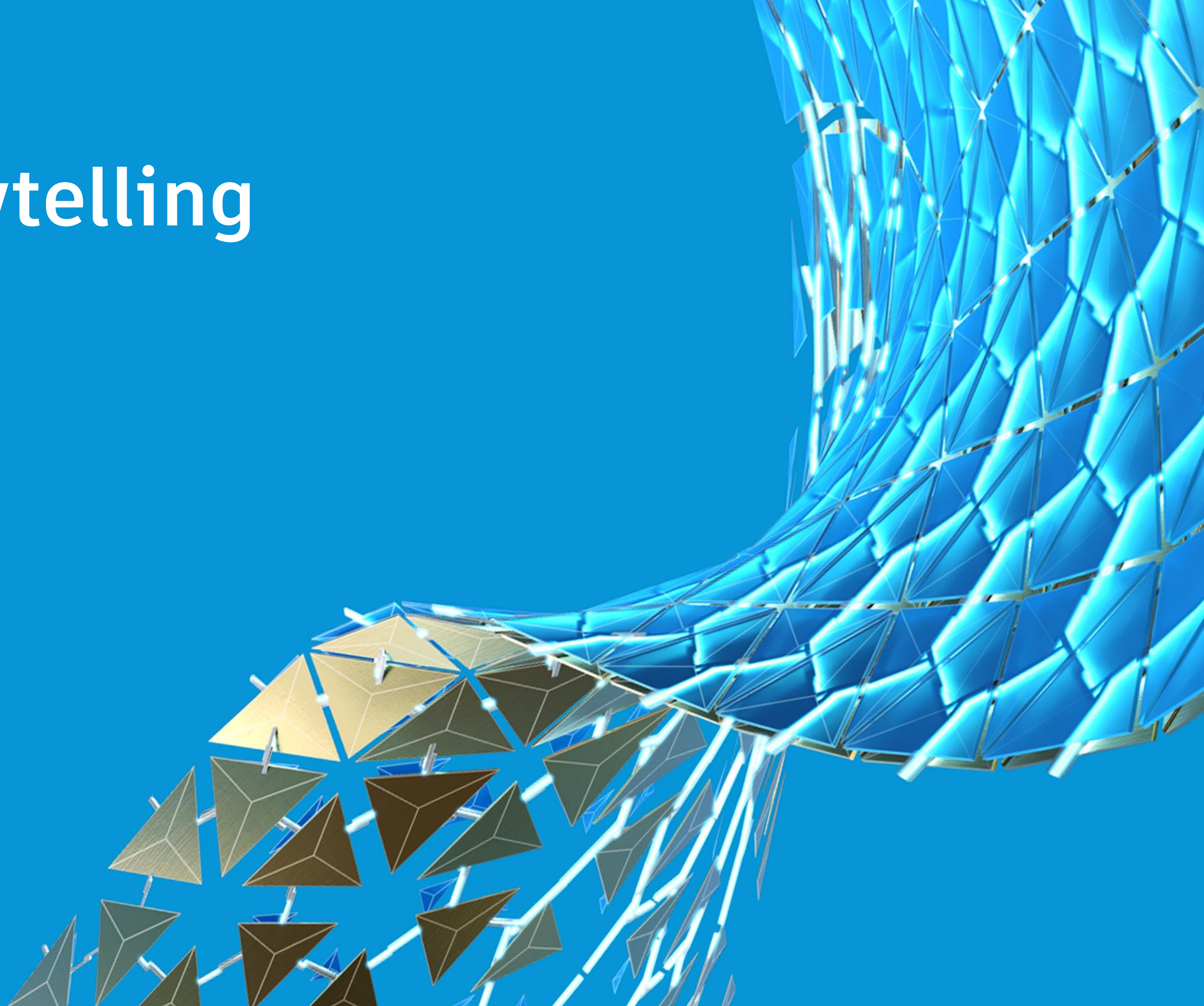
We create stories through images

Each image adds information

...or emotion

Each image advances the story

Visual Storytelling



Every Image Tells a Story







Respect the Frame

Respect the Frame

Every video starts with the single frame.

Compose each frame well in order to tell a great story.

Strong Design

Clear Layout

Advance the Story

Design

Each shot has a fixed amount of time to tell the story. Design will make every shot read quickly and clearly

Composition

Color

Line

Focus

Depth

Mood

Contrast/Shadow

Composition

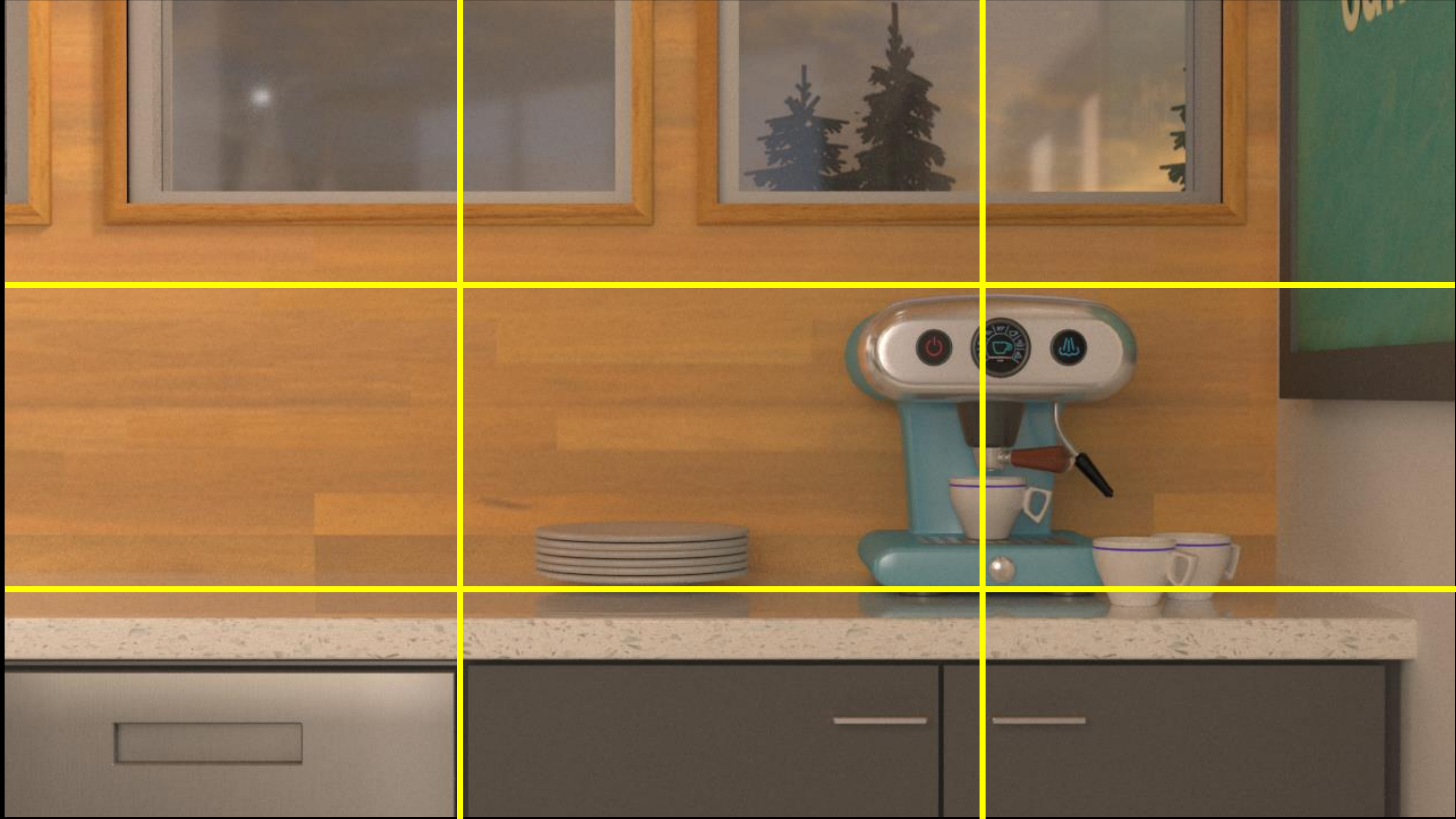




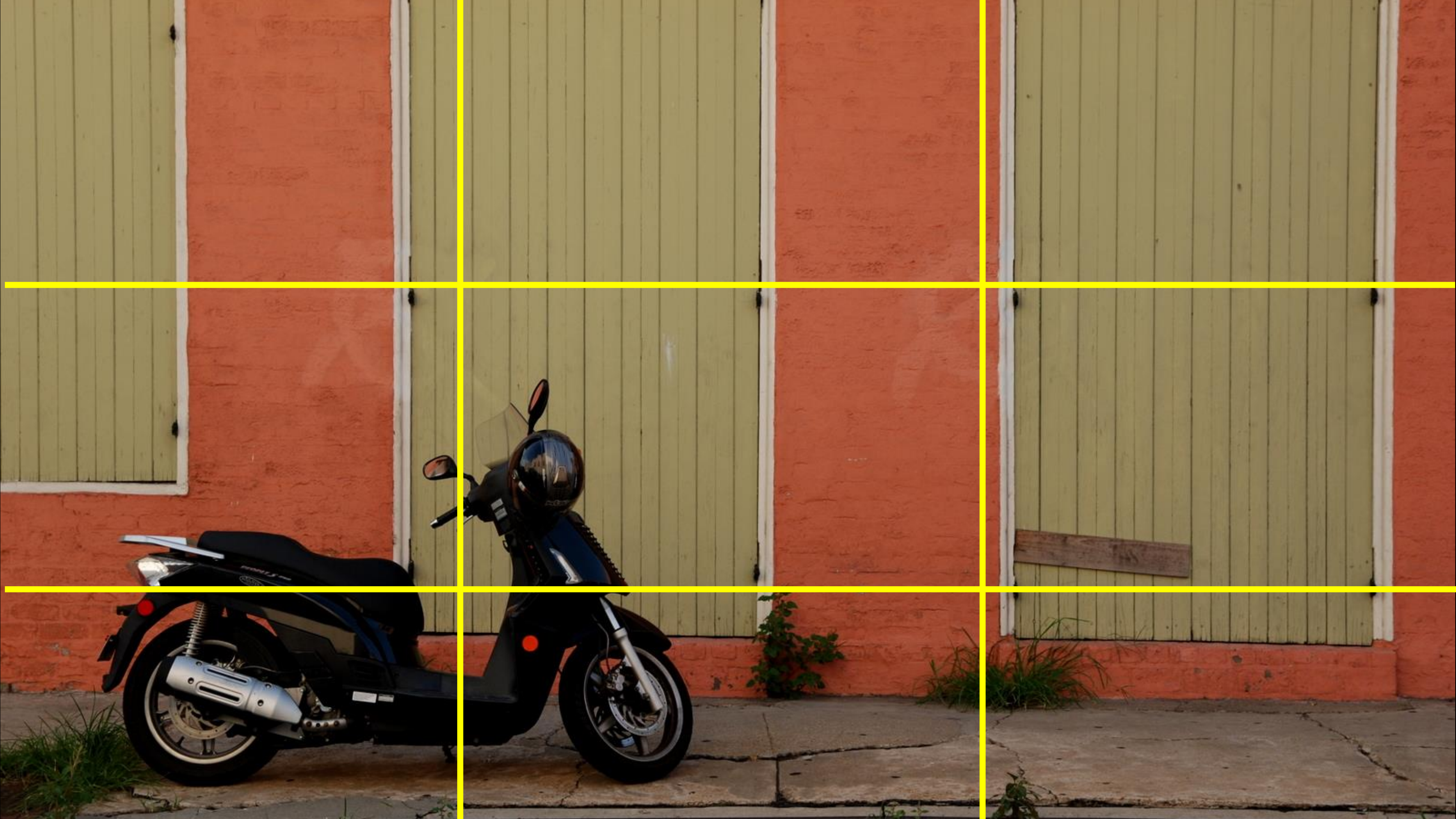


Rule of Thirds

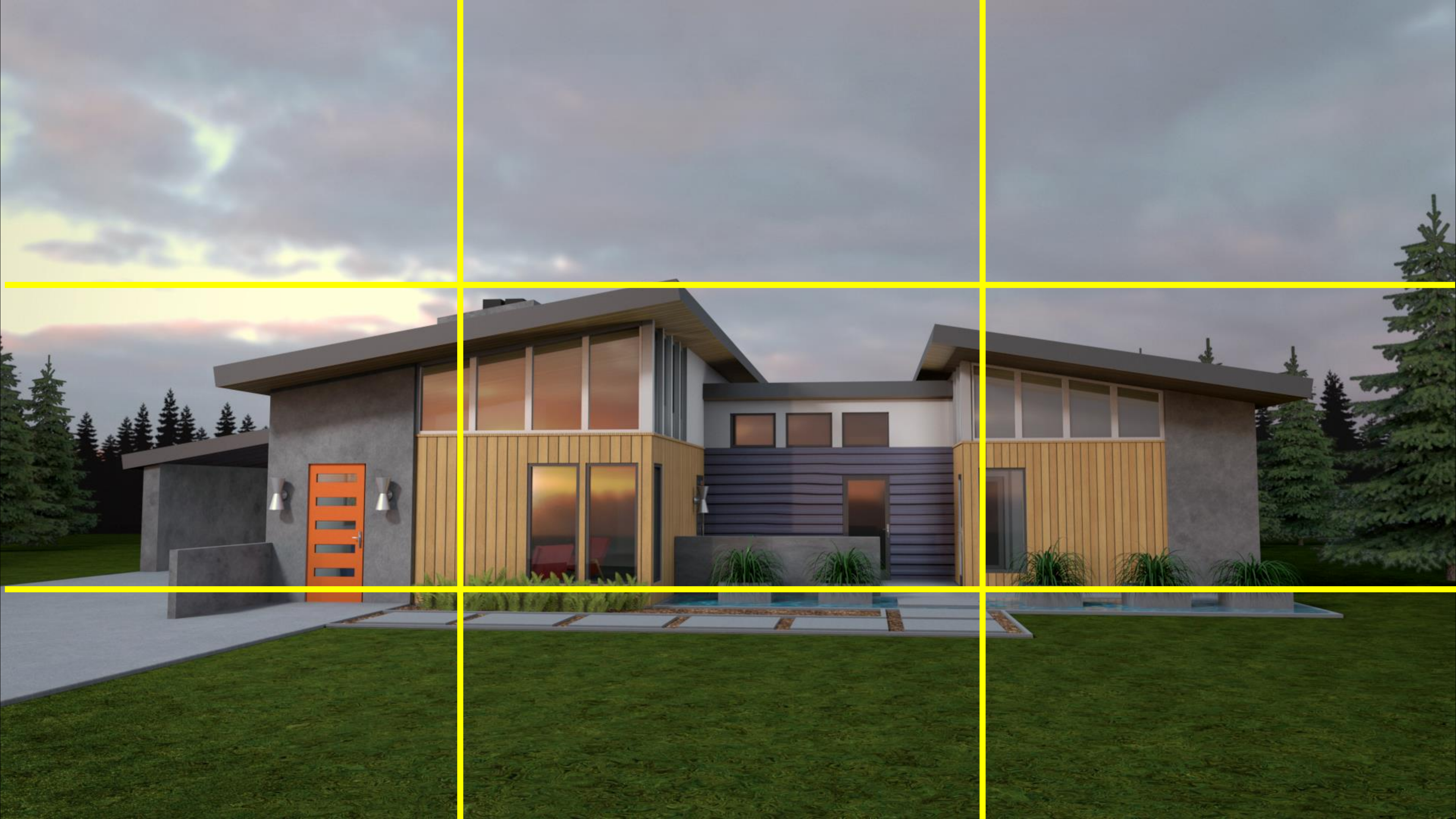








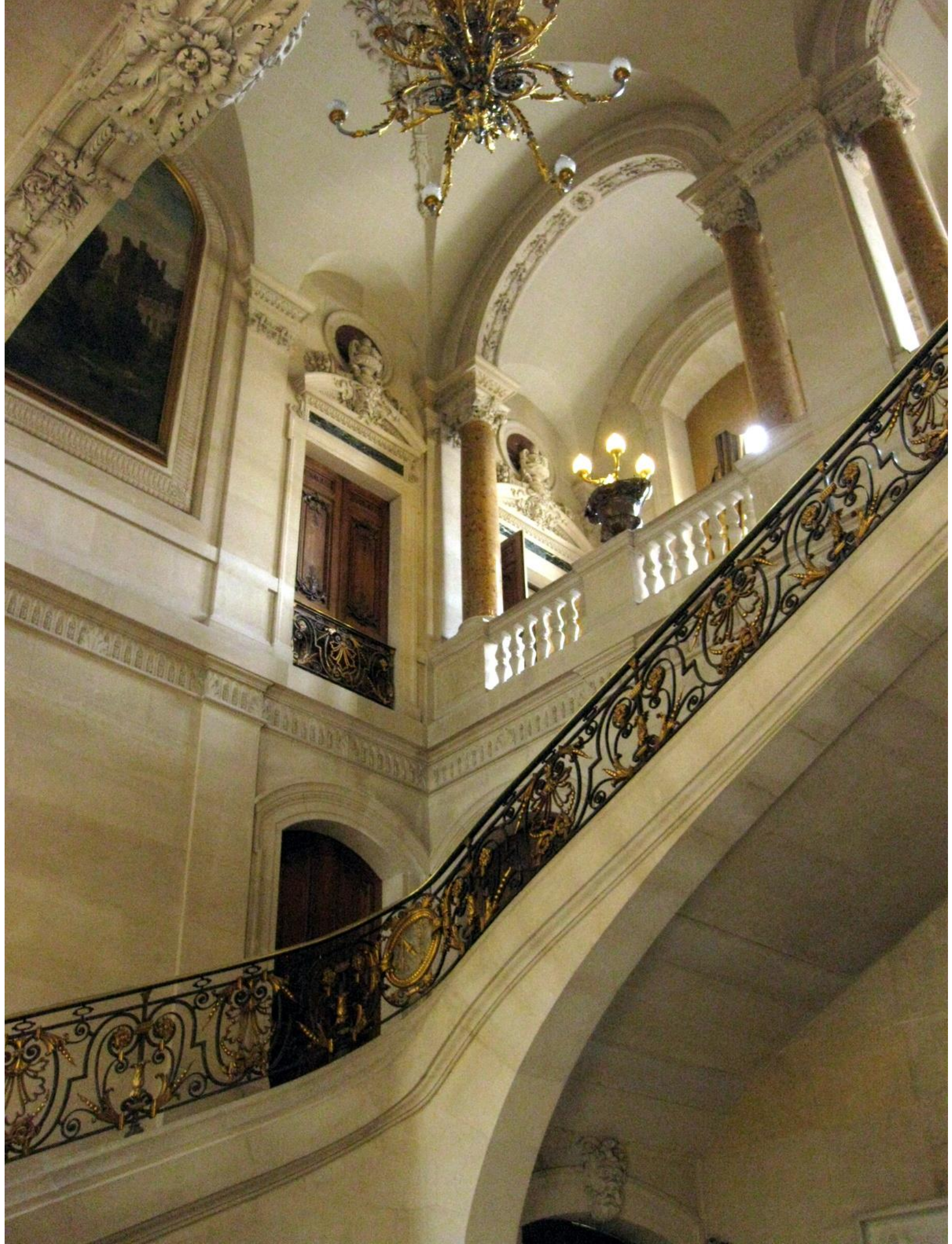




Line









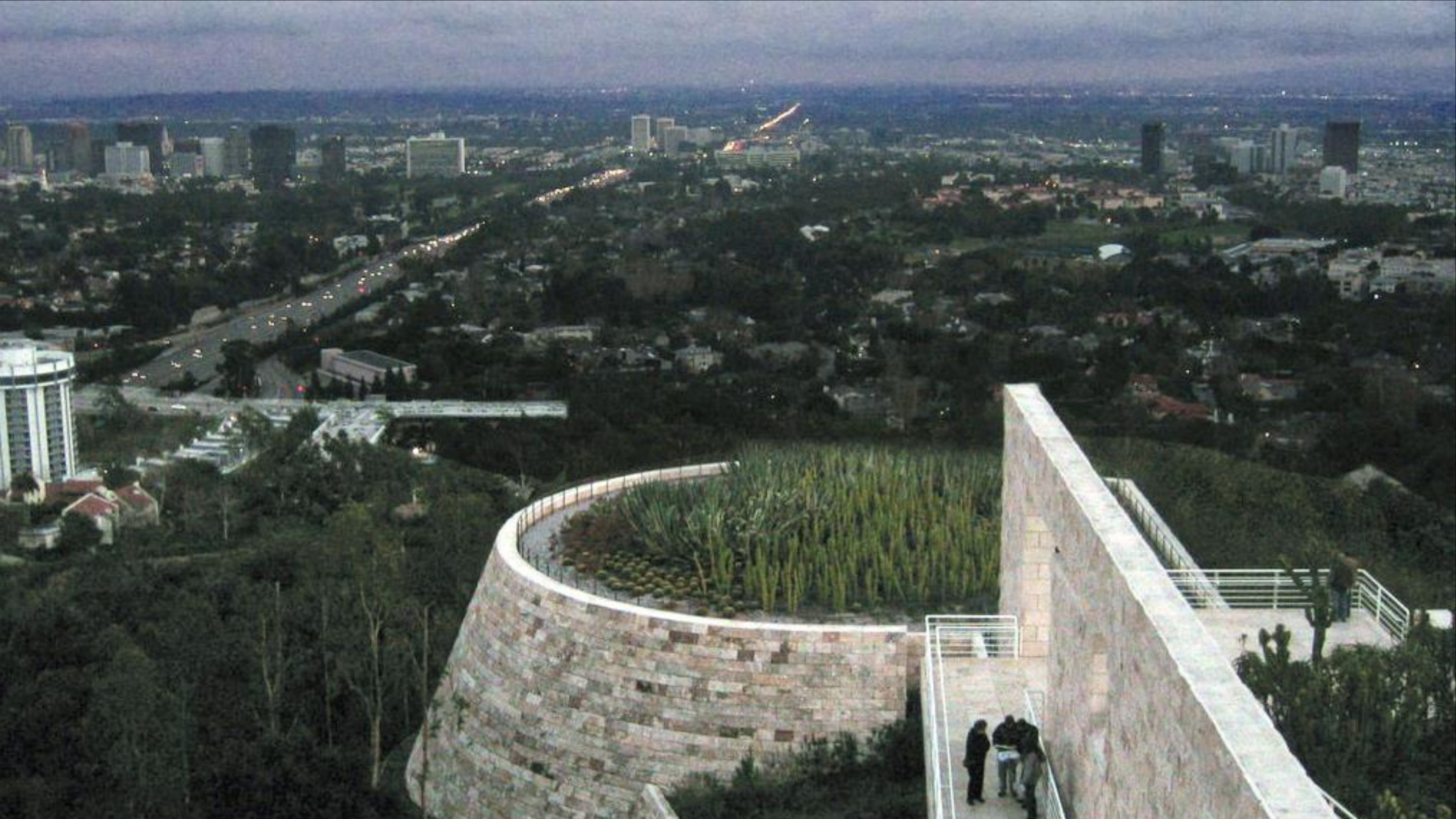




Depth





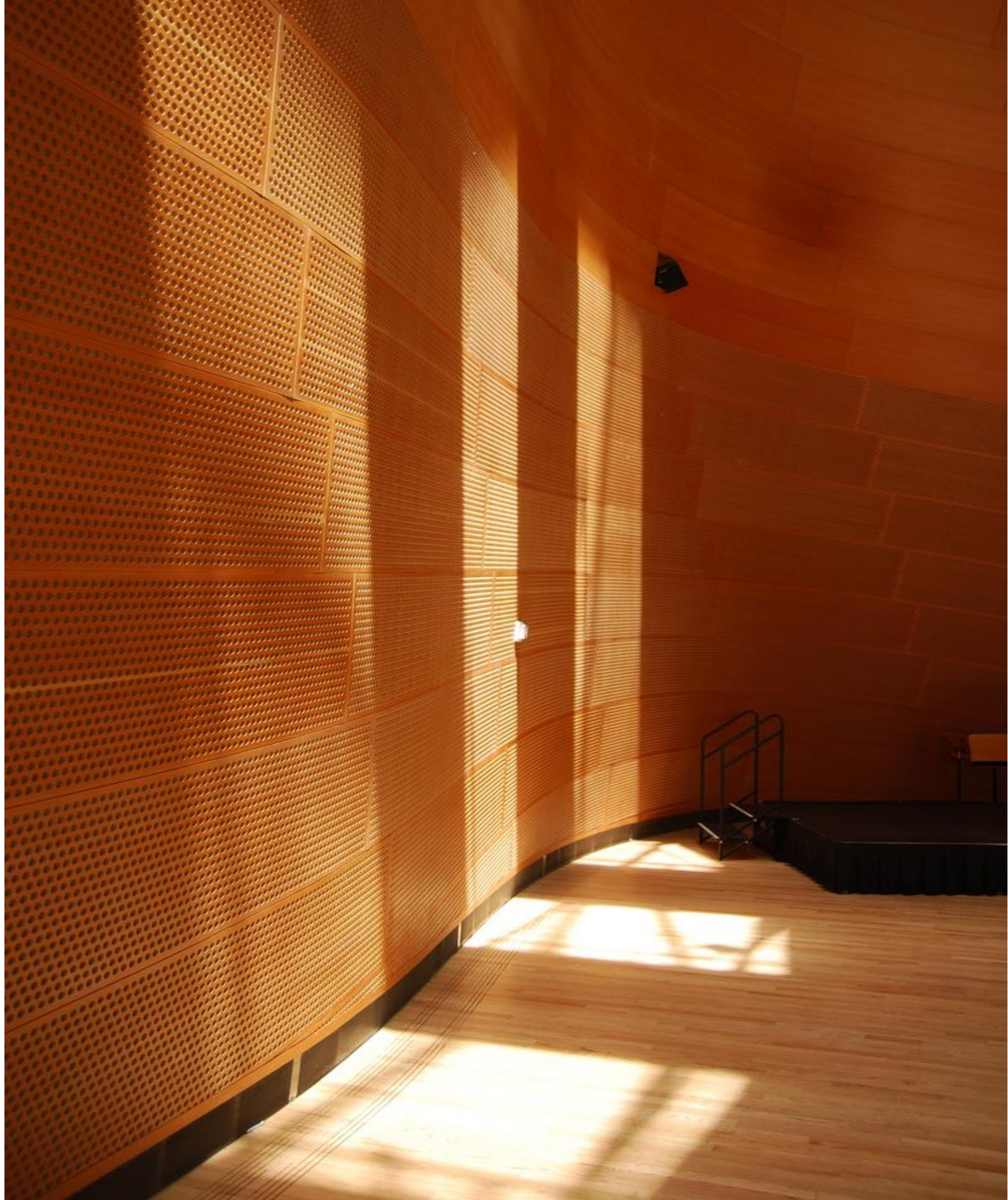




Shadow/Light











Color





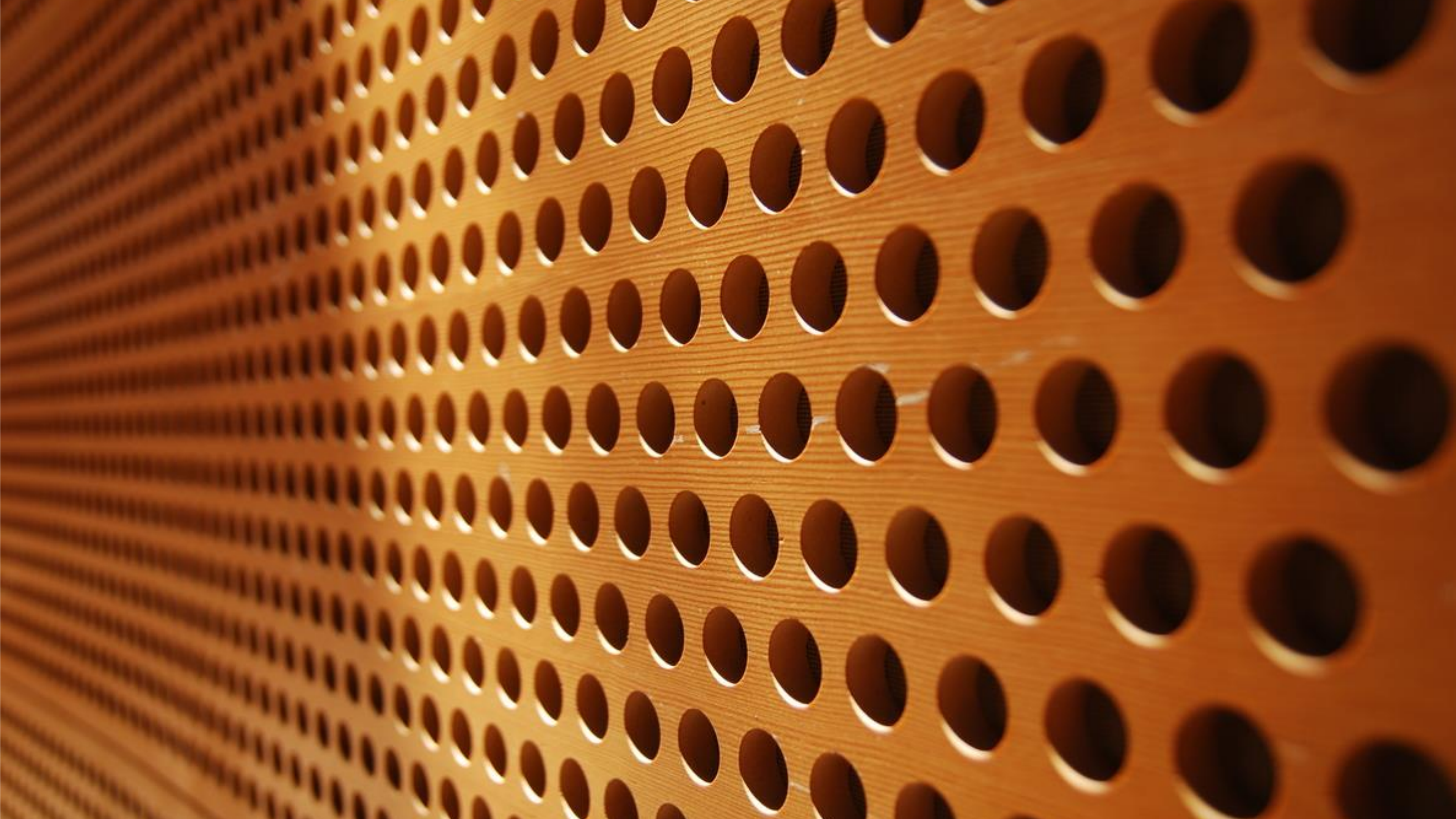
MONTELEONE
HOTEL
GARAGE
ALSO
ENTRANCE LOBBY





Focus











Mood









Clear Layout

These design principles should be used to compose your images so that the intent is clear.

Each image should make **one** story point.

Subsequent images make the next story point.

Advance the Story

When we work with motion, we are creating multiple images that are spread across multiple scenes

We often run the risk of repeating ourselves.

Be sure each image/scene advances the story.

Each cut / Edit should add more information.





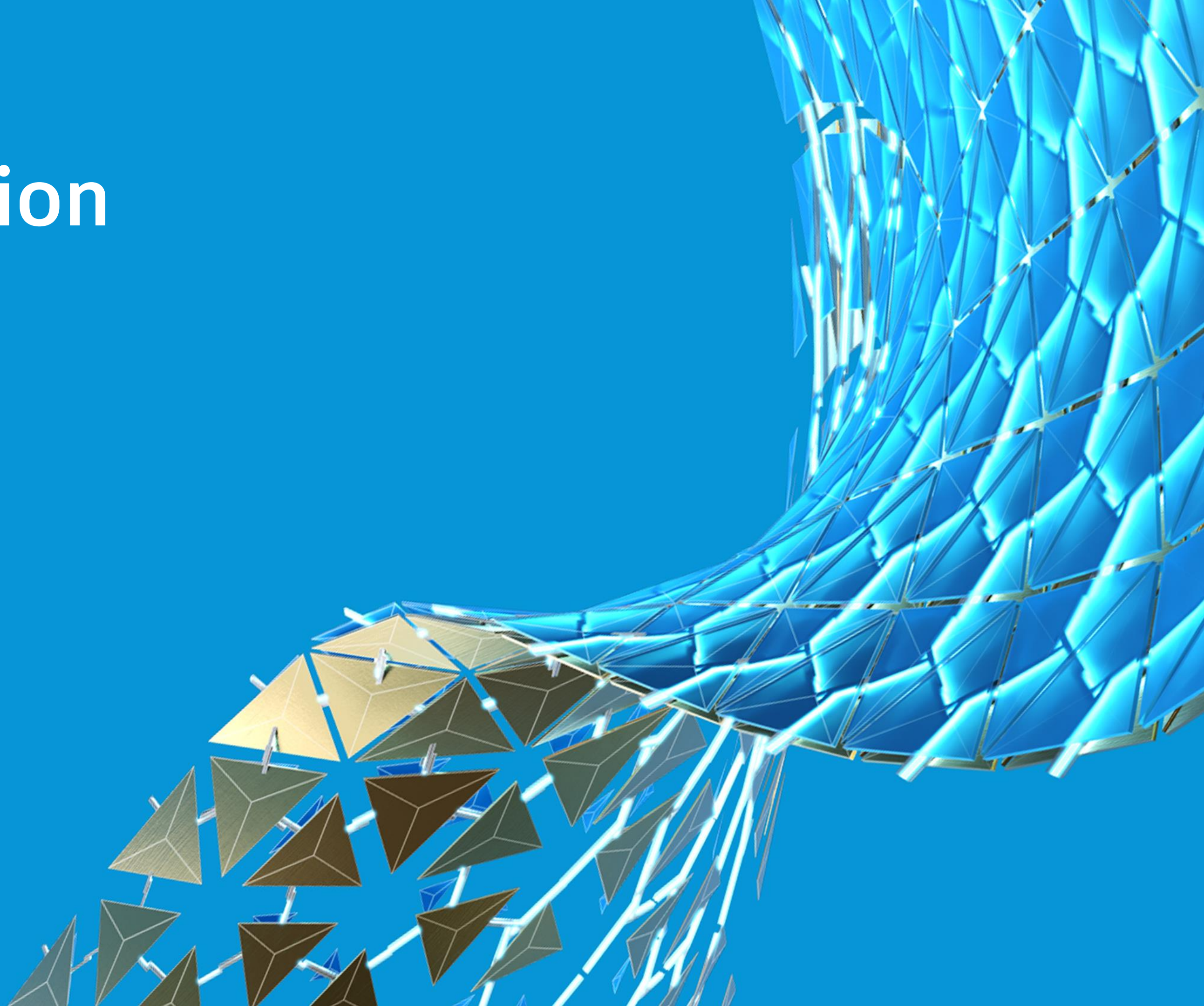




**Every Image
Tells a Story**

**Create Images
That Advance Your Story**

Adding Motion



**Motion Adds Another
Dimension to Composition**

Time





Motion

Direct the Eye

Reveal New Elements

Bring images to life

Add Visual Interest









**We also need to consider
motion across multiple scenes**

Motion Across Scenes

Avoid jump cuts

Match motions across cuts

Transitions instead of cuts

Jump Cuts

Cutting between similar compositions

Creates visual confusion

Cut camera progressively closer or progressively further

Cut to different outlines/shapes/compositions





Visually Similar



Cut Wider, then Closer



Add a Different Shot



Matching Motion

Make sure your motions flow properly over a cut

Don't cut from right motion to left motion

Don't cut from strong movement to stills

Slow out motion before a cut

Use transitions to soften a cut



Motion Mismatch





Using Transitions

Fade In/Out

Cross Fades

Wipes

Can soften changes in motion

Can communicate passage of time or change of place



Speed Mismatch



Add Transition



Add Transition





Motion

Direct the Eye

Reveal New Elements

Bring images to life

Add Visual Interest

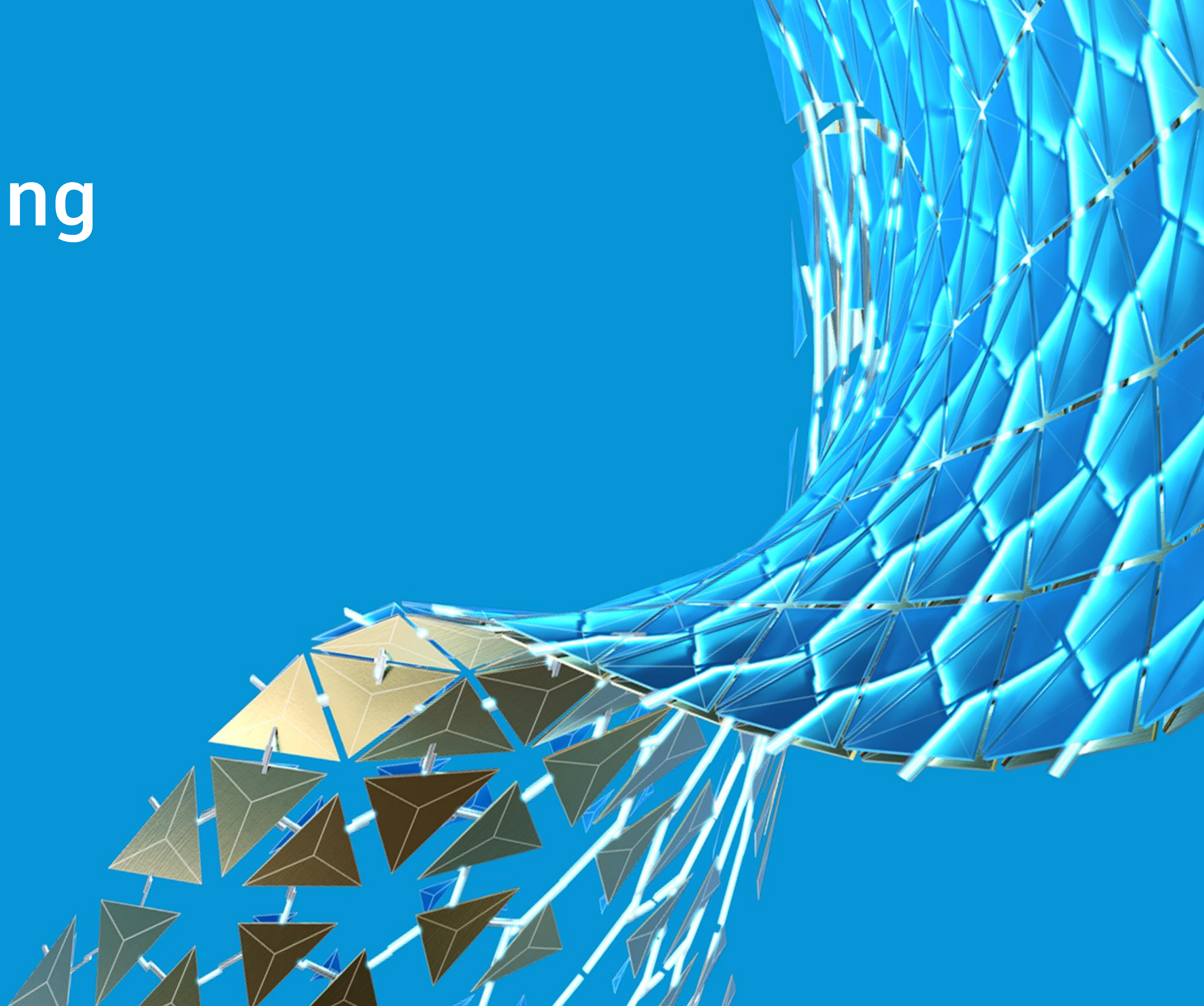
Motion Across Scenes

Avoid Jump Cuts

Match Motions

Transitions Can Help

Storyboarding



Storyboarding

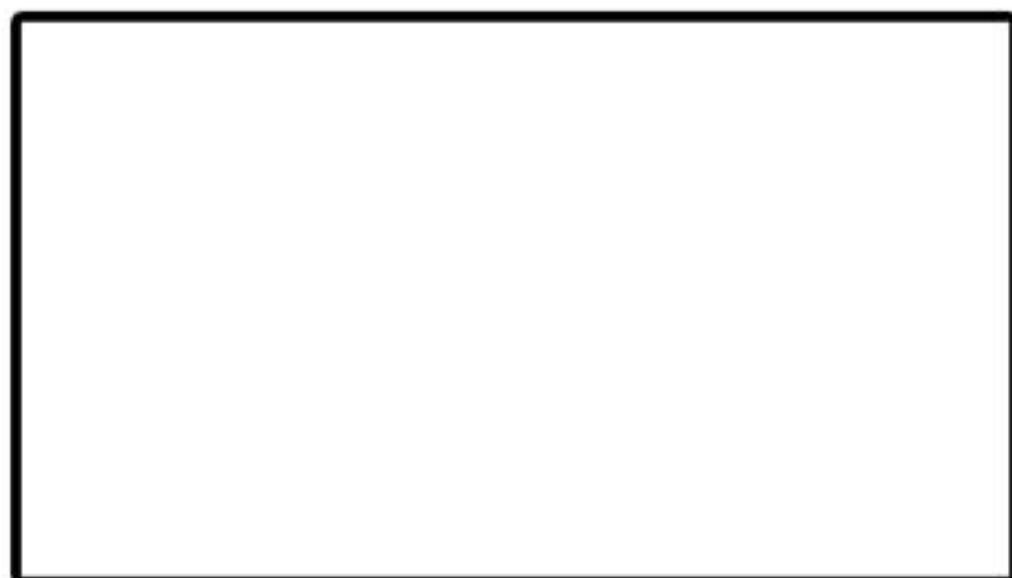
- ▶ **Consists of multiple images.**
- ▶ **Each image represents a shot in the movie**
- ▶ **Descriptions, narration, and camera instructions added.**
- ▶ **The images are sequenced to represent how the movie will be cut.**
- ▶ **Creates a visual representation of the final product.**

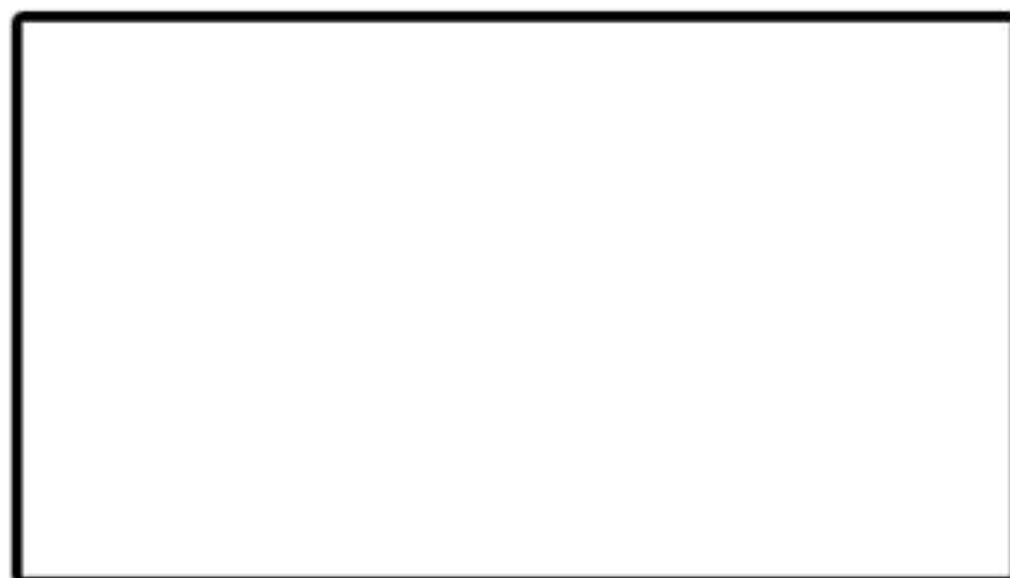
Storyboards are a visualization tool.

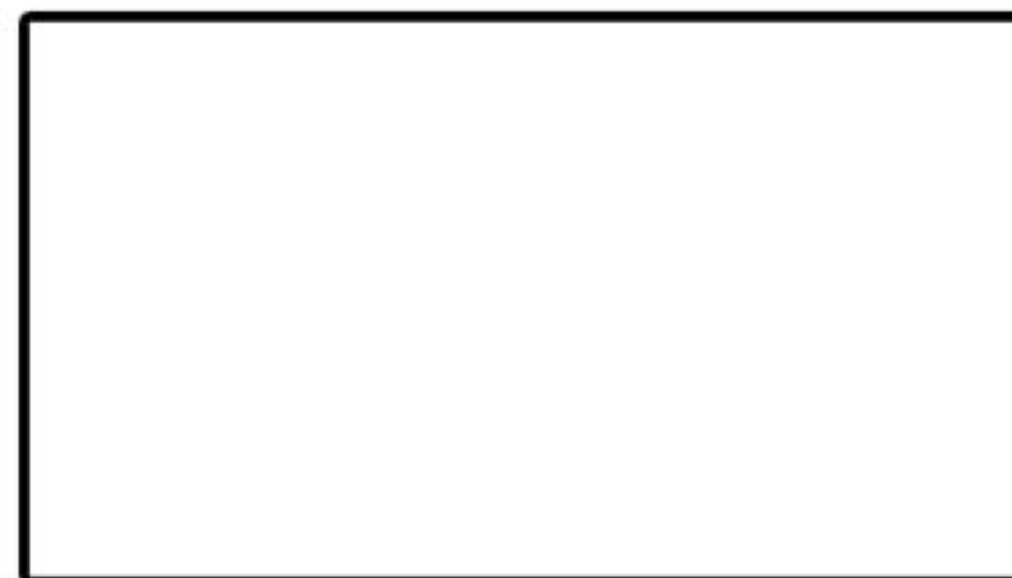


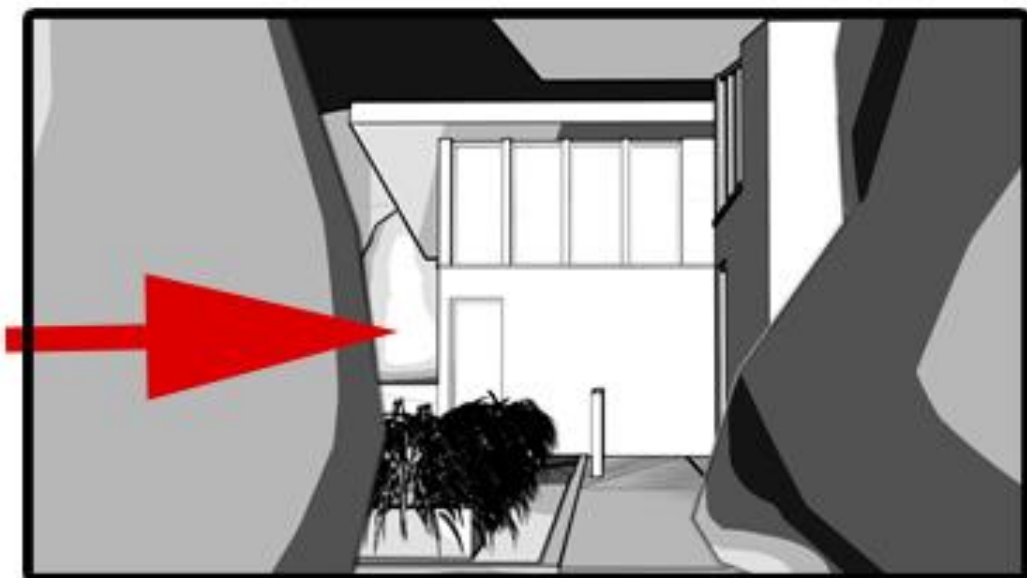




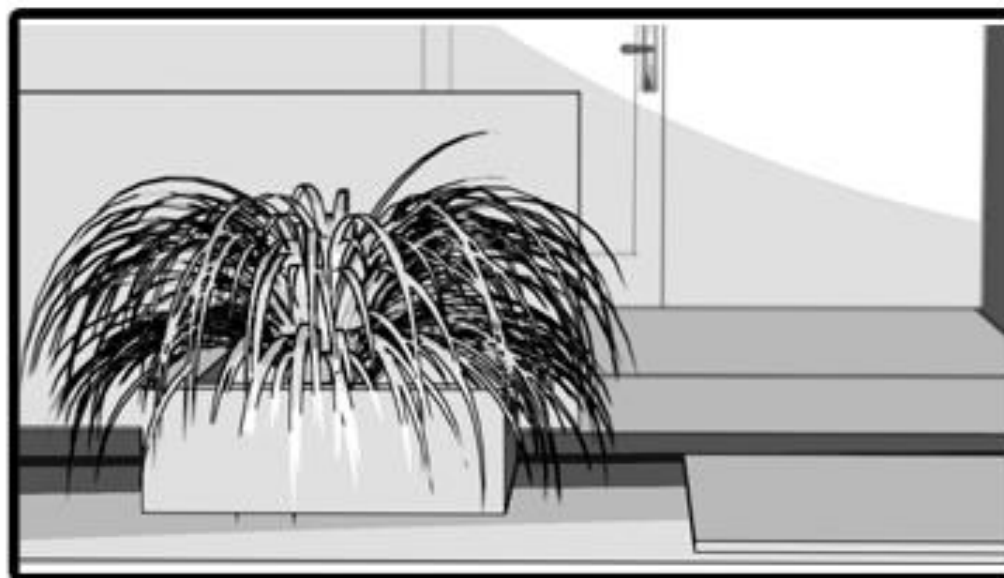


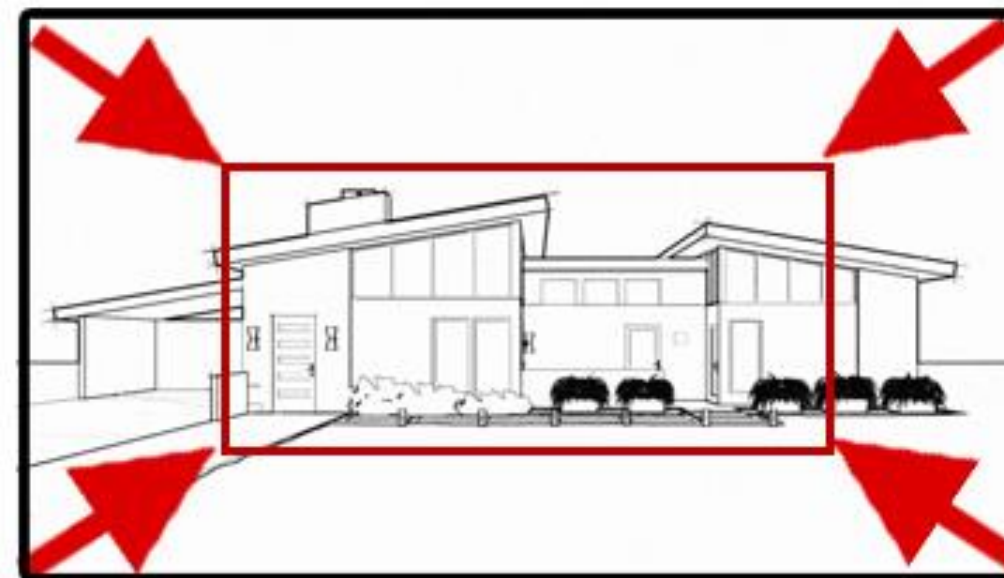






Camera Moves Past Trees To Reveal Building



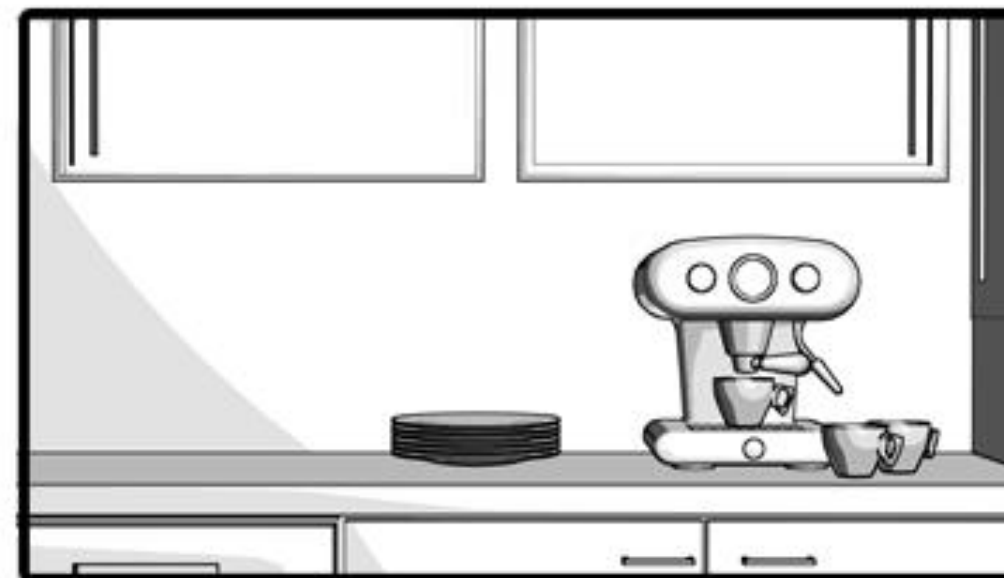


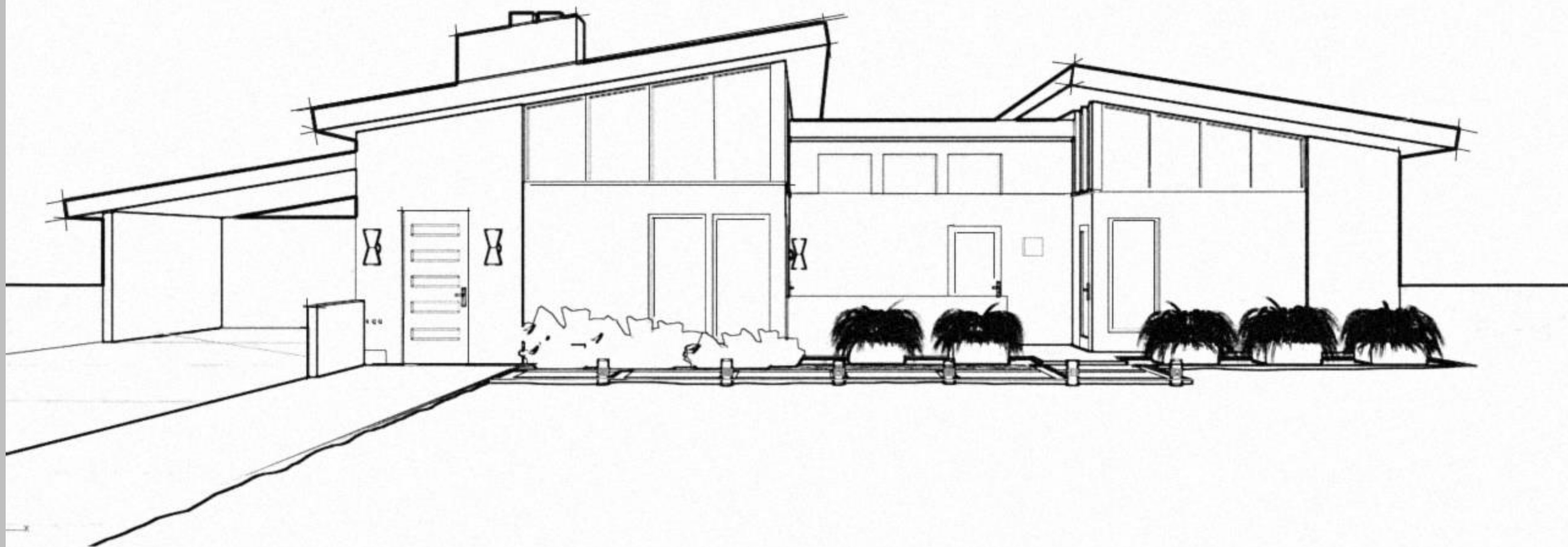
Push In





Focus Change - Near to Far









Screen Motion

- ▶ **Consists of still panels / images**
- ▶ **But the final product will move**
- ▶ **How do we depict that motion?**

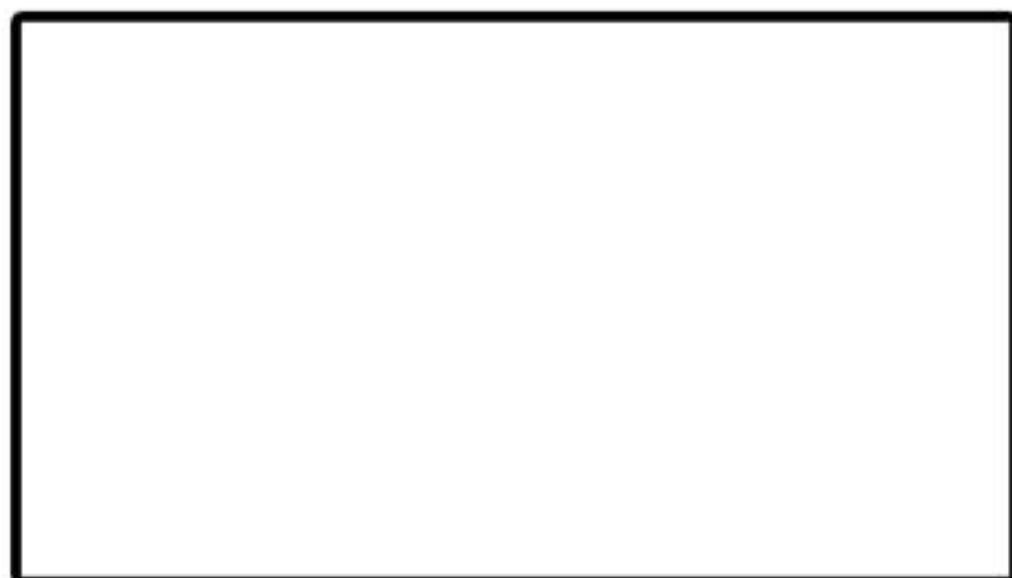
Visualizing Screen Motion

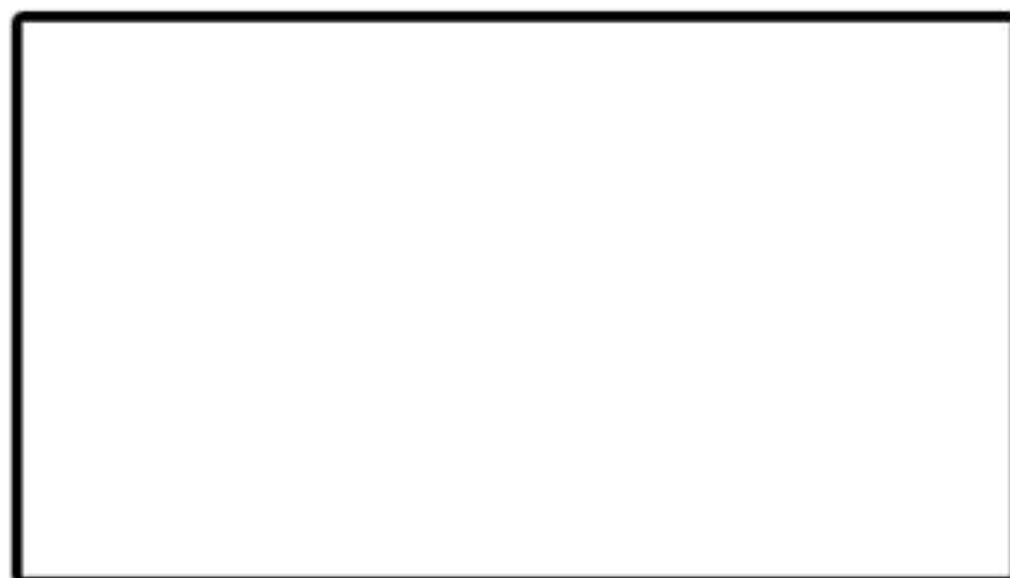
- ▶ **Screen arrows and/or multiple panels**
- ▶ **Pans / Dolly / Truck / Camera Motion**
- ▶ **Changes in lighting/shadow**
- ▶ **Changes in focus**
- ▶ **Anything that changes significantly in the shot**

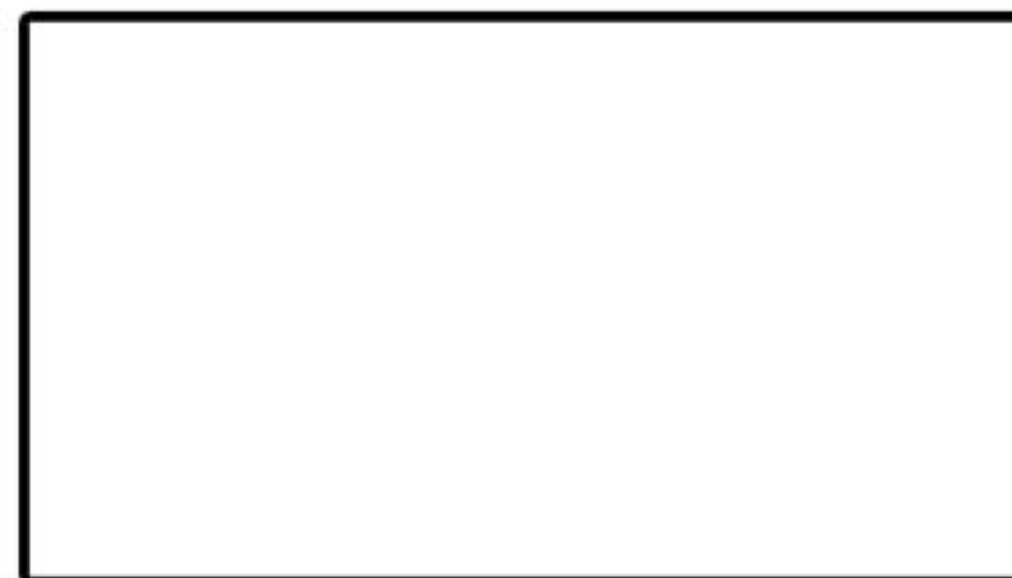




















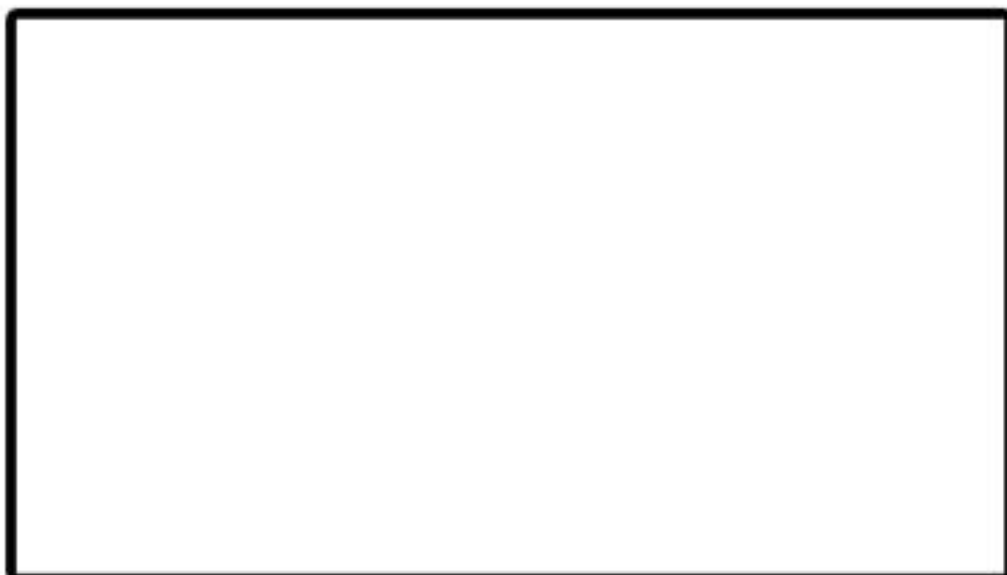


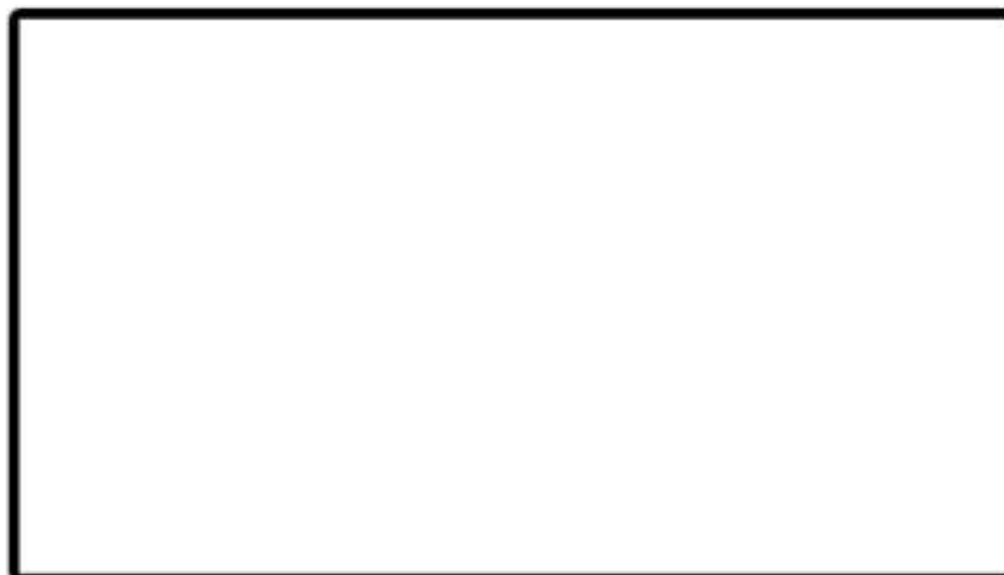


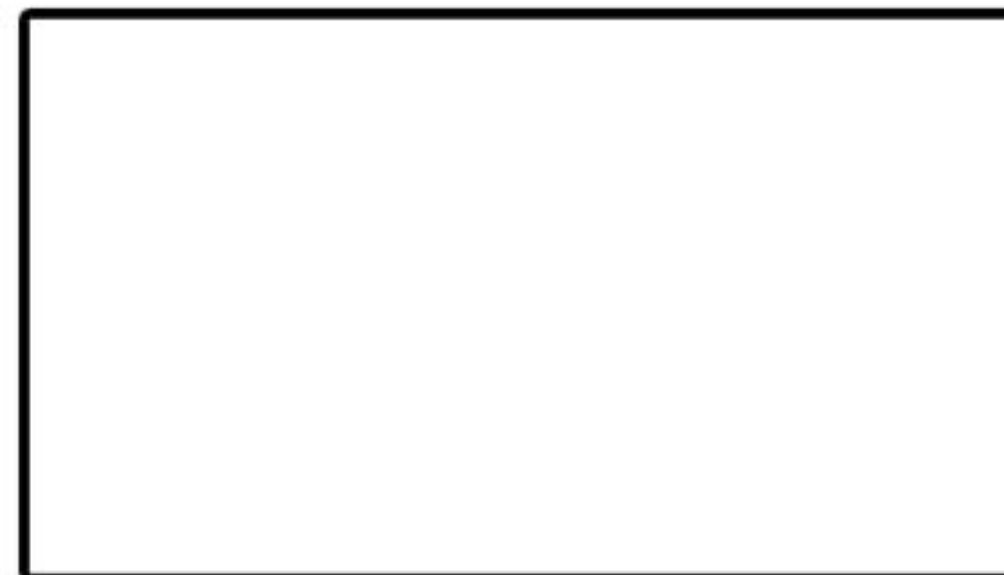










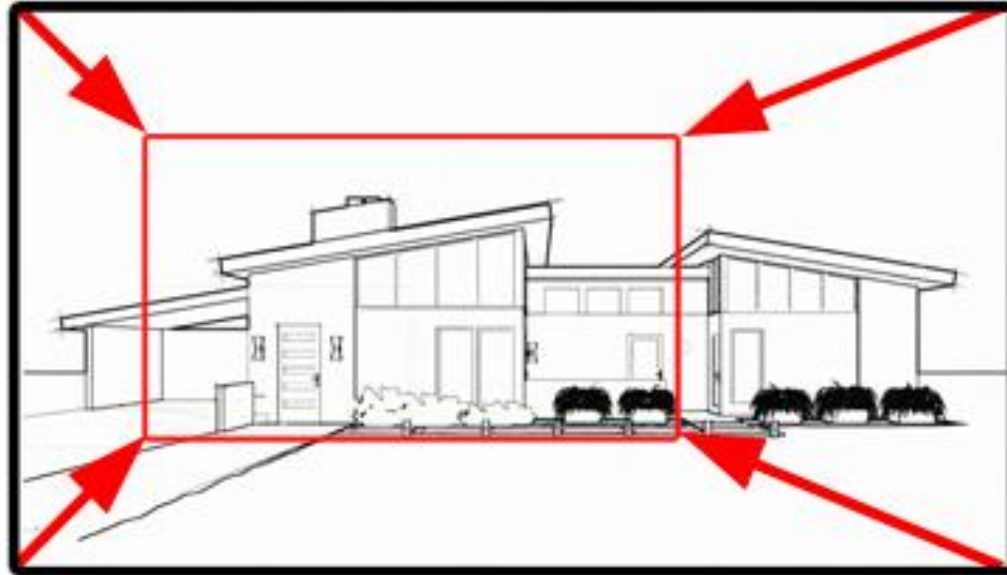










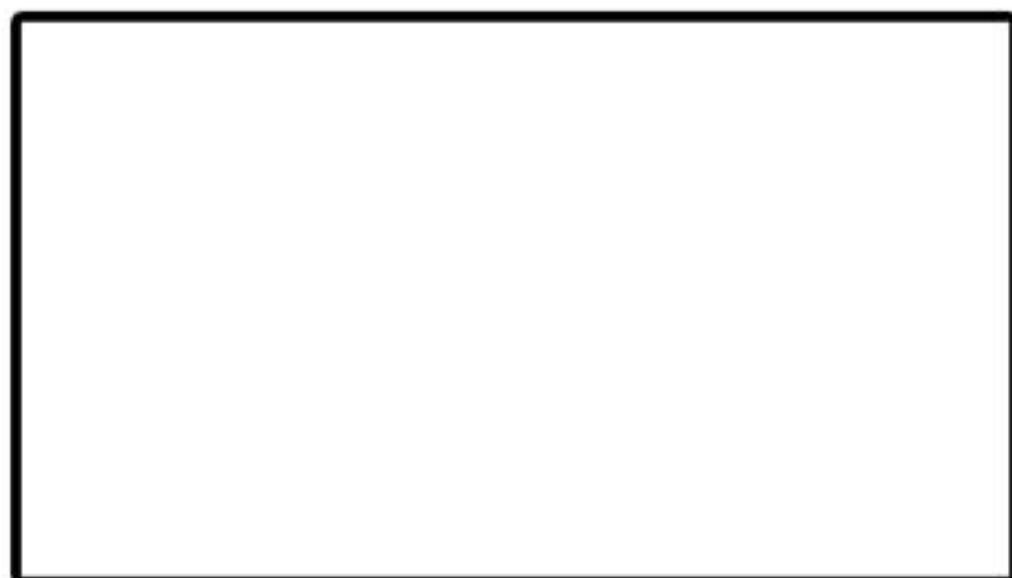


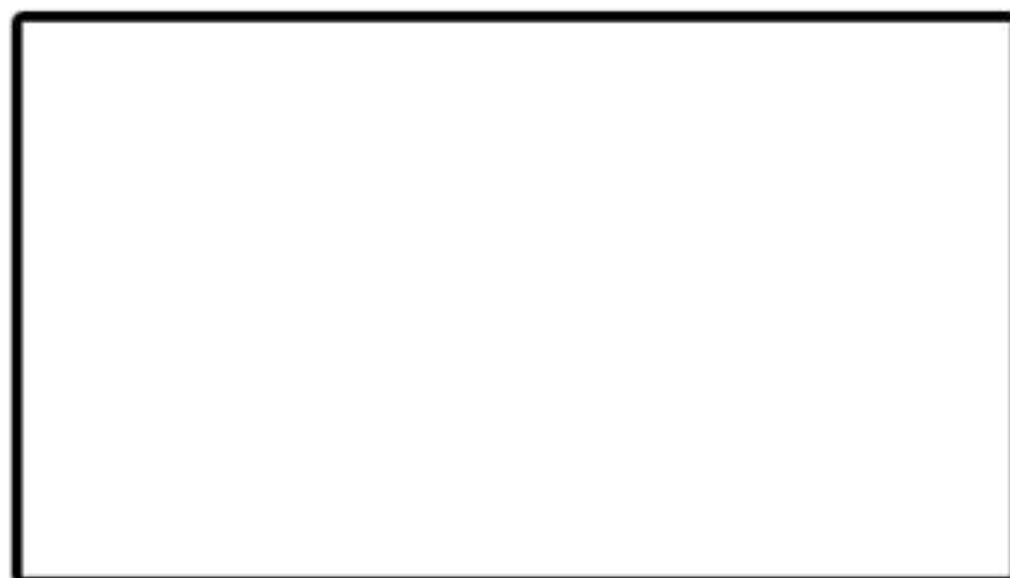


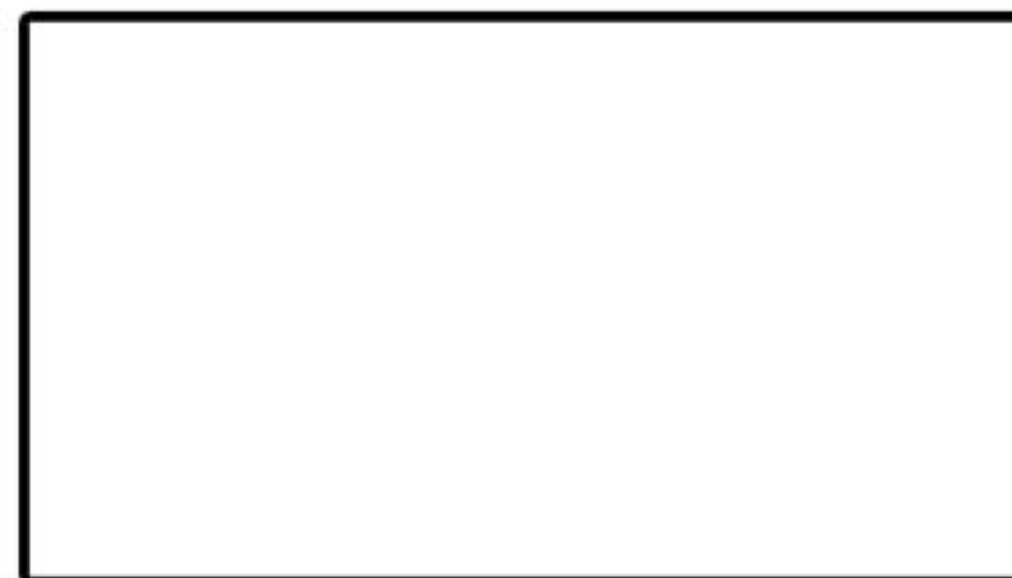






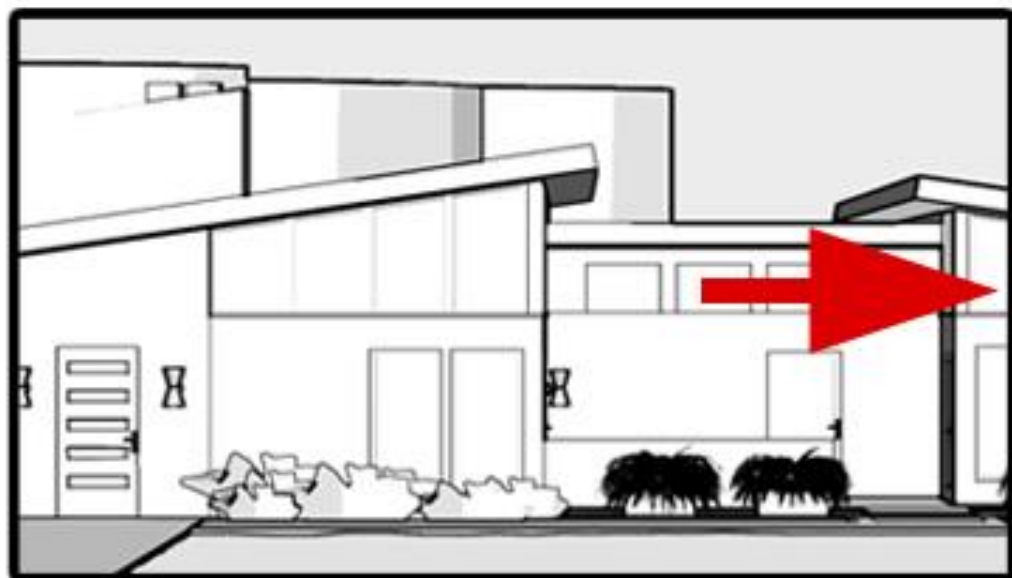




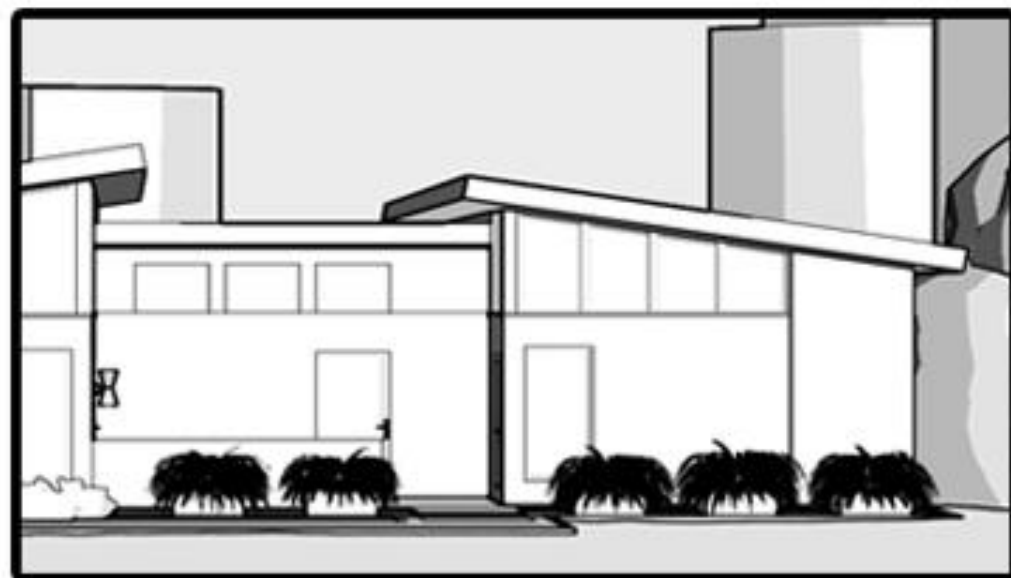






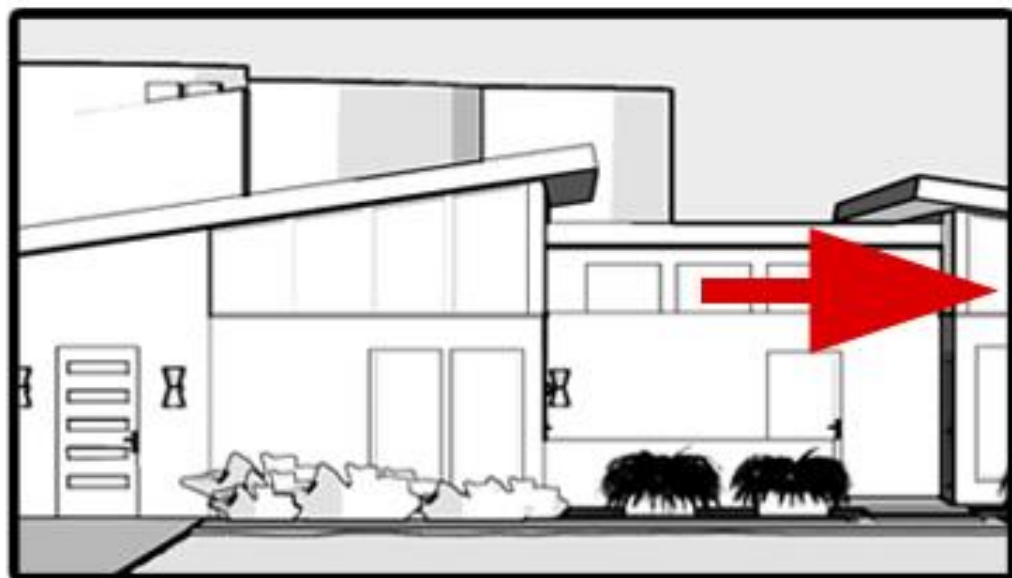


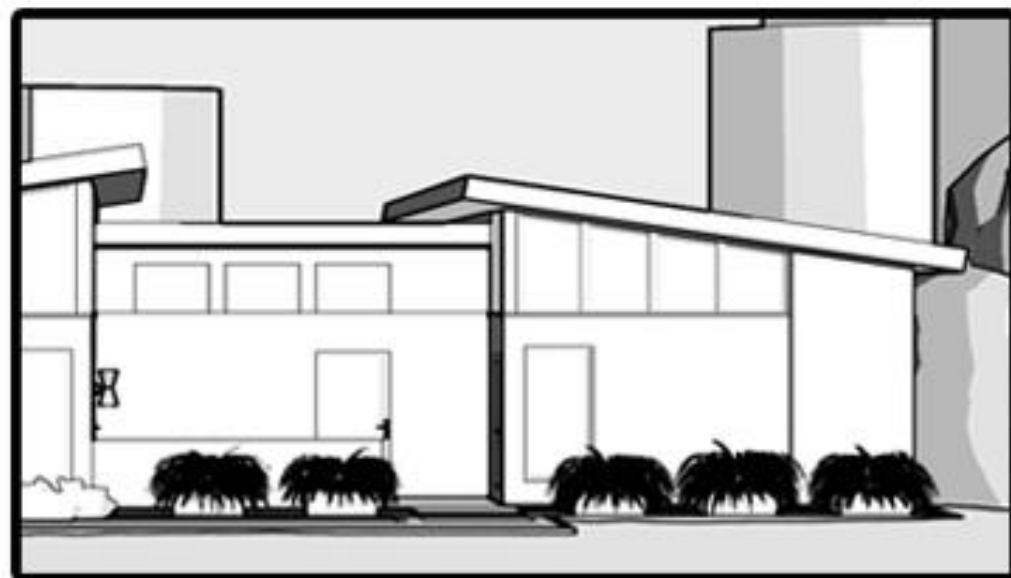


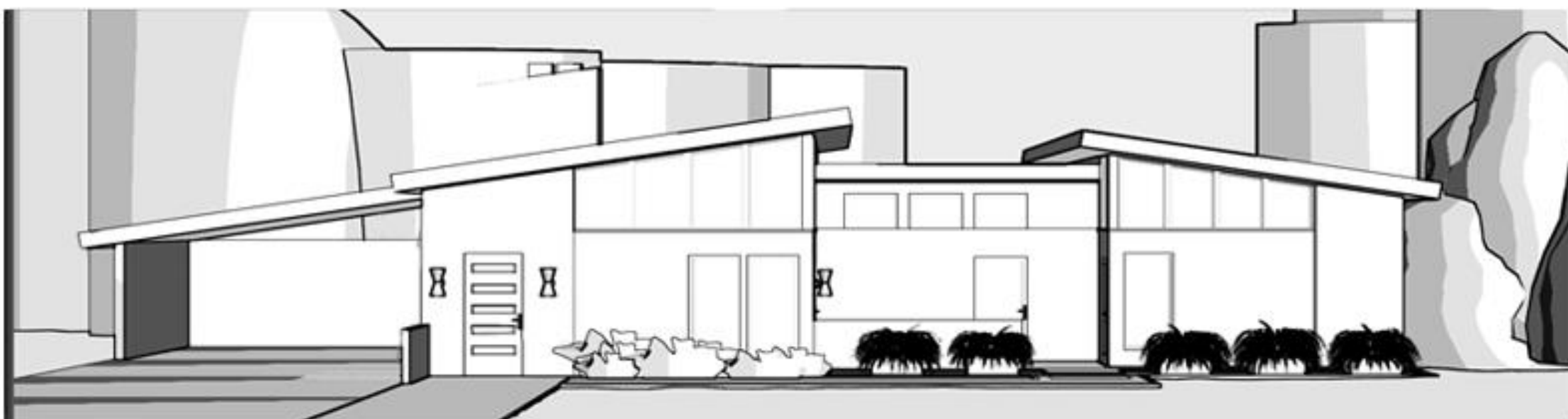


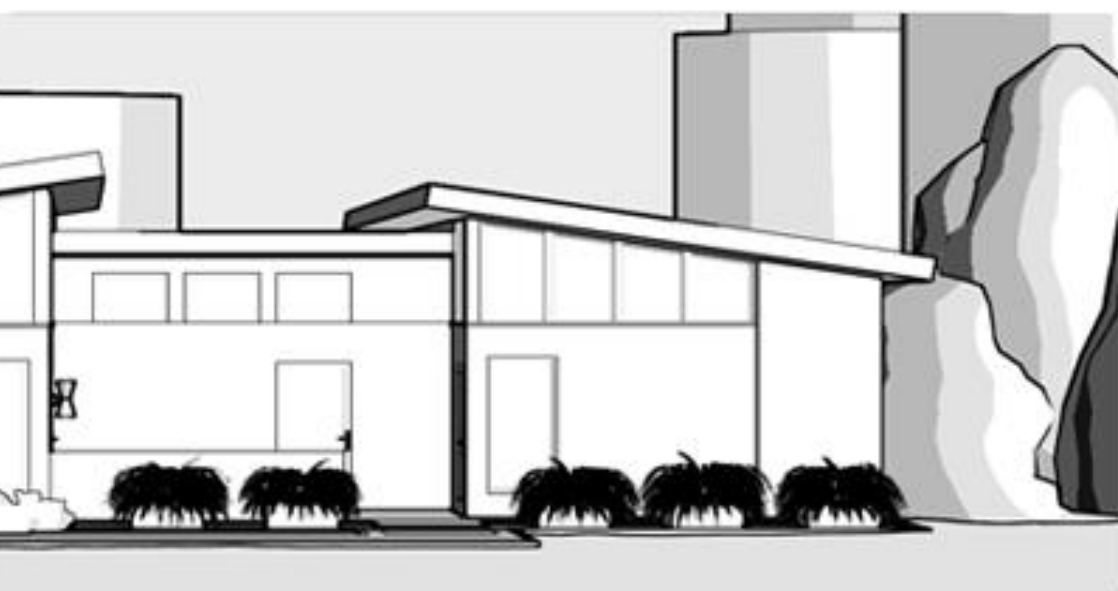


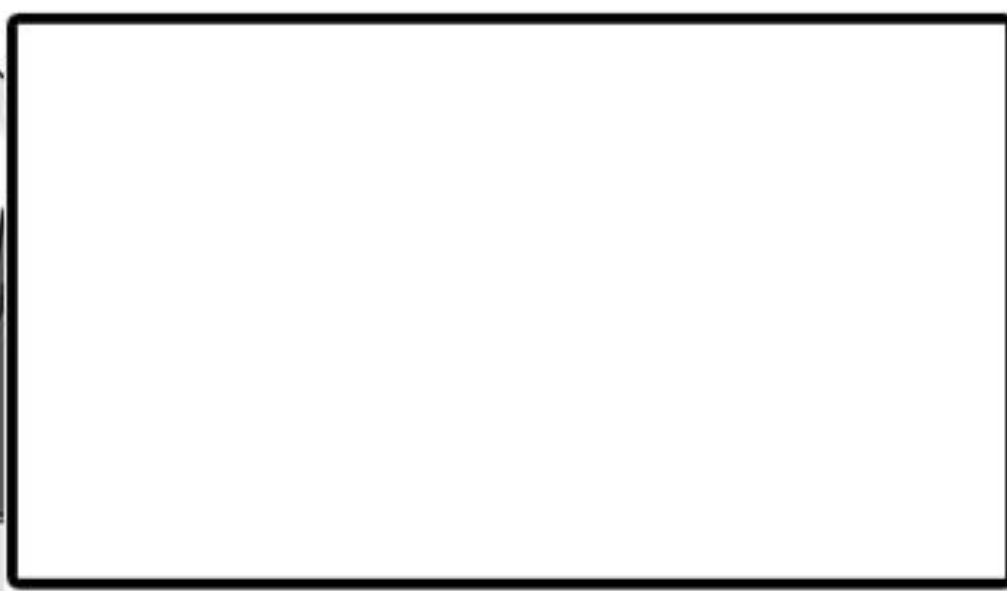




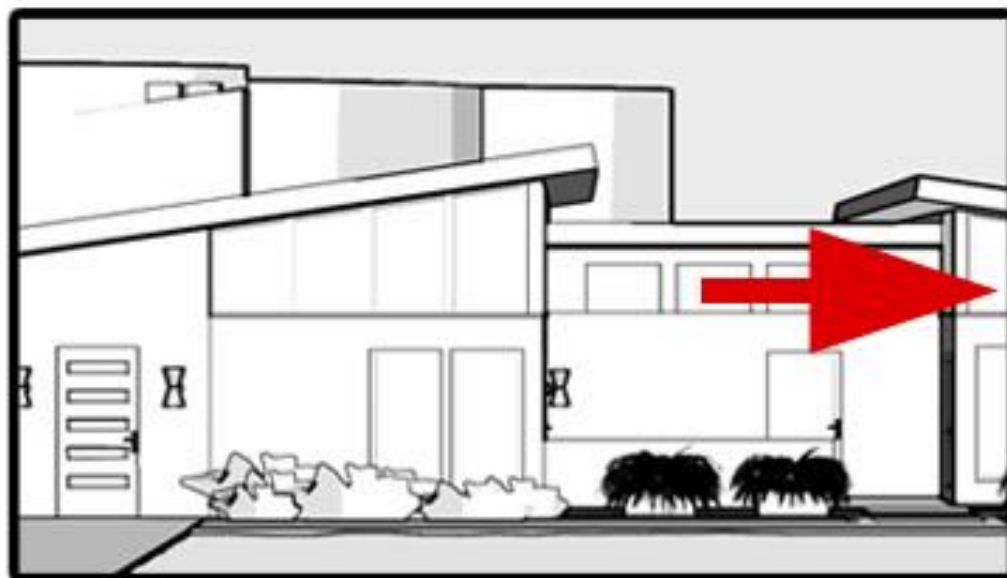


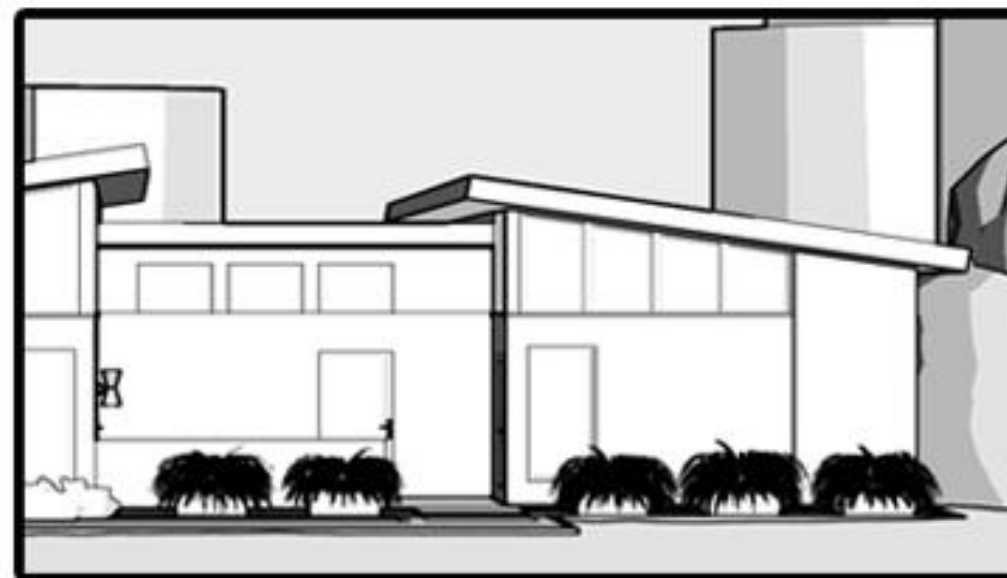


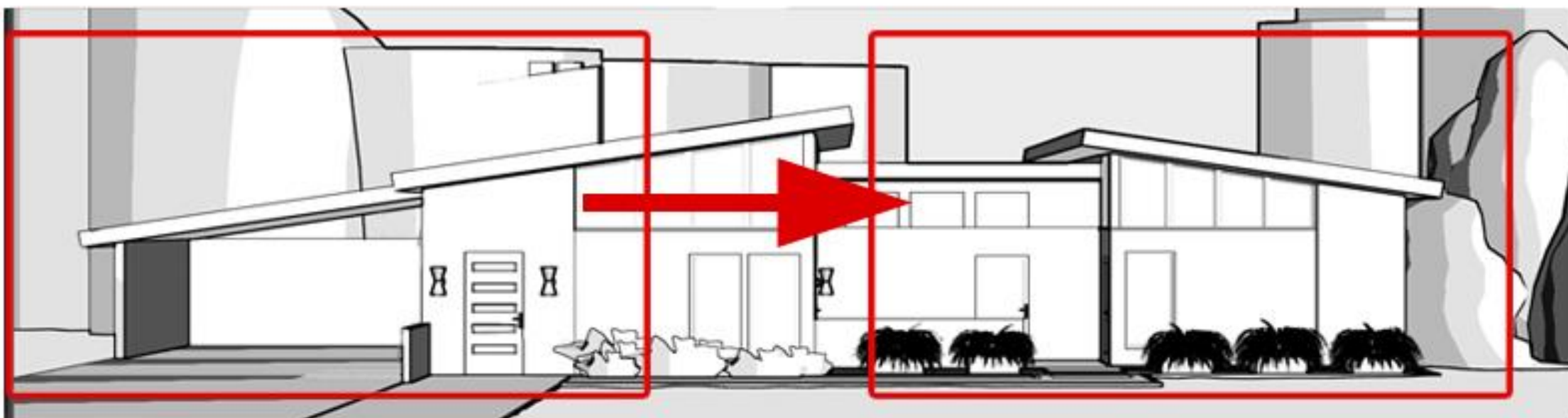










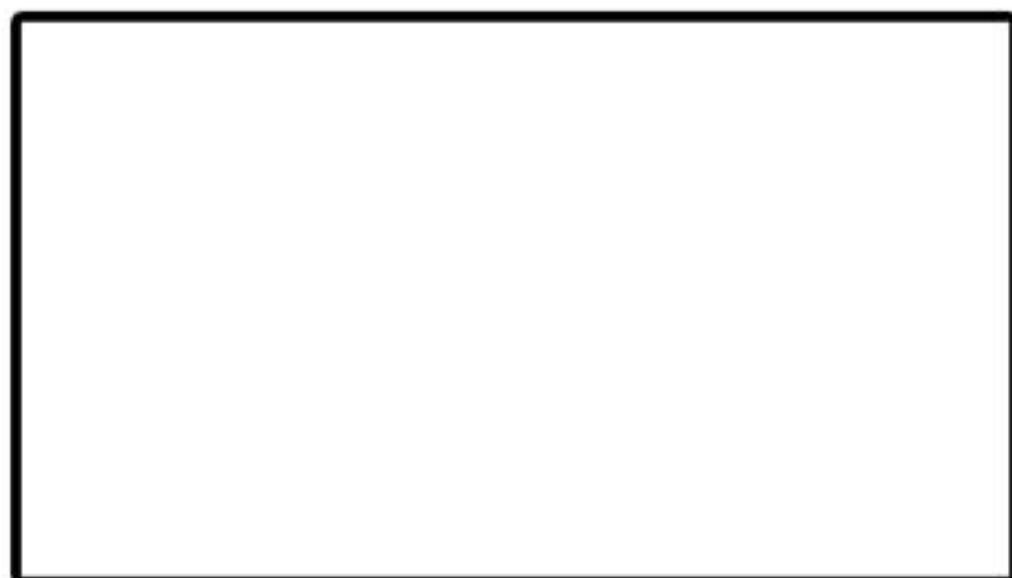


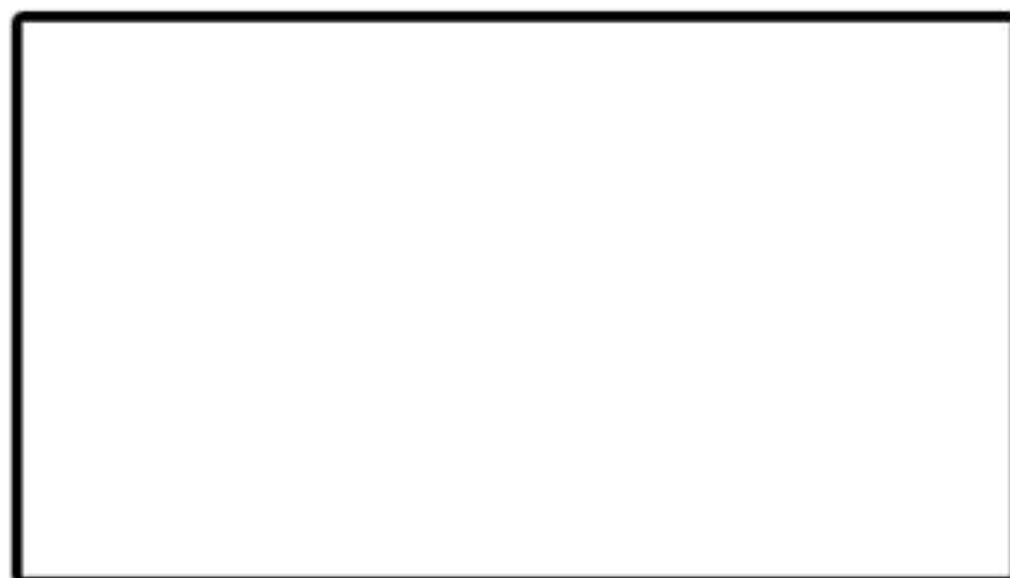


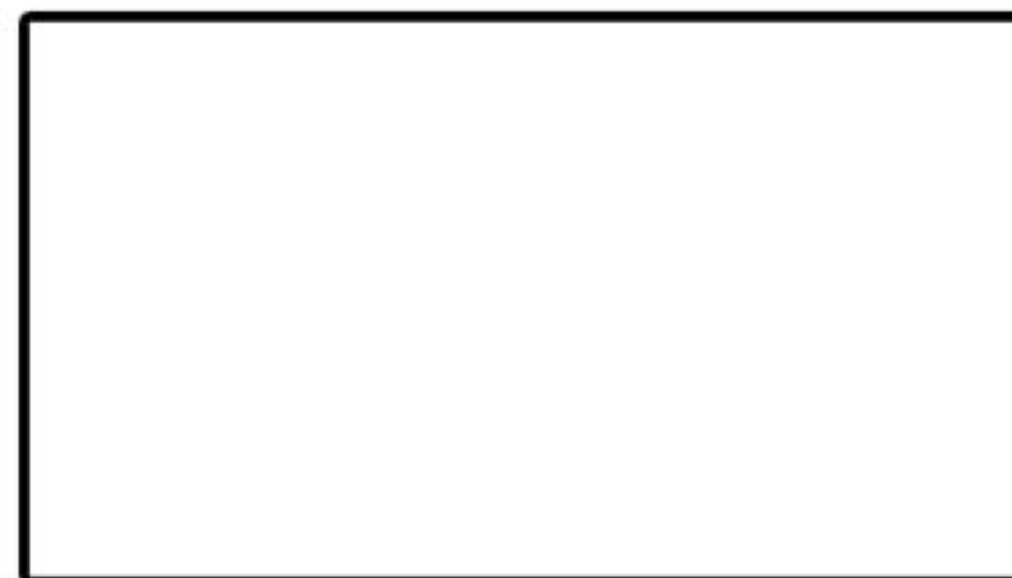














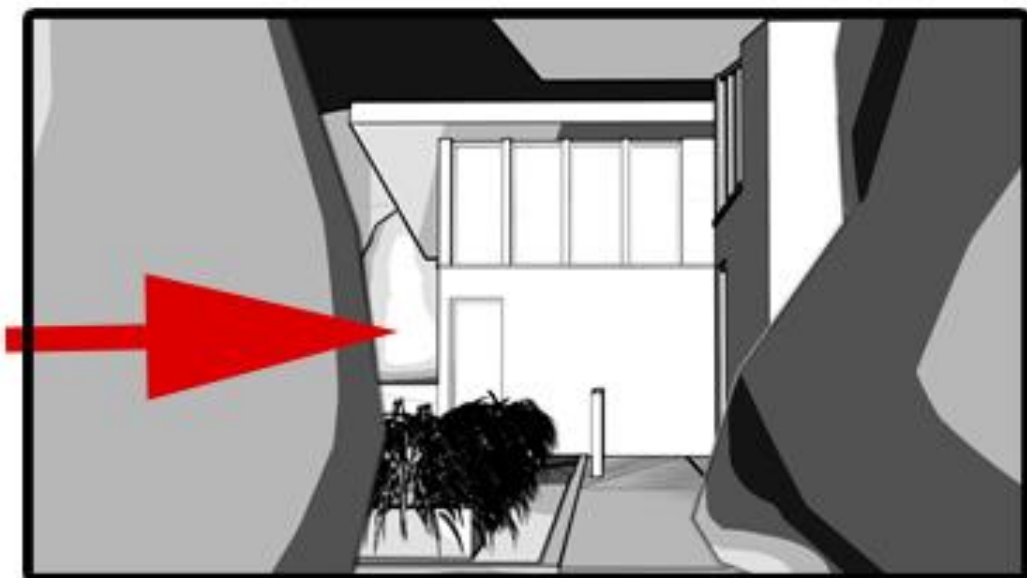
Change in Focus



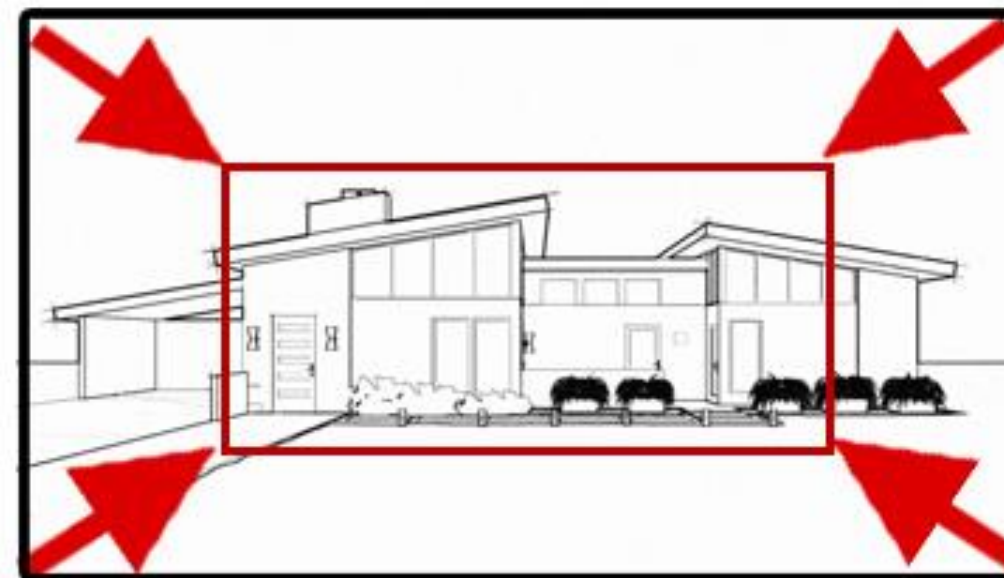
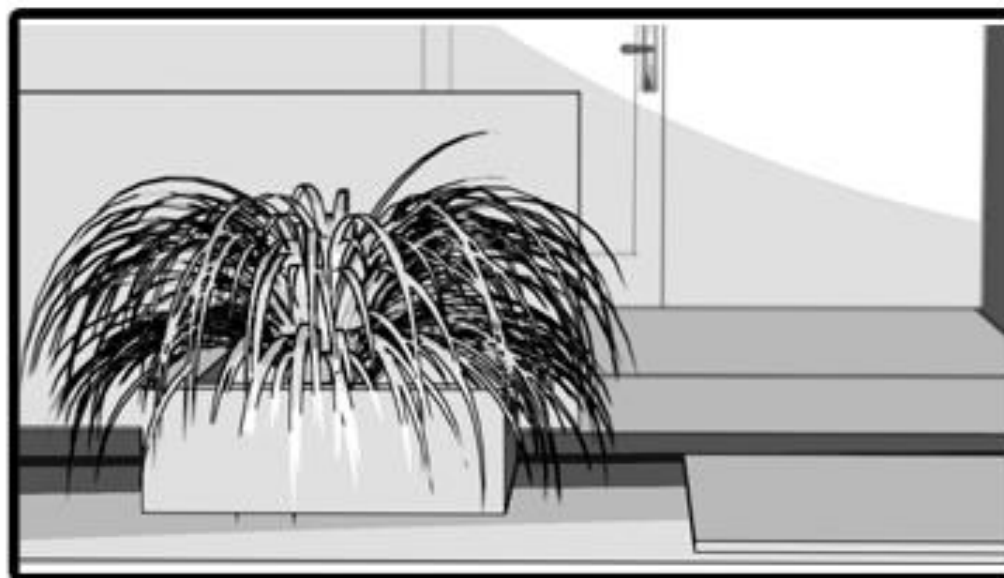
Storyboards are a planning tool.

Storyboarding for Planning

- ▶ **Creates a master Shot List**
- ▶ **Know exactly which assets will be required.**
- ▶ **Understand what you'll need to light and render**
- ▶ **Allows you to assign shots to multiple artists**
- ▶ **Can time the shots using an animatic**



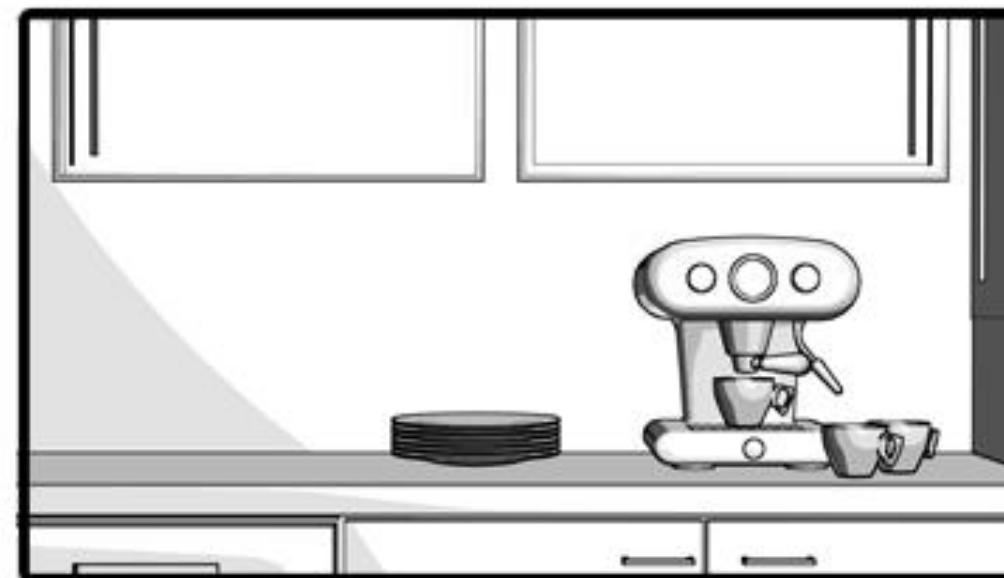
Camera Moves Past Trees To Reveal Building



Push In



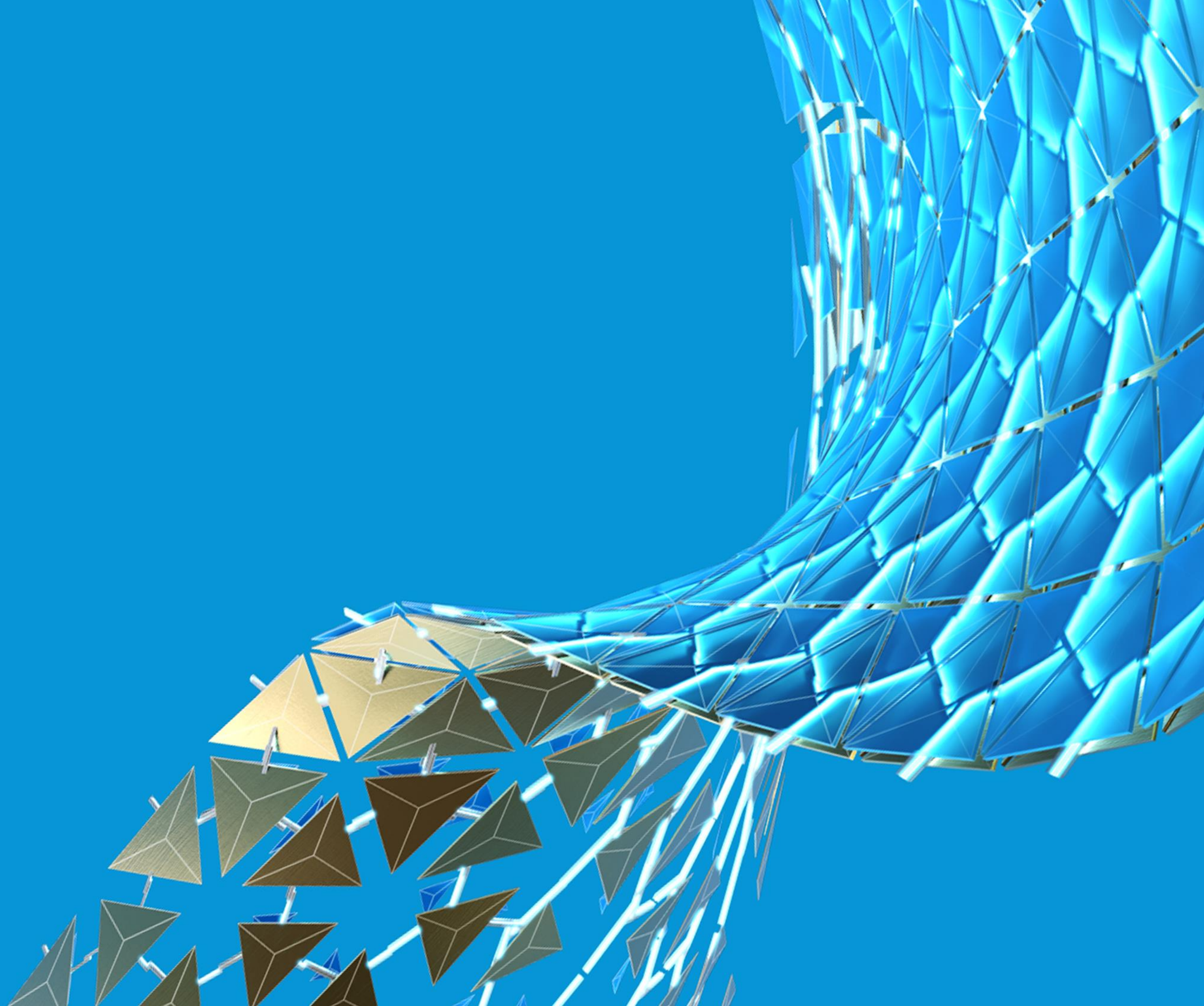
Focus Change - Near to Far



Storyboarding

- ▶ **Create storyboards before you start production**
- ▶ **Storyboards are great for visualizing your project**
- ▶ **Storyboards help with production planning.**

Cameras

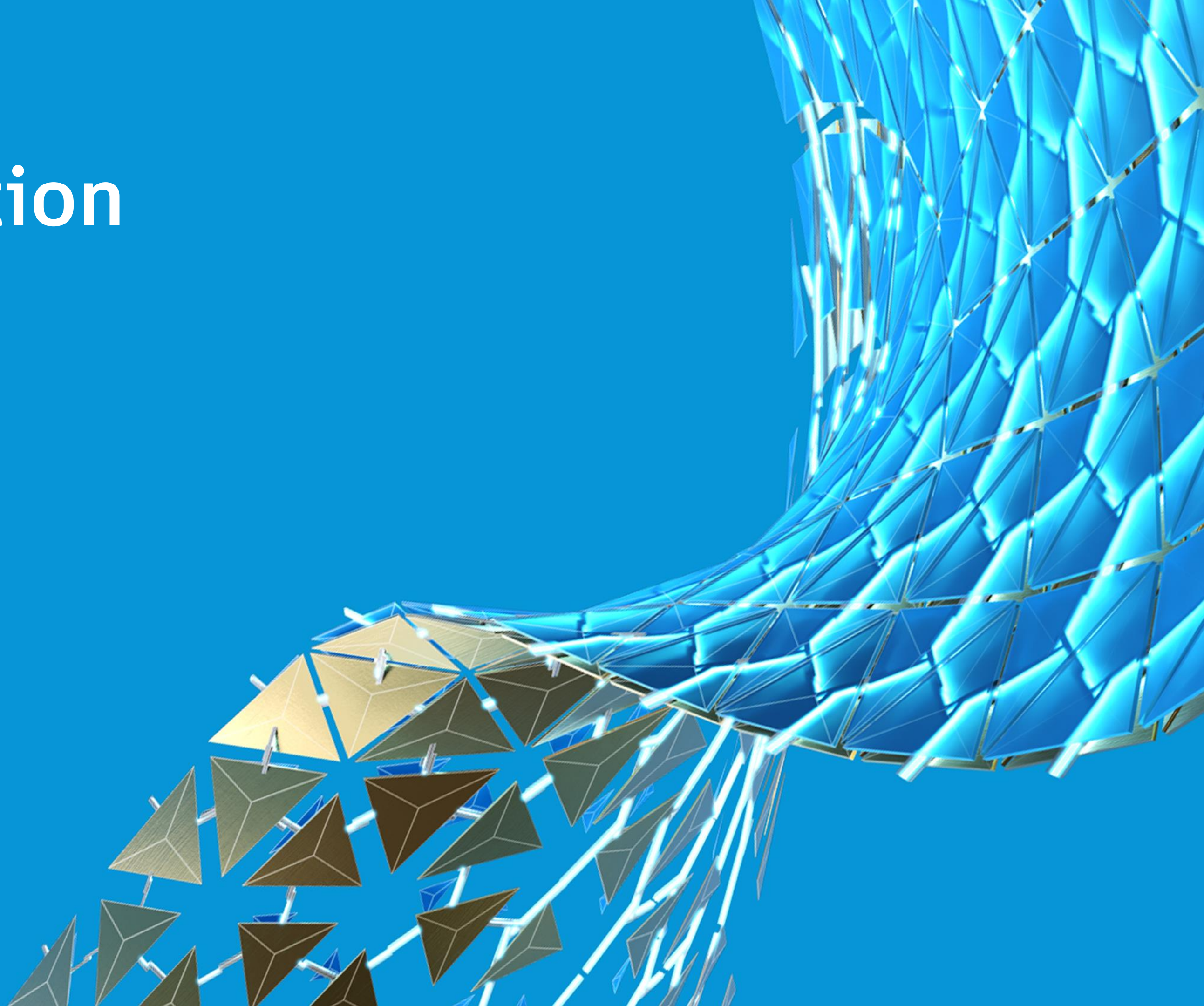


Cameras

- ▶ **Placement**
- ▶ **Rule of Thirds**
- ▶ **Clipping Planes**
- ▶ **Depth of Field**

(3ds Max Demo)

Camera Motion

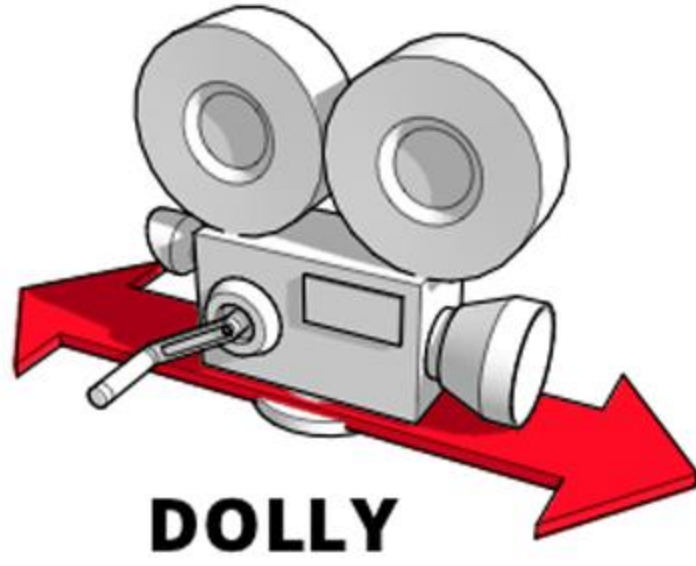


Camera Motion

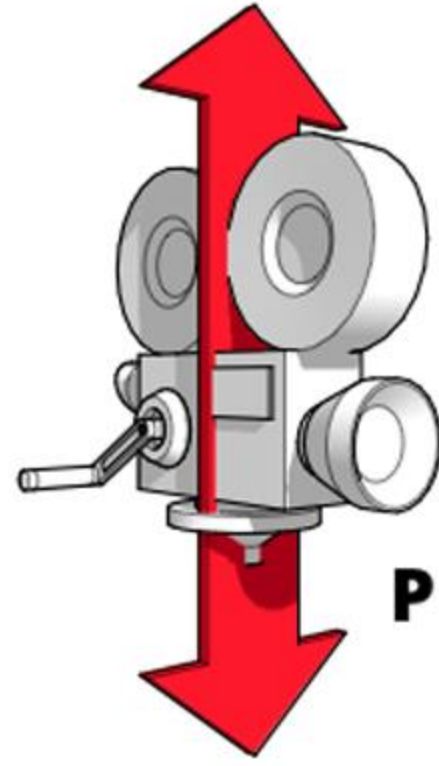
Camera Motion

- ▶ **Terminology**
- ▶ **Manipulating Cameras**
- ▶ **Camera Rigging**
- ▶ **Animating Cameras**

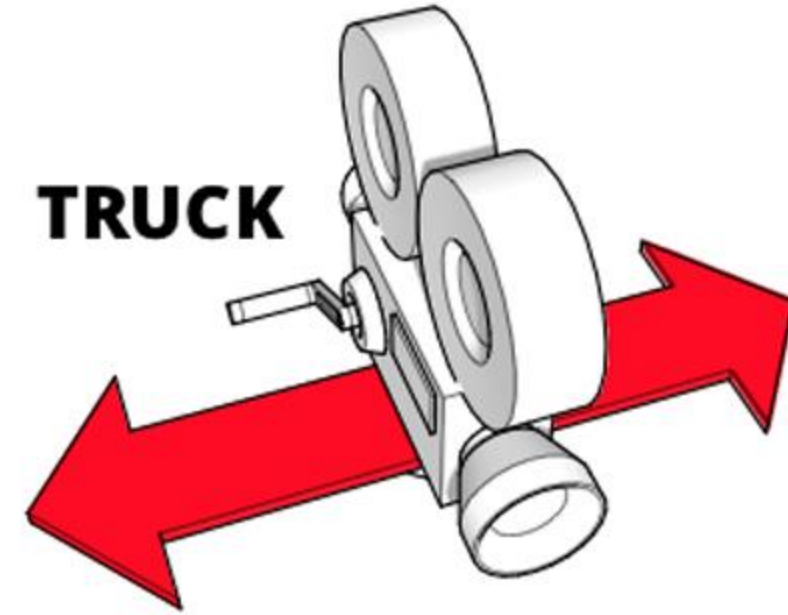
TERMINOLOGY



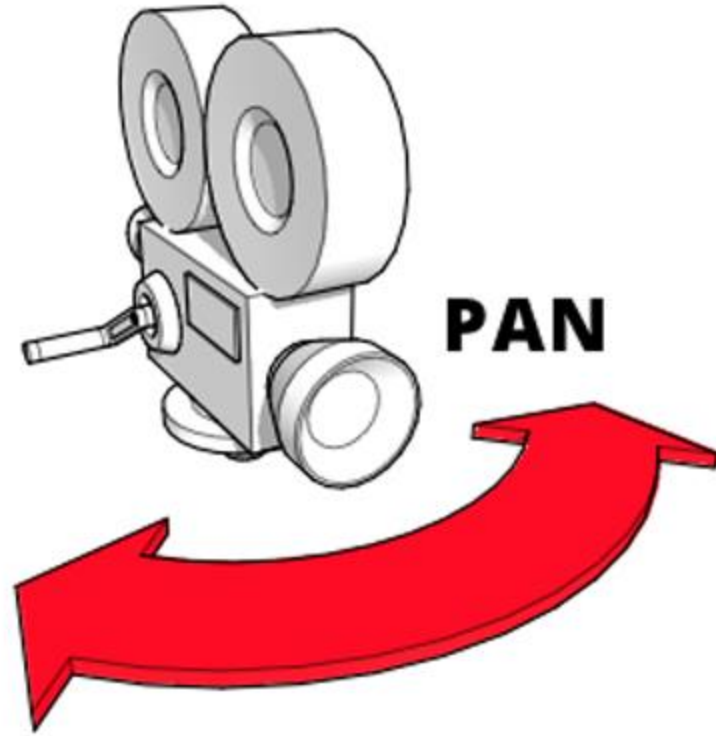
DOLLY



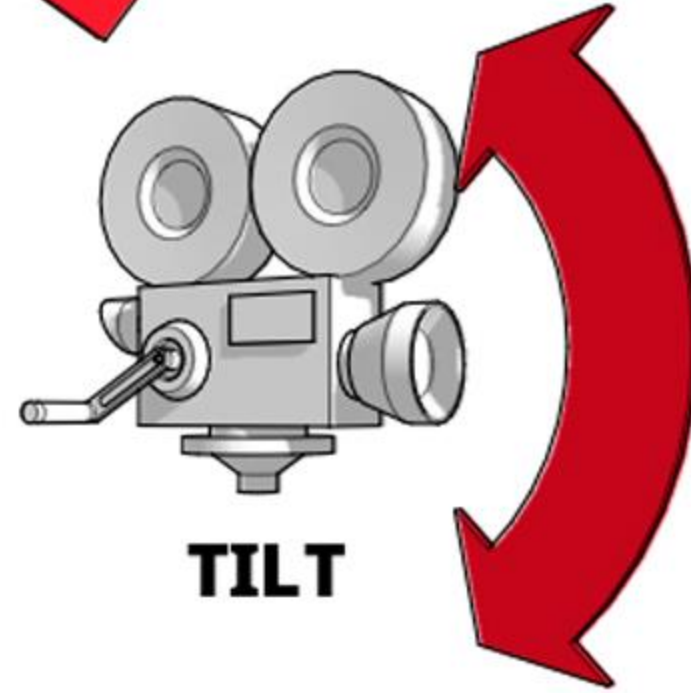
PEDESTAL



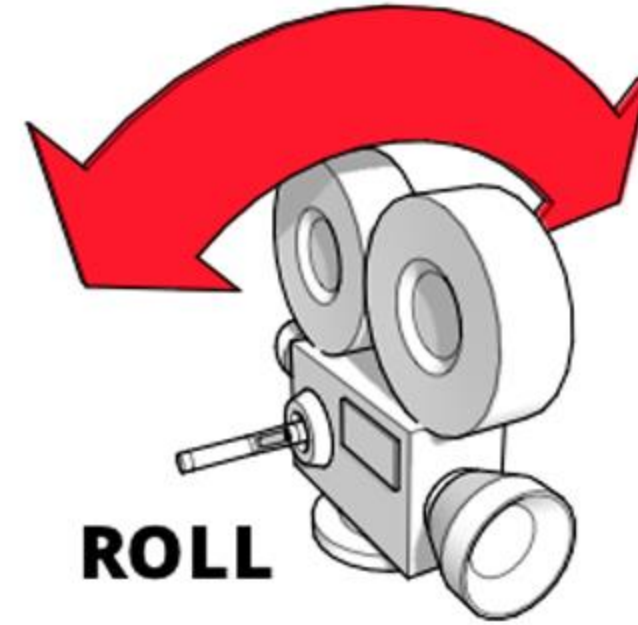
TRUCK



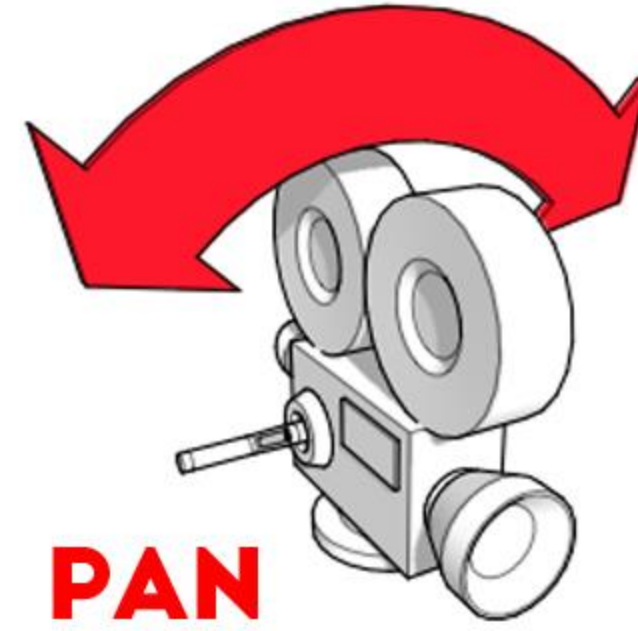
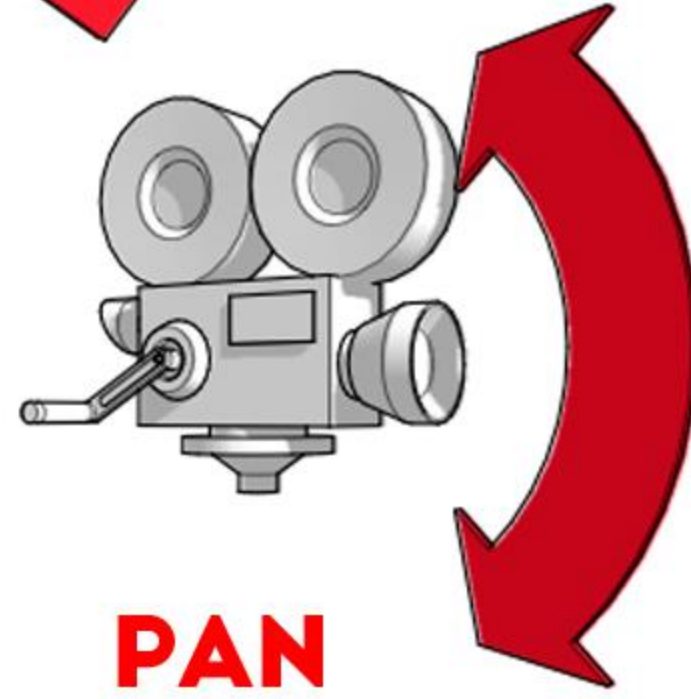
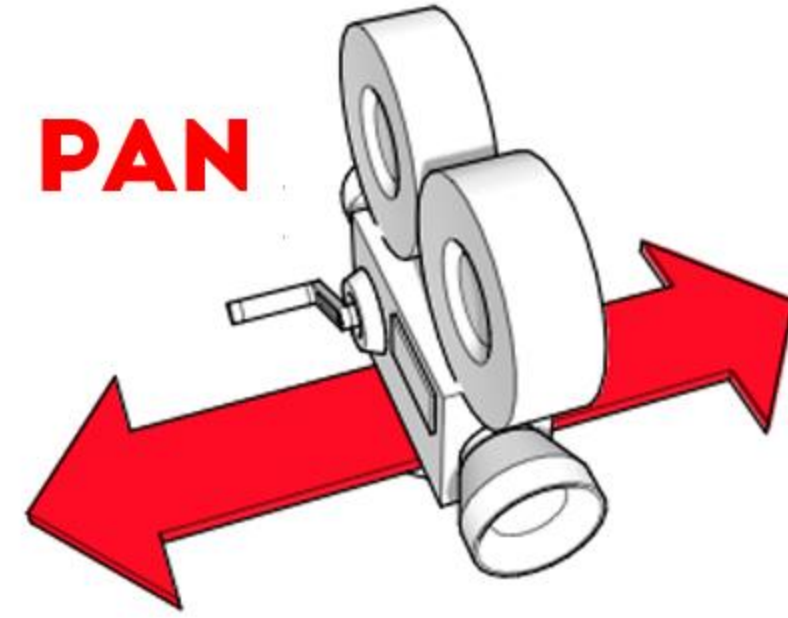
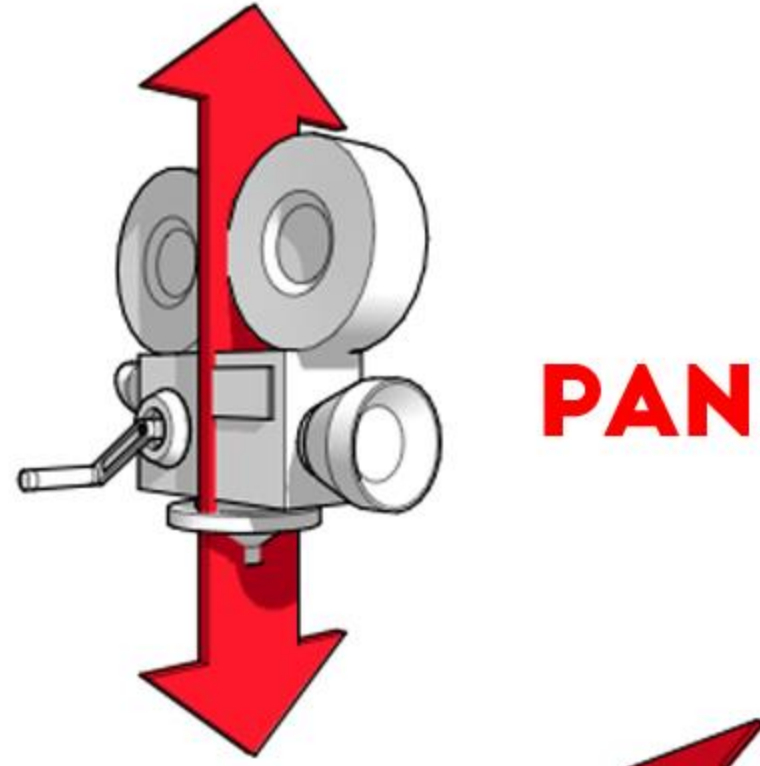
PAN

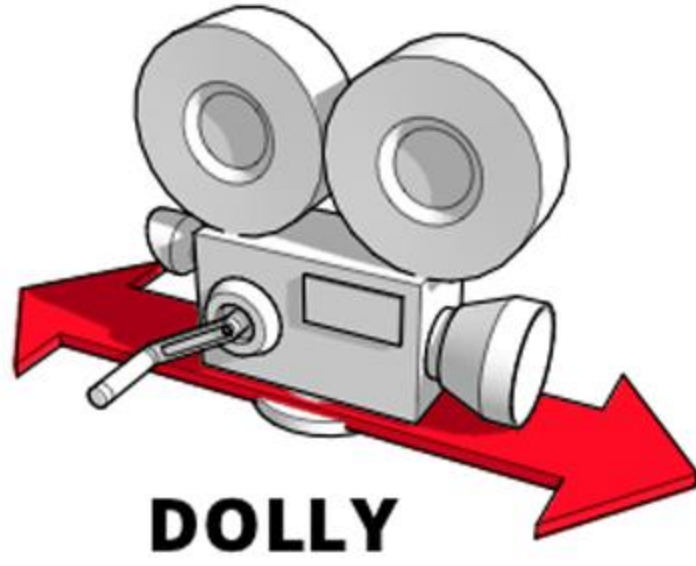


TILT

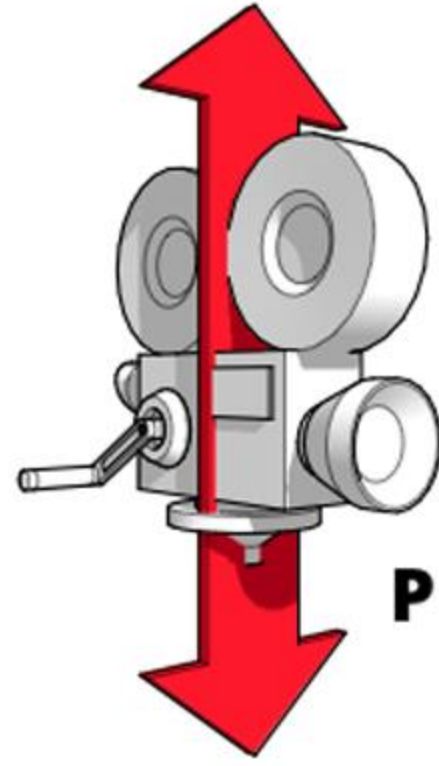


ROLL

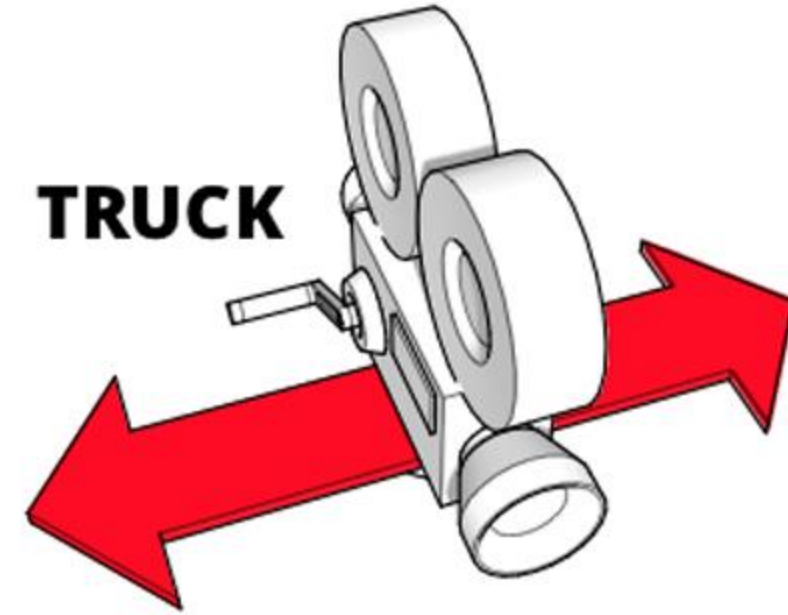




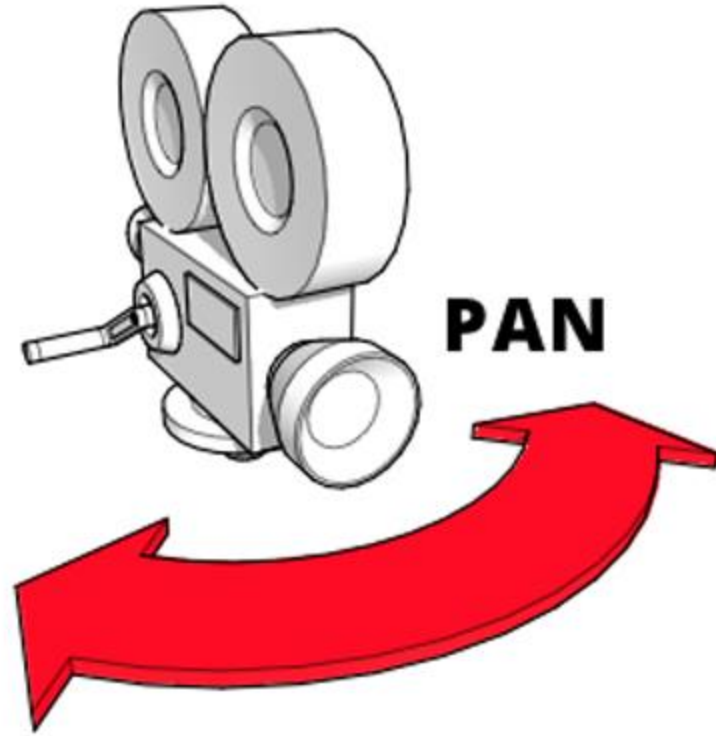
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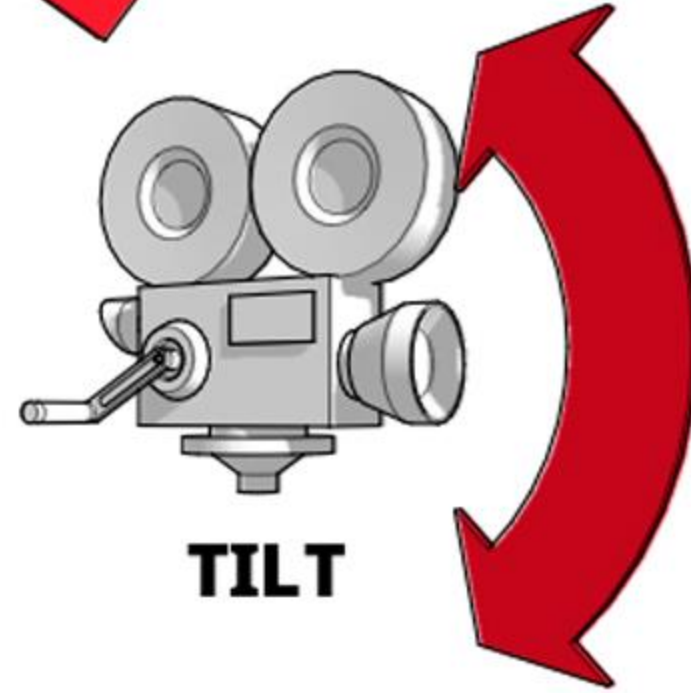
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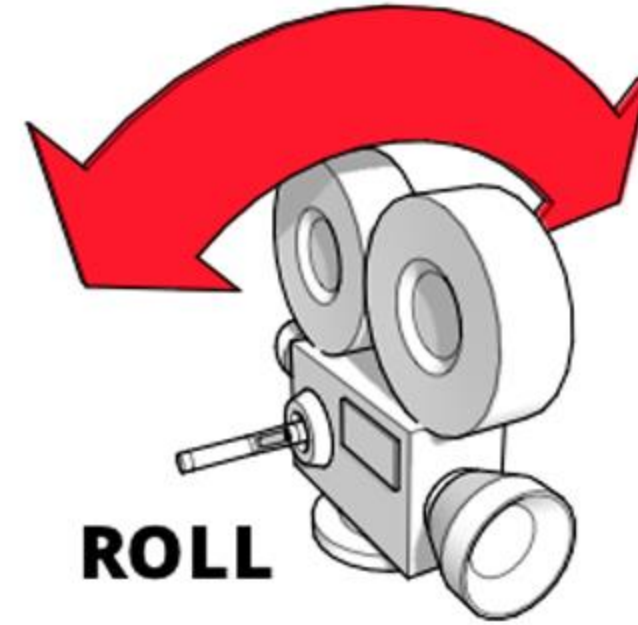
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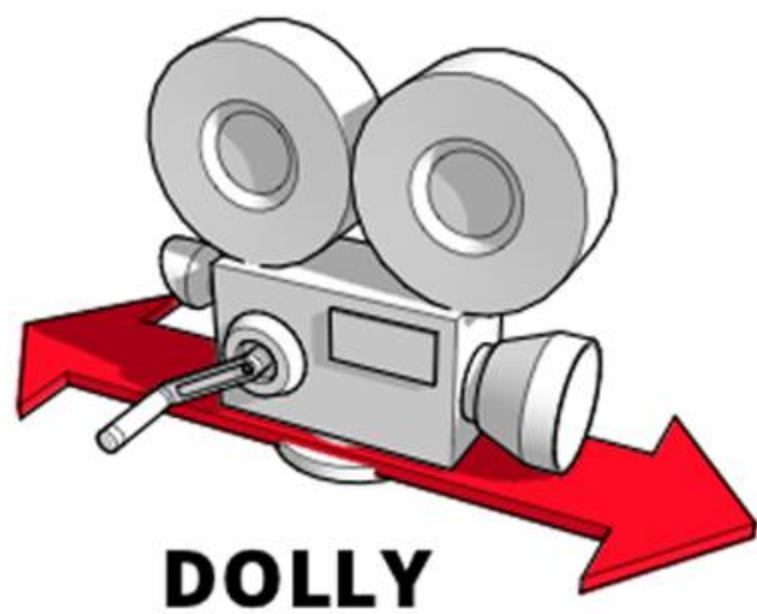
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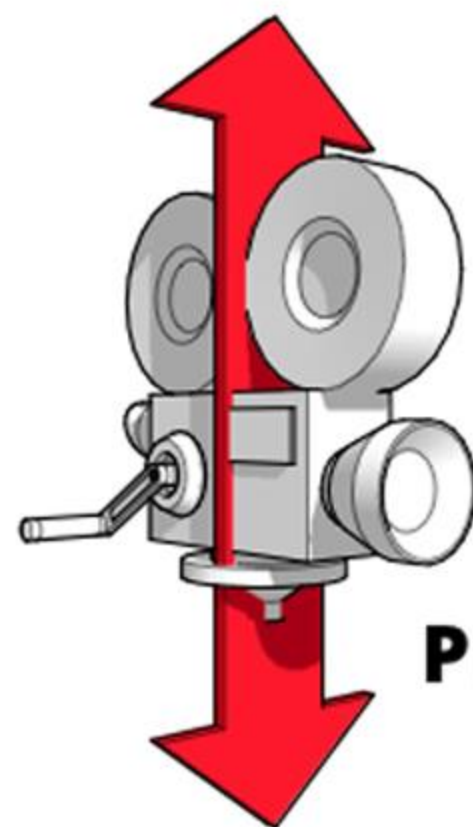
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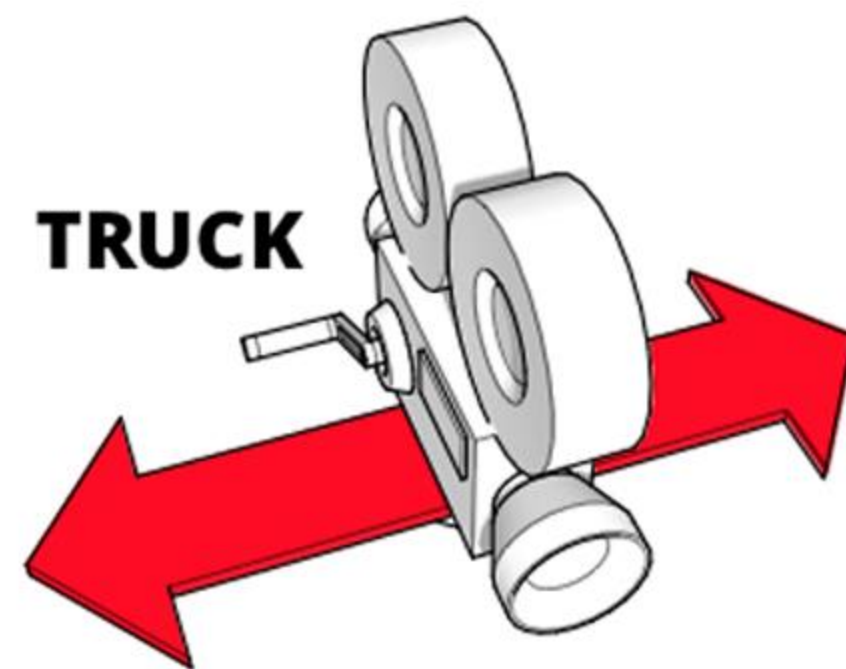
ROLL



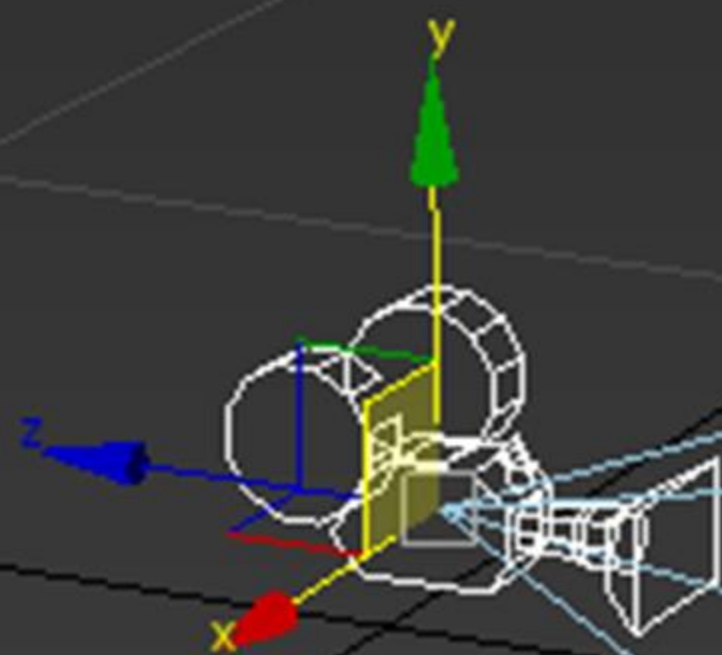
DOLLY



PEDESTAL



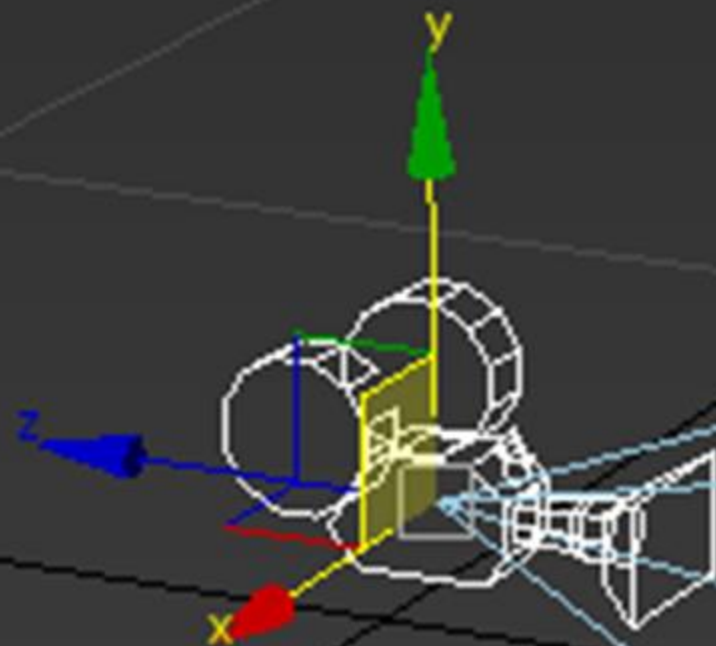
TRUCK

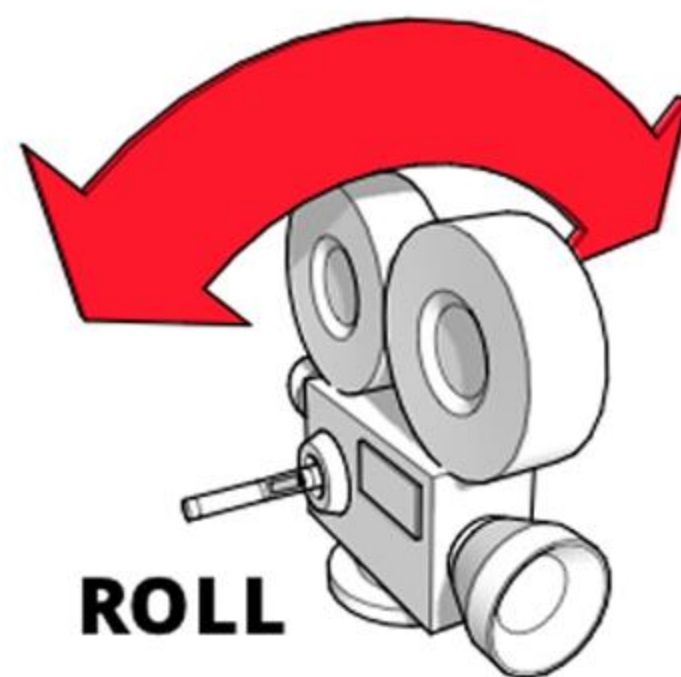
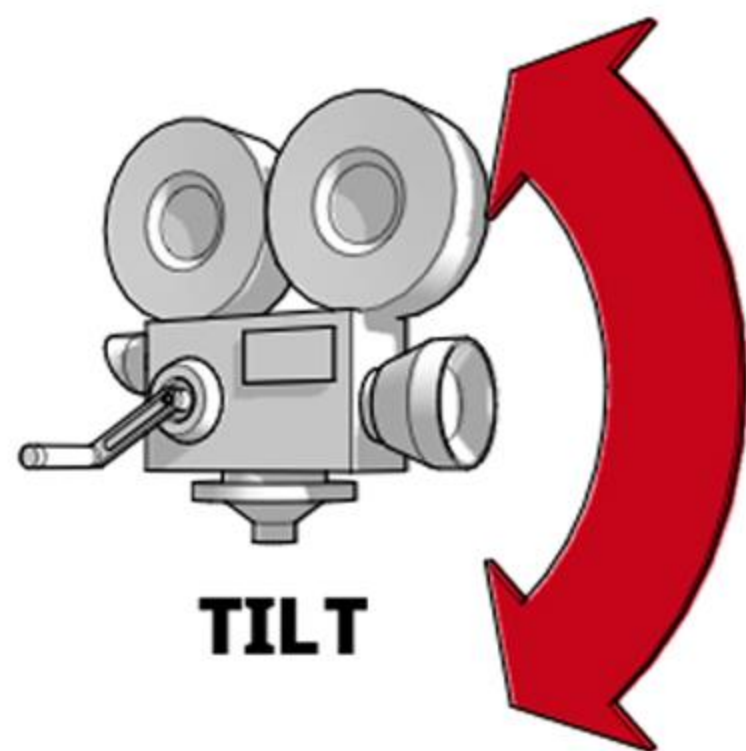
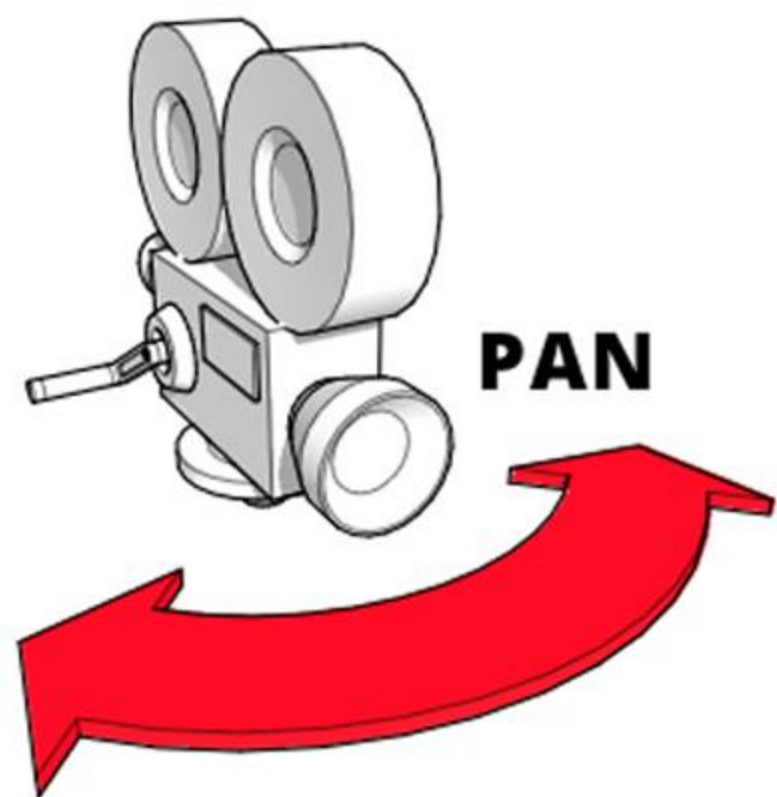


PEDESTAL

DOLLY

TRUCK

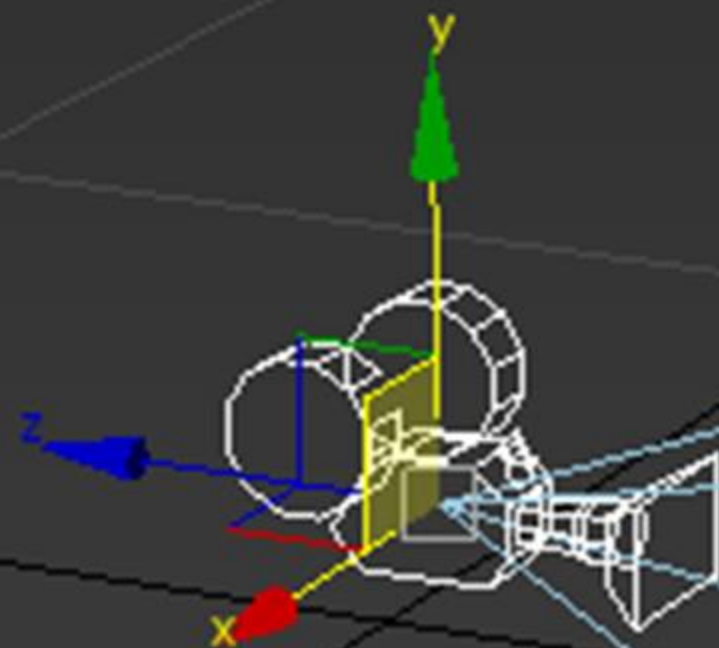




PAN

ROLL

TILT



(3ds Max Demo)

Other Methods

Other Methods


- ▶ **Animation Along a Path**
- ▶ **Targets**
- ▶ **Mocap**
- ▶ **...etc**

Thanks!

Thanks!

Linked  Learning

Thanks!



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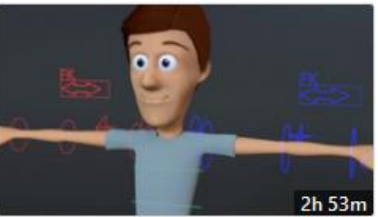


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