VI5324 Commercial Breakdown: Part 1

CONVINCING ANIMATION USING DYNAMICS WITH MASSFX PARTICLE FLOW, FUMEFX FOR EXTRA DETAIL DESTRUCTION TIPS & TRICKS PLUS POINT CACHING

Description:

In this class you will gain an understanding of a commercial production that uses only computer graphics. This is a 2-part series that will cover the entire process of creating a commercial spec spot for the HBO show Boardwalk Empire. In part 1 you'll see the project kick off and proceed through rough animation and visual effects. We will cover some topics that include modeling, dynamics, and fumefx. These classes will utilize an array of tools, including 3ds Max software and Fumefx, to bring this piece to life.

Speakers:

Chad Ashley

- Director of motion design at Digital Kitchen for 6 years
- Won numerous industry awards including a Cannes Grand Prix
- Has directed numerous commercials for world-class brands all over the globe
- Designed and implemented the 3d pipeline at DK
- Over 15 years in the industry
- Launched A&G with Joe Gunn in 2010

Joe Gunn

- Visual fx artist & technical director
- 2009 was recognized as an Autodesk master by industry peers
- has taught master classes all over the world
- Published artwork "Elemental 2, & Elemental 3" by ballistic publishing
- Several feature film credits include 2012, Fast 5, Final Destination 5, & Thor the Dark World
- Launched A&G with Chad Ashley in 2010

Class Goal:

Give real-world insight into a typical fully cg commercial production using 3ds max.

Our Assignment:

Give real-world insight into a typical fully cg commercial production using 3ds max. In this case, a spec spot for the series finale of Boardwalk Empire on HBO.

Class Themes

- K.I.S.S.

- Don't re-invent the wheel
- He who iterates wins
- Expect client curve balls
- Be creative
- When in doubt, cache it out
- Scripts can save your life

Topics to Watch for:
- Scene organization best practices
- Fast logo asset creation
- Quickly create convincing animation using Massfx dynamics
- Using Pflow to add realism
- Point cache whenever possible
- Collaboration tips

More Information on tools and scripts used:
- Massfx toolkit, bevel works, domelight pro, and grungemaps – www.agtoolcompany.com
- Black magic fusion - https://www.blackmagicdesign.com/products/fusion