



AUTODESK UNIVERSITY 2014

# High End CGI Production with Vred

Richard Levene – Recom Farmhouse

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How VRED is applied for best in class CGI production for consumer products and beyond

## Learning Objectives

At the end of this class, you will be familiar with:

- Who Recom Farmhouse are and what they do
- Why Recom Farmhouse chose Vred
- How Recom Farmhouse use Vred
- Tips and Tricks for Vred in production

## About the Speaker

Richard Levene is the Managing Director of Recom Farmhouse in New York. Previously located in the London office since 2007, Richard moved to New York in 2012 to open and setup the operations of the studio, overseeing the cgi department and production management of the company.

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## Who Recom Farmhouse are and what they do

A look at the history of Recom Farmhouse. How they started, the path that took them into high end CGI production and an overview of the type of projects they work on.

## Why Recom Farmhouse chose Vred

An insight into the old workflows of Recom Farmhouse and how and why Vred was chosen to be their go to tool for production.

## How Recom Farmhouse use Vred

Case Studies showcasing the use of Vred on those projects ranging from Automotive to Architectural visualisations and cosmetics.

- Ford Explorer – Team Detroit – David Westphal
- Porsche Cayman – Keko – Andreas Burz
- Versace Perfume – Portfolio
- Virtual Architecture – Portfolio – Fabian Evers - Michael Schnabel

The additional tools created to make their workflows more efficient in order to handle and produce large scale projects in the short time frames demanded by clients.

## Tips and Tricks for Vred in production

Some tips and tricks shared by the Recom Farmhouse team.

### ***VRED learning resources:***

[Vred Autodesk Support & Learning Product Page](#)

[Vred Online Tutorials](#)

[Vred Autodesk Community Forums](#)

[Vred LinkedIn Discussion Group](#)