

New Methods of delivery-And when to use them.

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Class summary

- Whether we use a pencil or the latest technology, as digital artists we still need to develop creative to give our clients an advantage over the competition. Clients sell the same product to the same clientele—how do we help them differentiate? We have technology converging in many ways (architectural visualization, video games, real time)—how do we find the best way to make use of this convergence? Ultimately, as a creative agency or architectural visualization firm, we need to look for ways to show off products and environments that are visually more compelling so that they become the catalyst of this differentiation. Products such as 3ds Max, Maya, Revit, AutoCAD, and new emerging real-time technologies like Showcase, Stingray, Unreal, Unity etc. help with this problem, but that's just the beginning.
- In this roundtable we will talk about why we follow these trends and where these new technologies will bring us. Is it all a fad? Will we find a real practical use other than entertainment? Will our clients needs end up showing us the way?

Key learning objectives

- Learn how to analyze client needs and identify best technology
- Learn how to discuss with client's advantages and disadvantages of new trends
- Find new use cases for emerging technologies
- Discover a variety of uses for new technologies

**Analyze clients needs and
identify best technology**



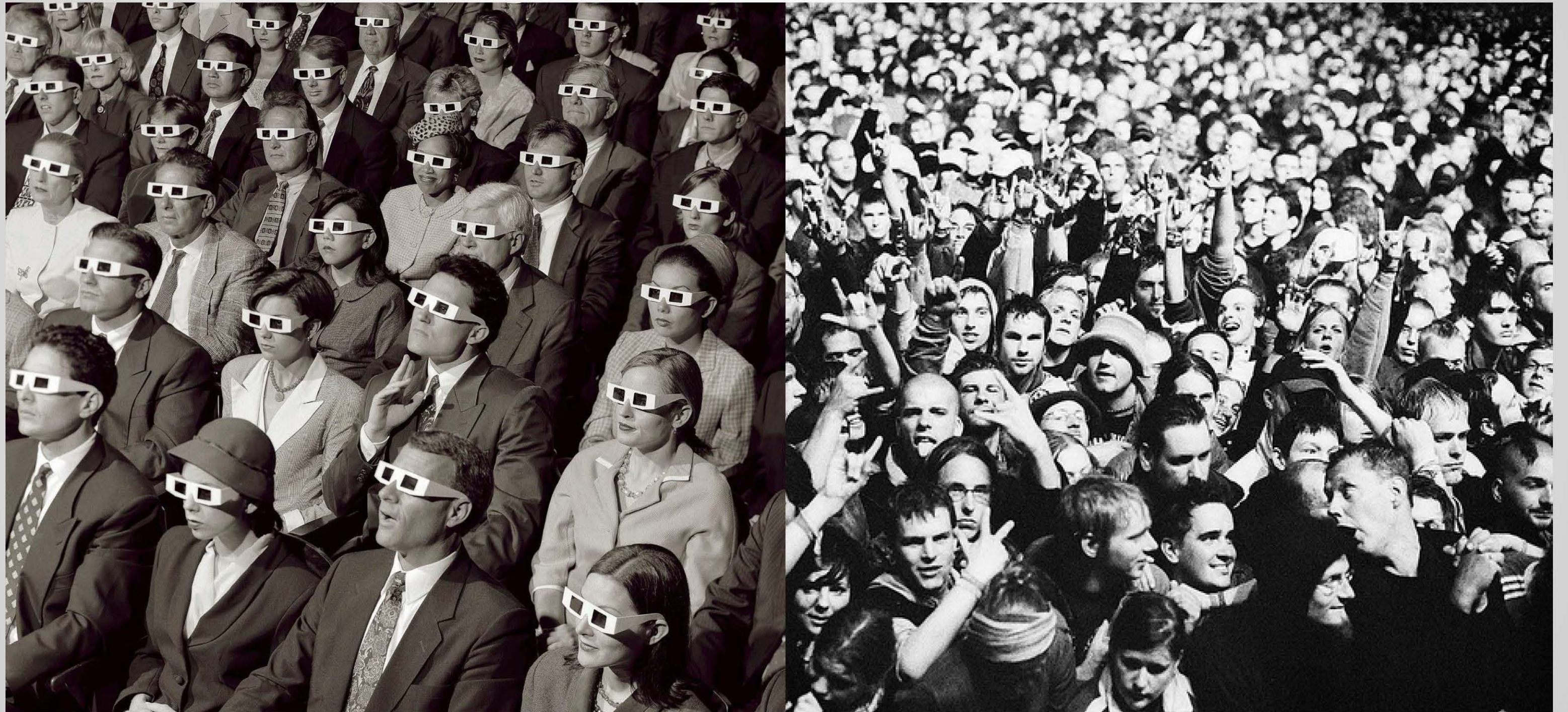
Who is your client?

- Who is your client?
- Who is your client's audience?
- What are their goals?
- Does your client know what they need?
 - Want VS. Need

Your Client



Your Client's Audience



Their Goals

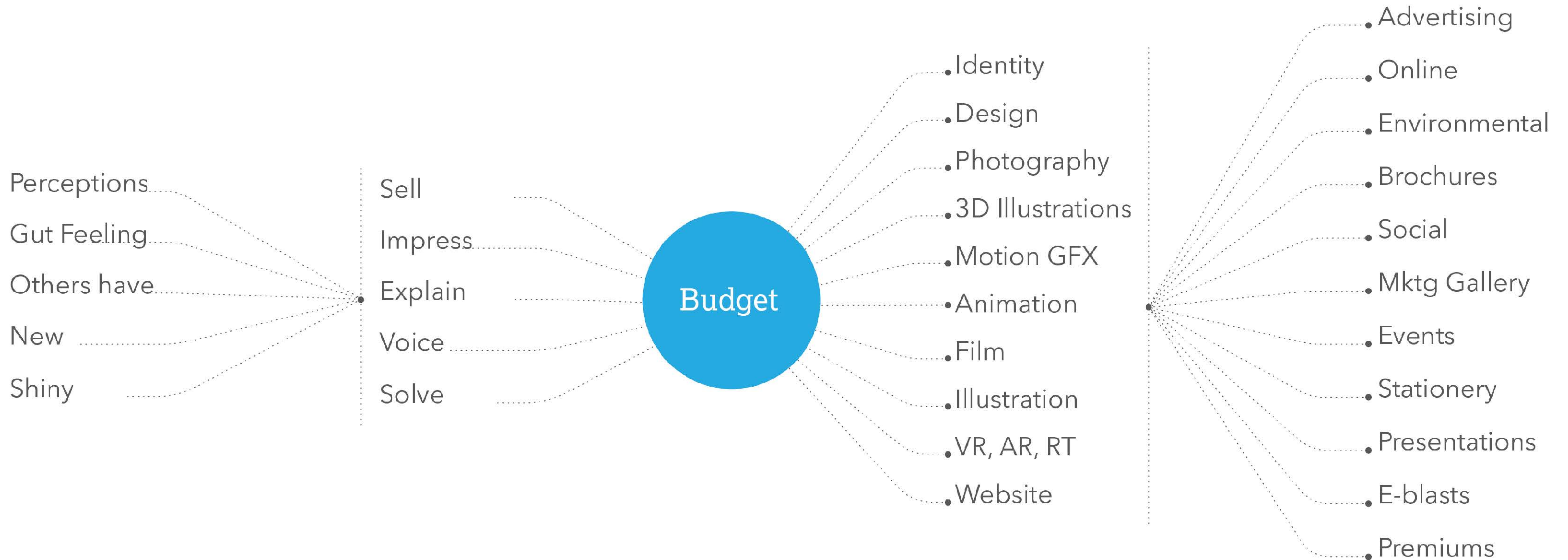




Does your client know what they need?

Want + Need - Budget = Always something good

Want Need Solution Uses



Strategy Tactics

What advice to give?

- So, can we always deliver "awesome results, no matter what"? I would say realistically no, but we can always attempt to achieve that 100% of the time, and that will always make the difference. After doing all of this we will be able to advise on whether or not you really need the 30 images, the iPad app, the Virtual reality tour etc.

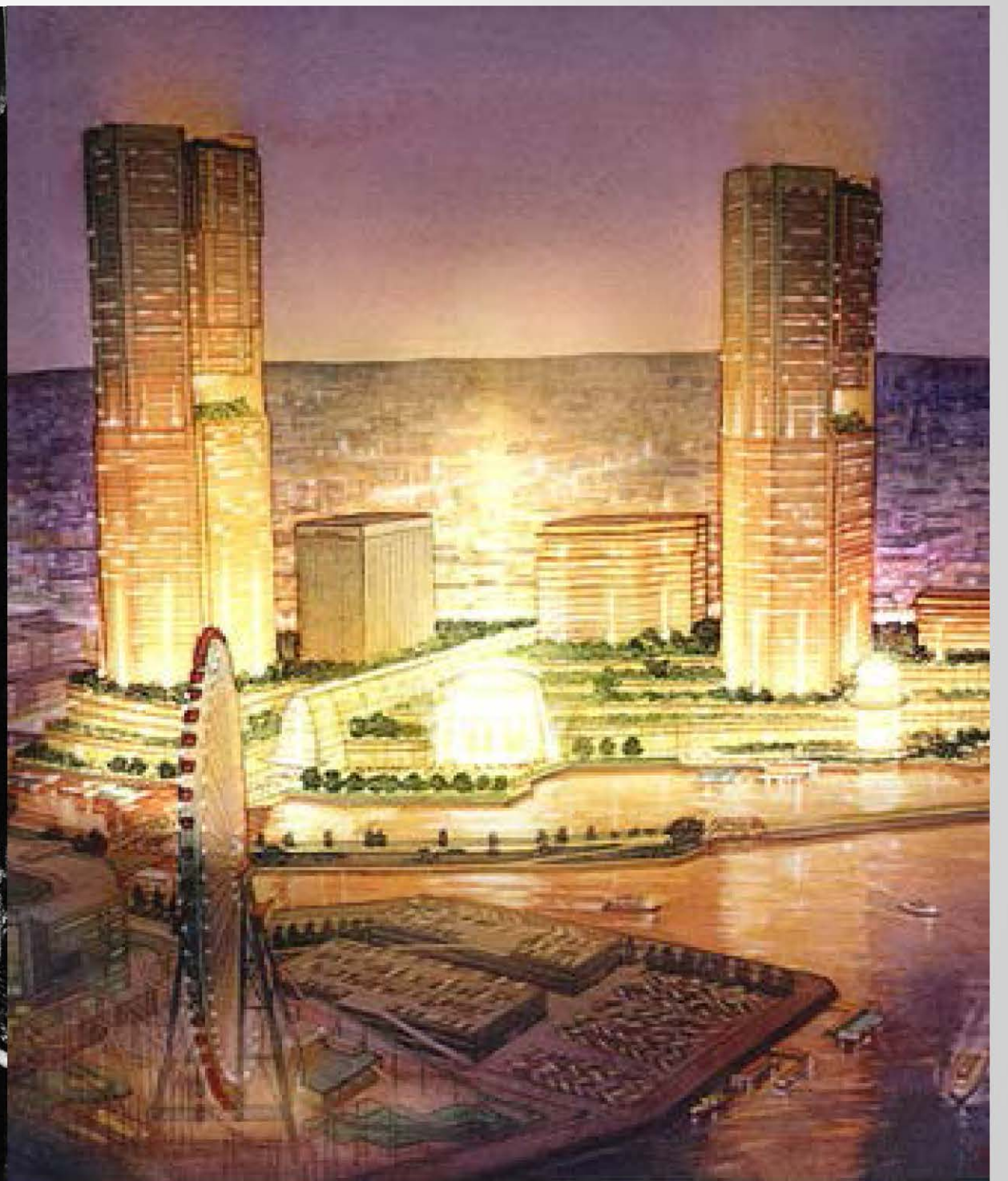
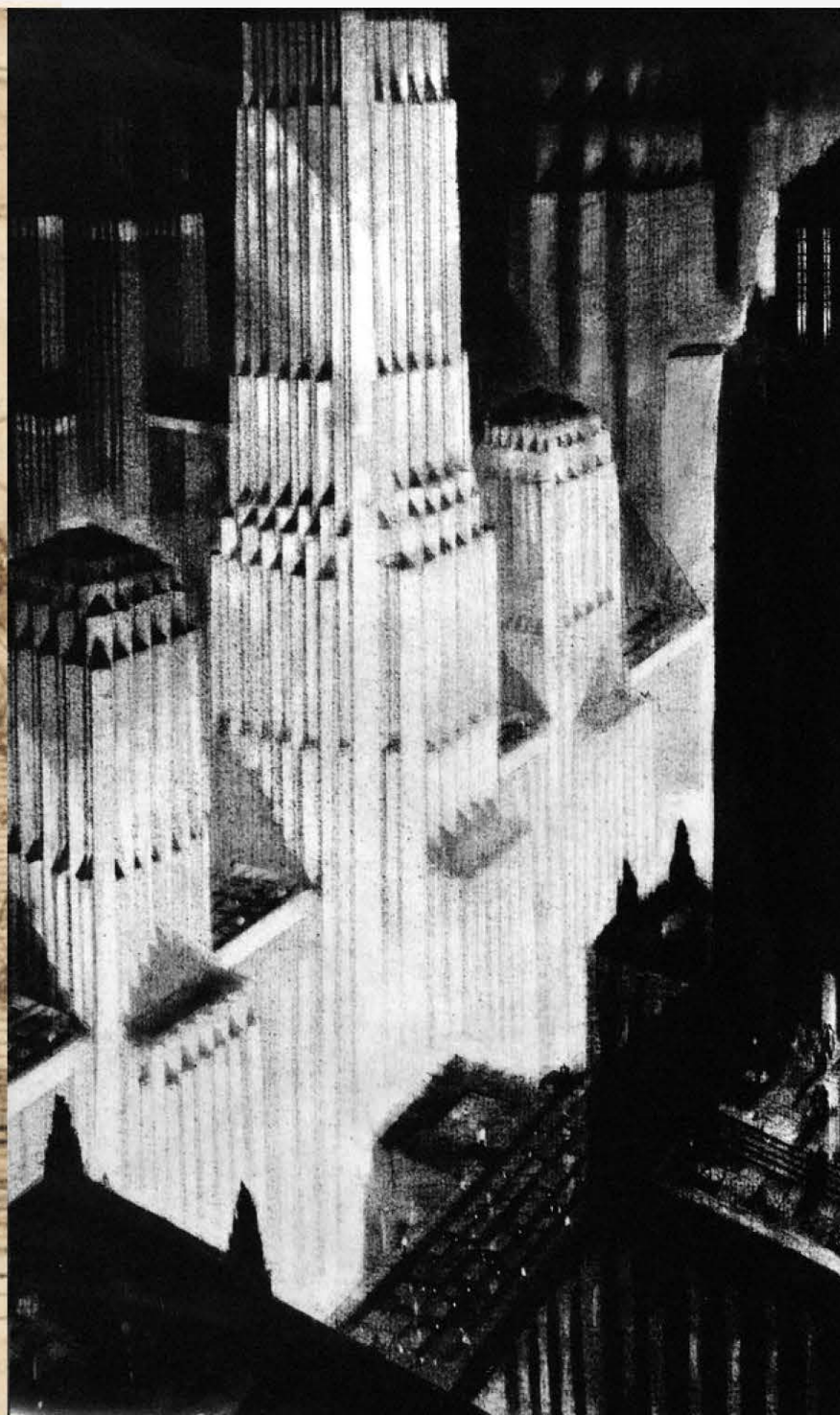
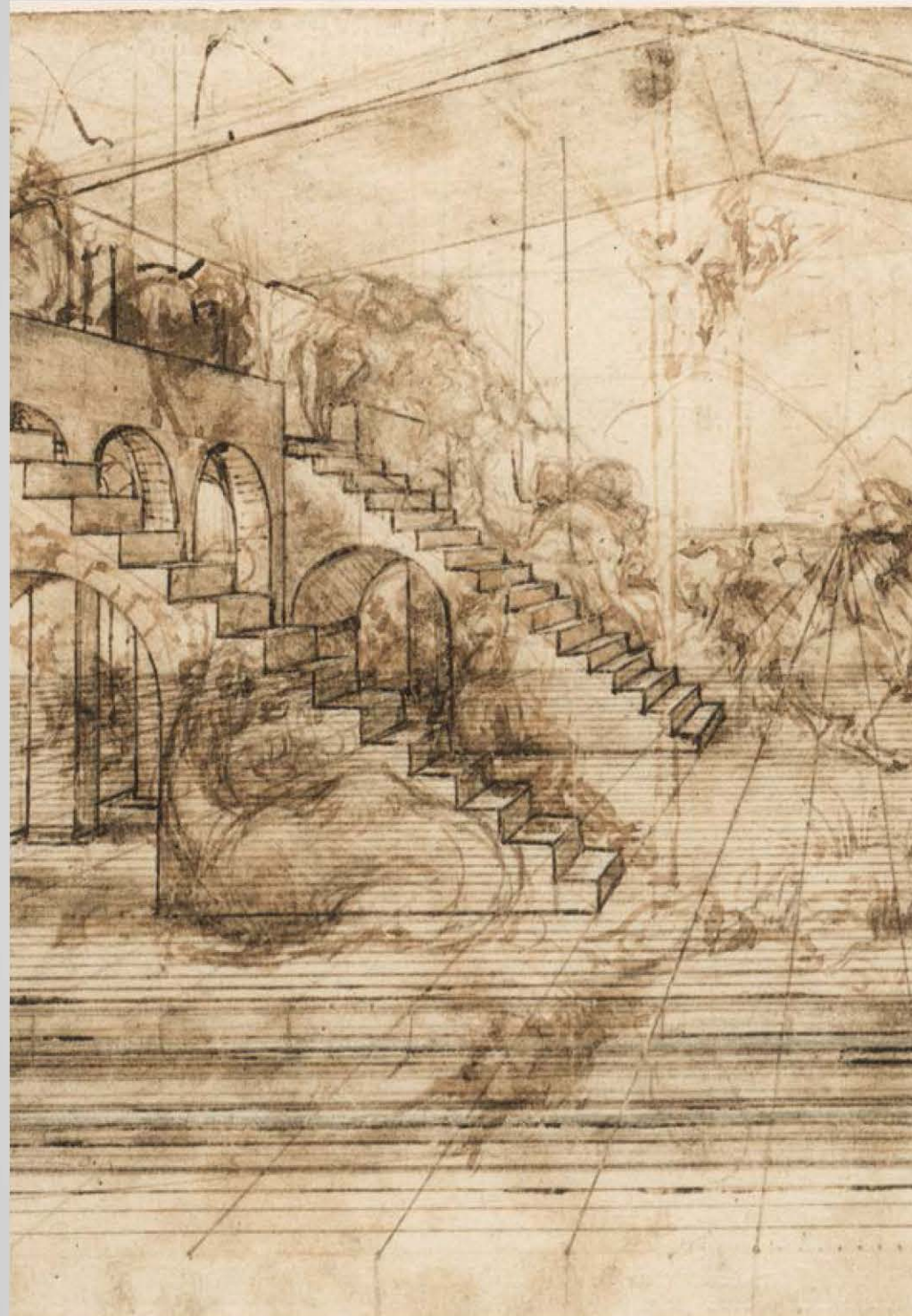
**Discuss advantages and
disadvantages of “new trends”**



Define “new trends” evolution

- History
- Examples
 - Renderings/Architectural visualization
 - Ipad/computers
 - Film
 - VR, AT, RT

Architectural illustration/Renderings



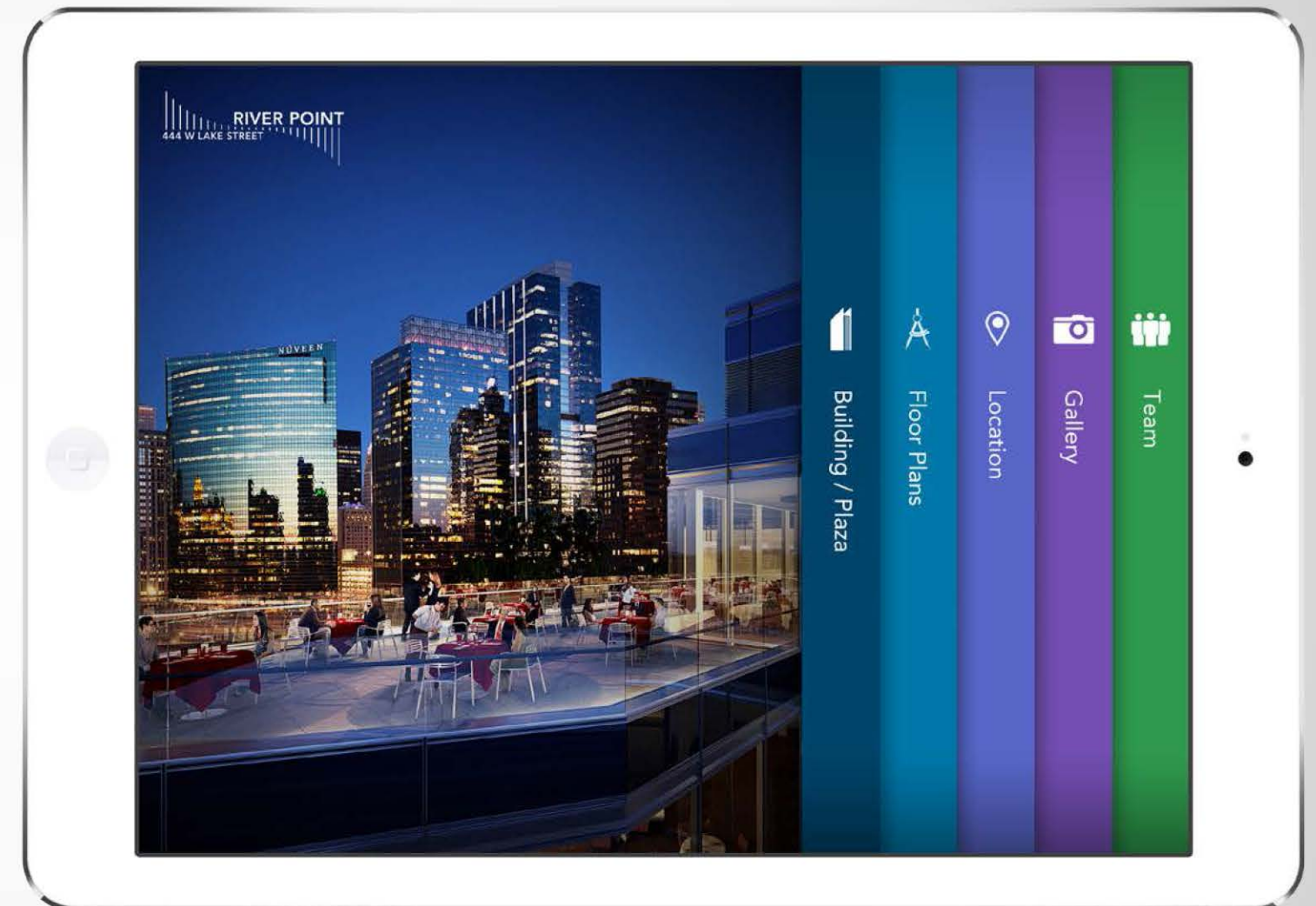
Architectural illustration/Renderings



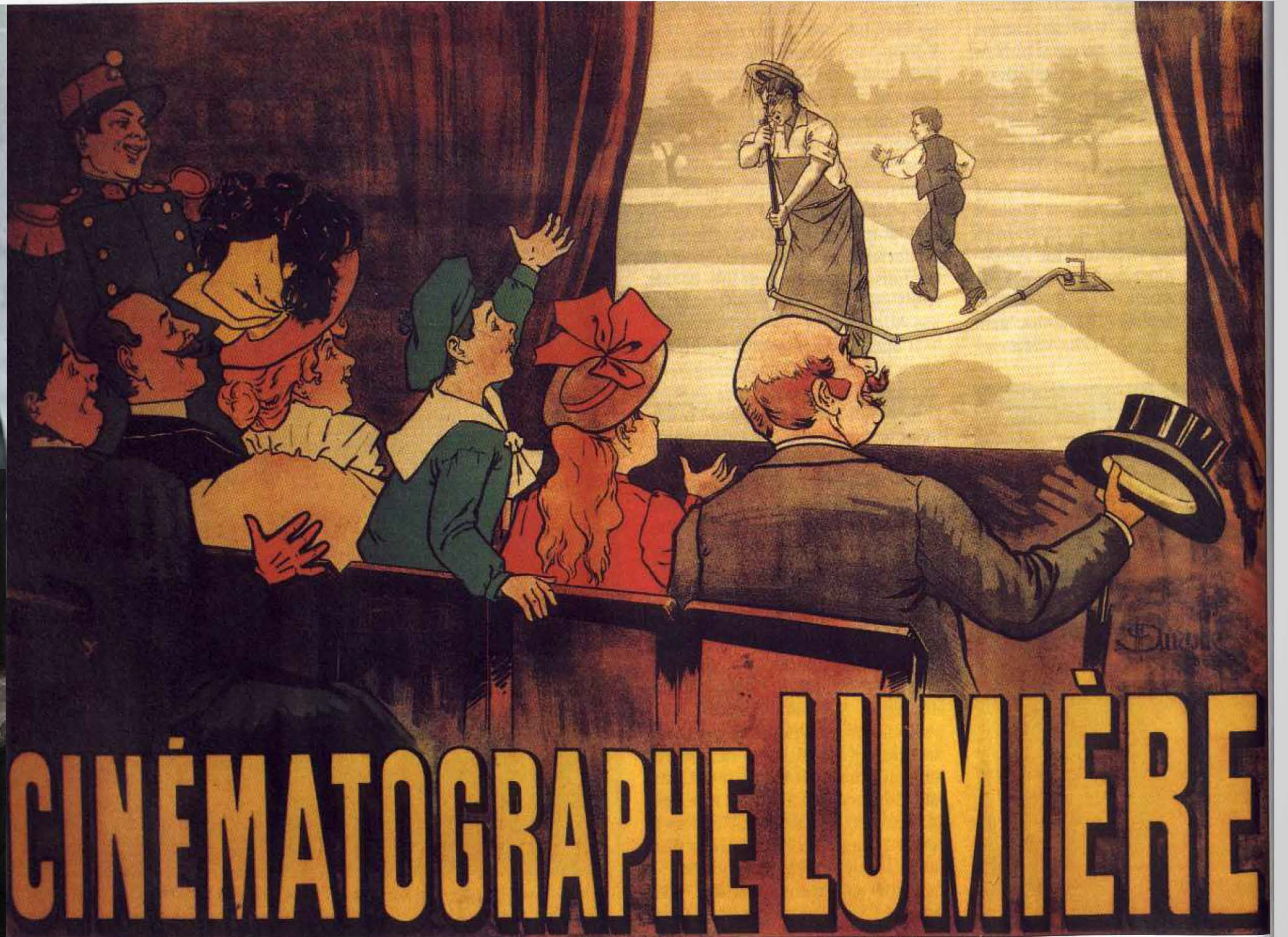
Guilty



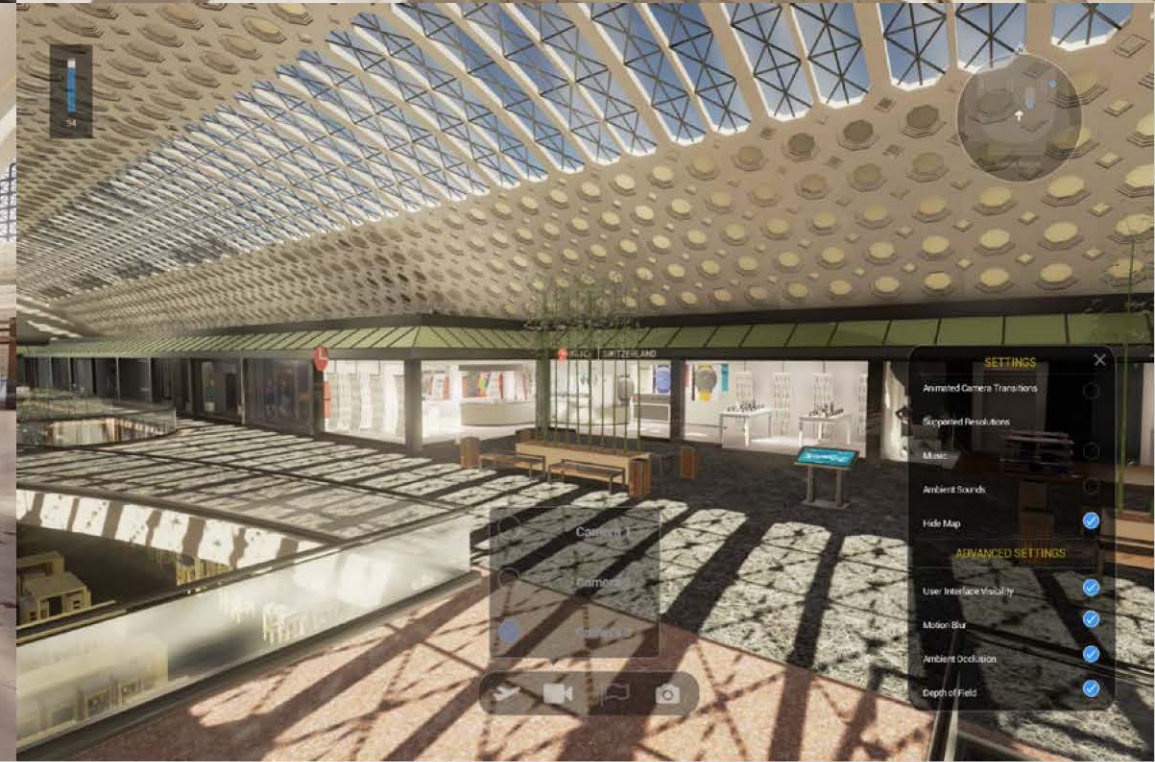
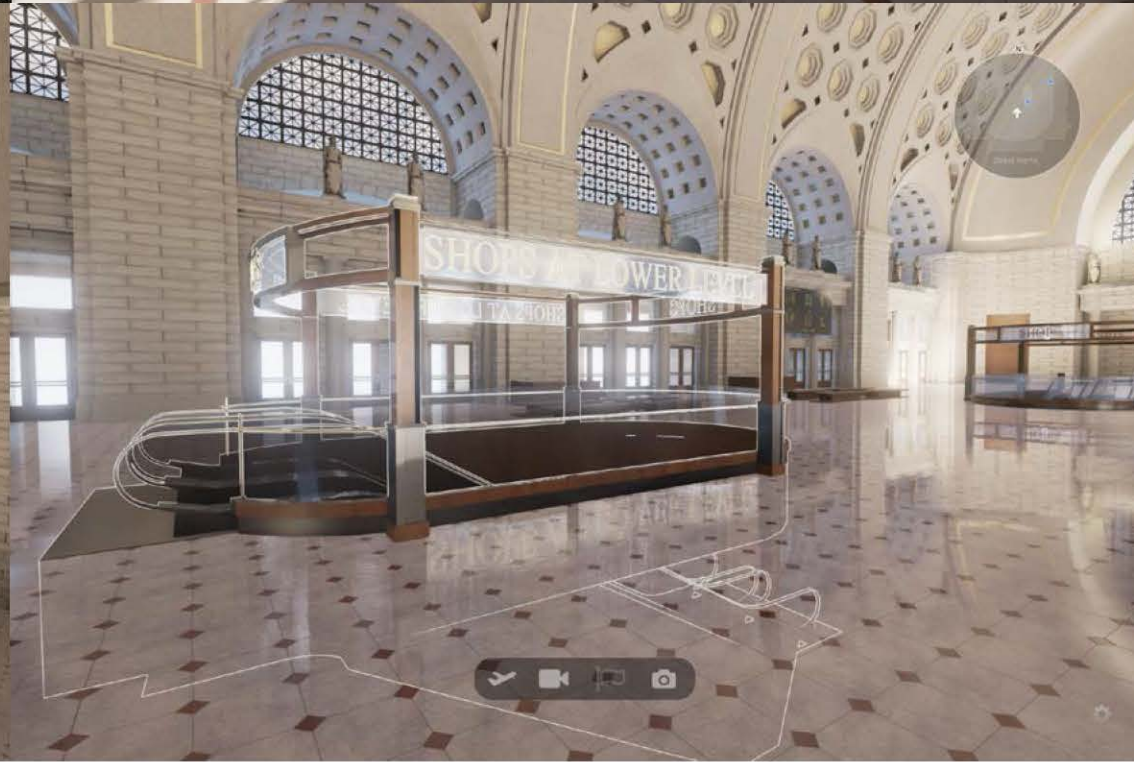
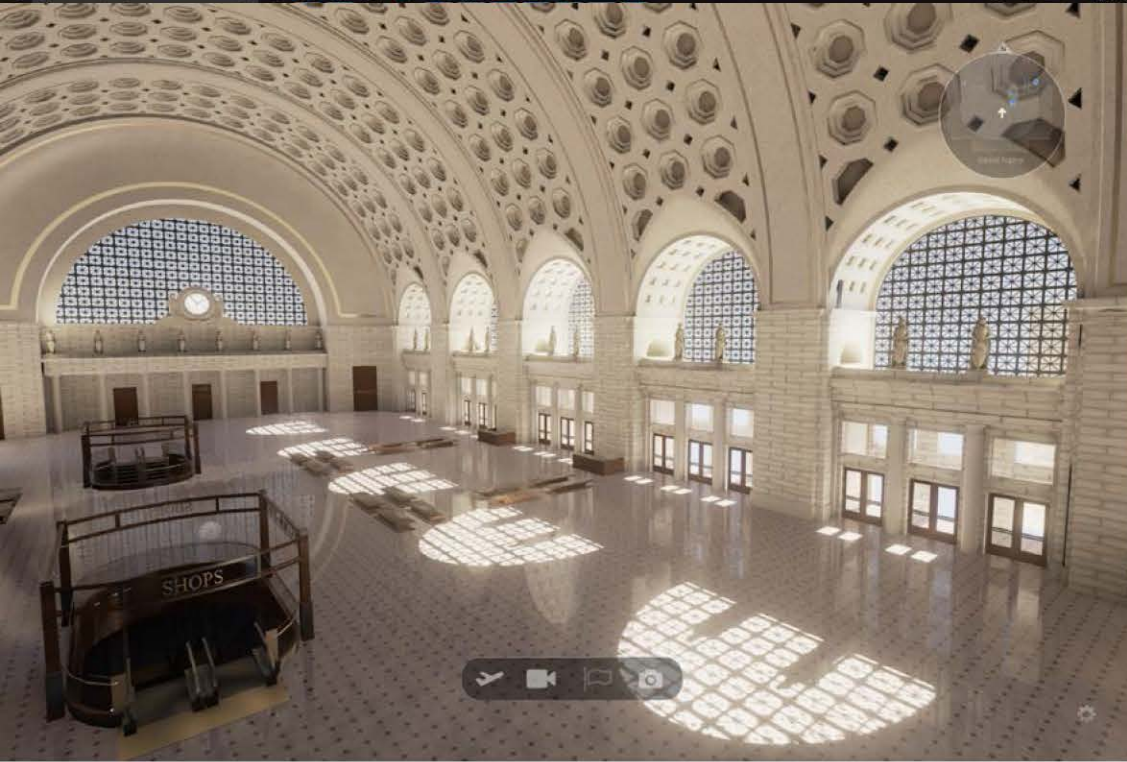
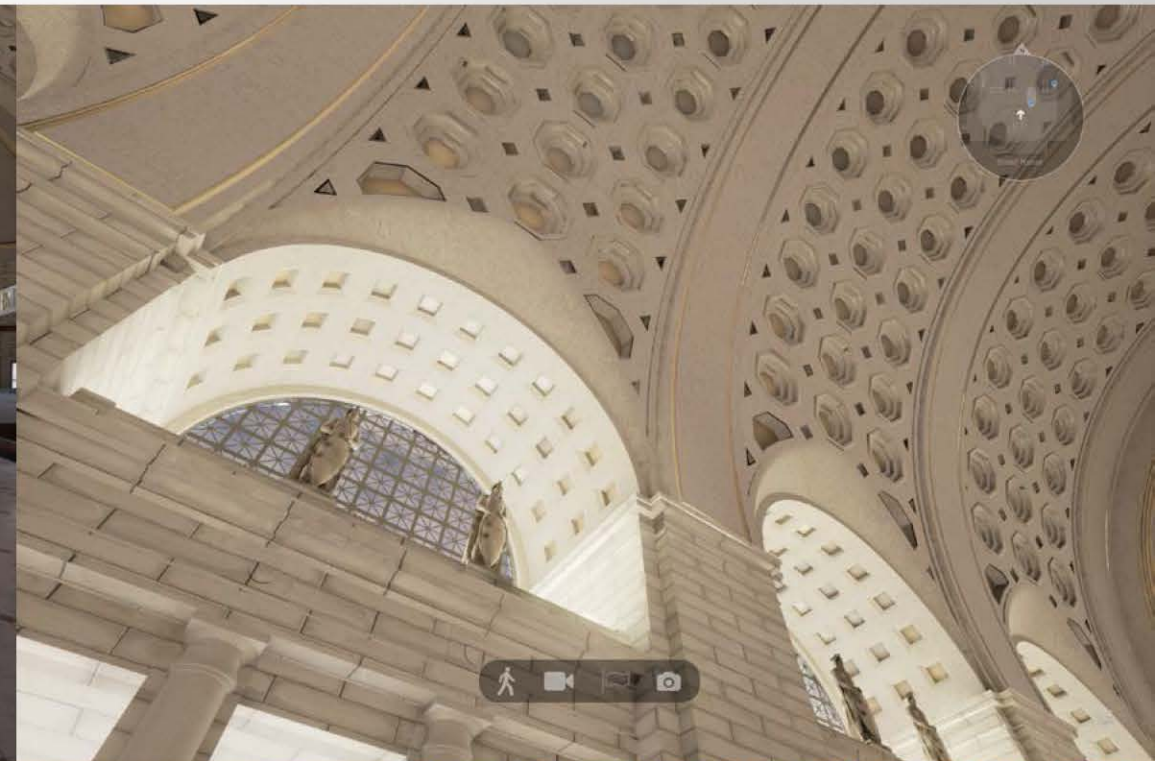
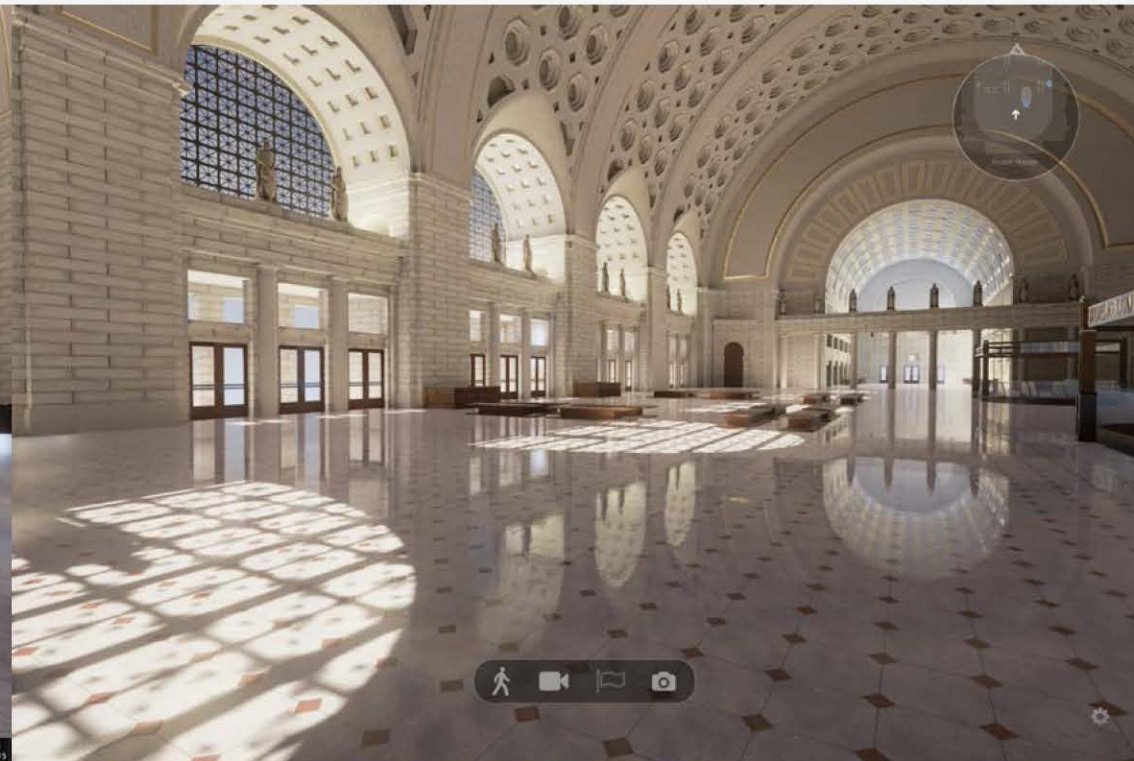
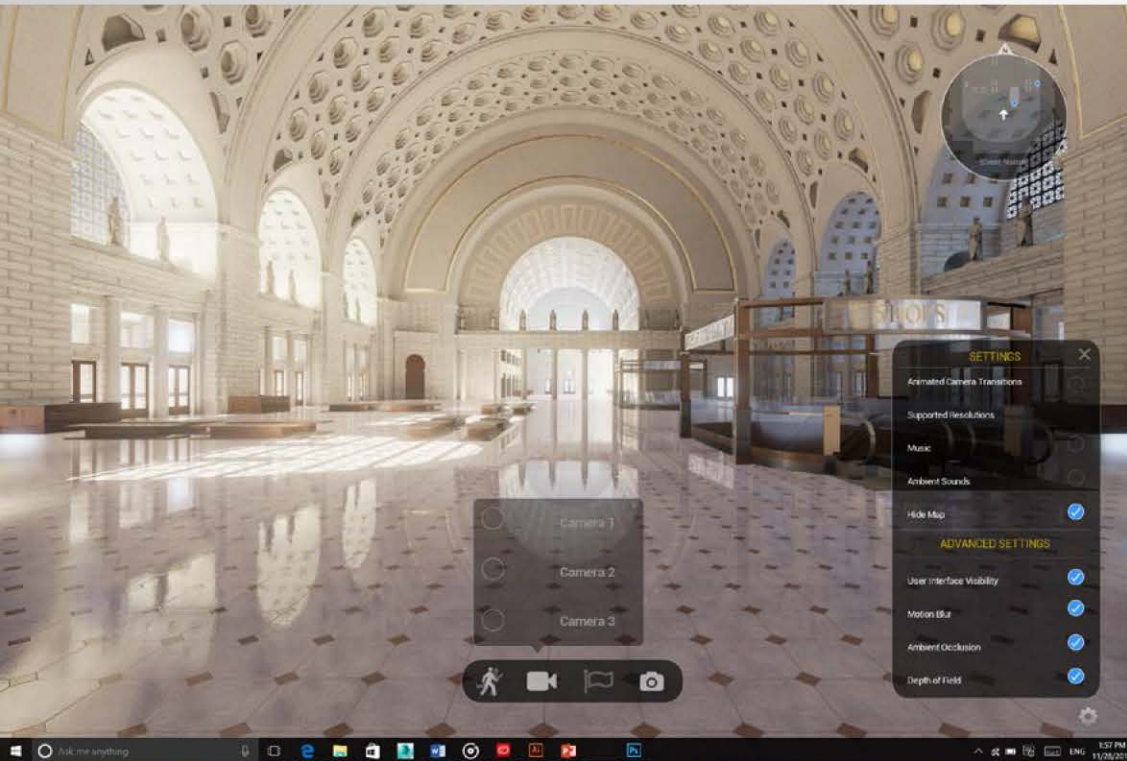
iPad



Film







**Discover a variety of uses
for new technologies**

Entertainment is the starting point

- Why did these industries use these technologies?
 - Video Games
 - Flight simulators
 - Medical research
 - Aerospace
- What can we learn from these industries?
- The evolution cycle of technology

Why did they use the technology?

What can we learn from this?





The evolution cycle of technology



**Find new use cases for
emerging technologies**

The “overdoing” phase

- Find practical uses
- Go beyond art and fun for the masses



Lets go beyond fun for the masses

- Find practical uses
 - Medical and Mental (phobias, social anxiety, PTSD)
 - Surgery training simulator
 - NGO's fundraising/Charities
 - Immersive therapy
 - Sports training
 - Virtual Education (remote class)
 - Artists and creators/design
 - AEC
 - Research
 - Telepresence
 - Remote work
 - Motor dexterity
 - Ancient Tourism
 - Old memories and friends/recorded meetings?
 - Storytelling (entertainment)

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