

Walk-in Slide: AU 2014 Social Media Feed

1. Click on the link below, this will open your web browser

<http://aucache.autodesk.com/social/visualization.html>

2. Use “Extended Display” to project the website on screen if you plan to work on your computer. Use “Duplicate” to display same image on screen and computer.

Is That Really A Rendering?

Ramy Hanna

Partner - TILTPIXEL

 ramy3D

Class summary

We will take a look at some of the greats in architectural photography, take their principals and apply them to architectural renderings.

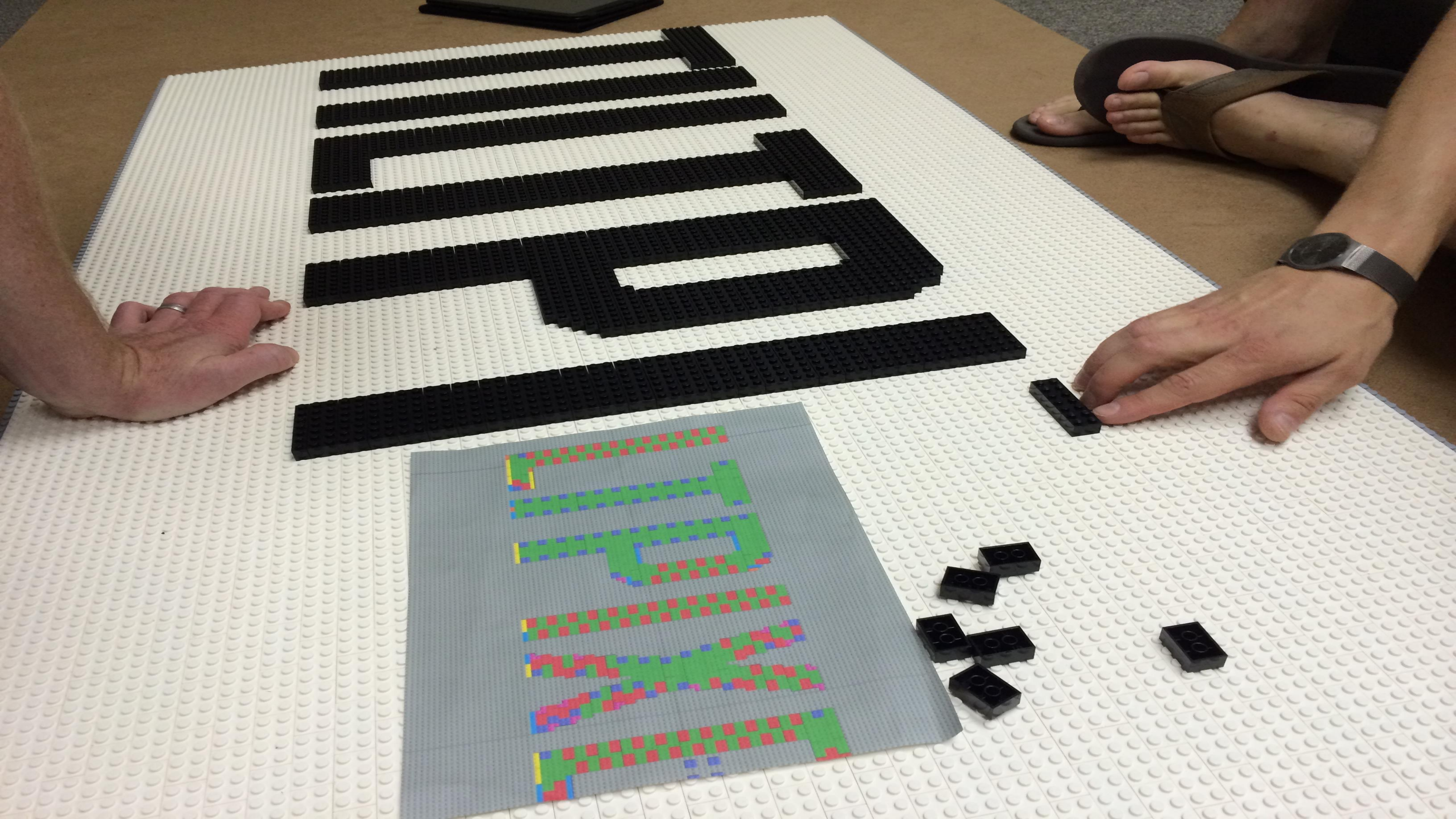
Key learning objectives

At the end of this class, you will be able to:

- List the 3 principals of photography
- List the 4 rules of photography composition
- Identify good renderings / photographs from the bad ones
- Describe at least 4 photographic phenomena and how they affect images









TILTPIXEL



TILTPIXEL



facebook



TILTPIXEL



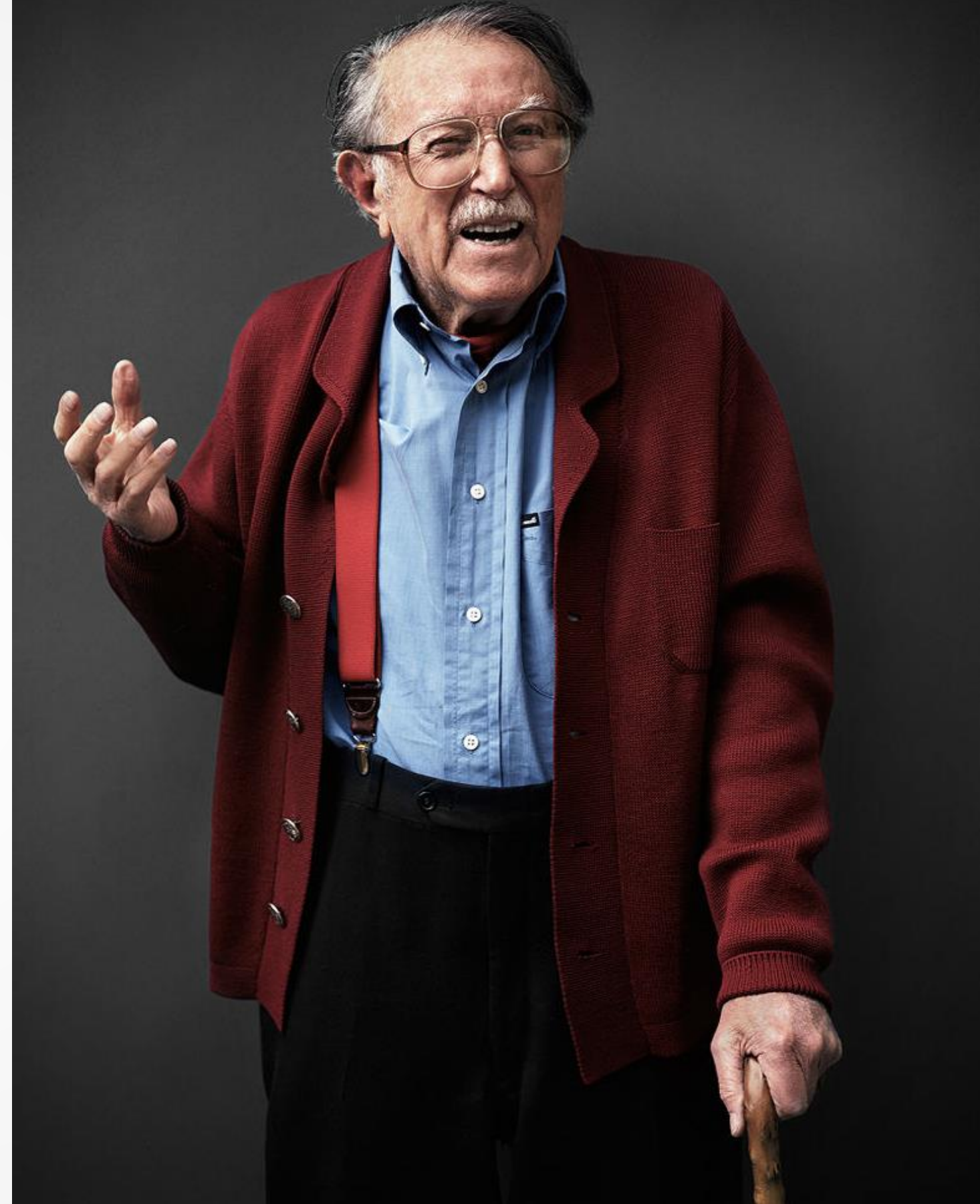


TILTPIXEL



Photography Examples

Julius Shulman



Case Study House #22



Singleton House



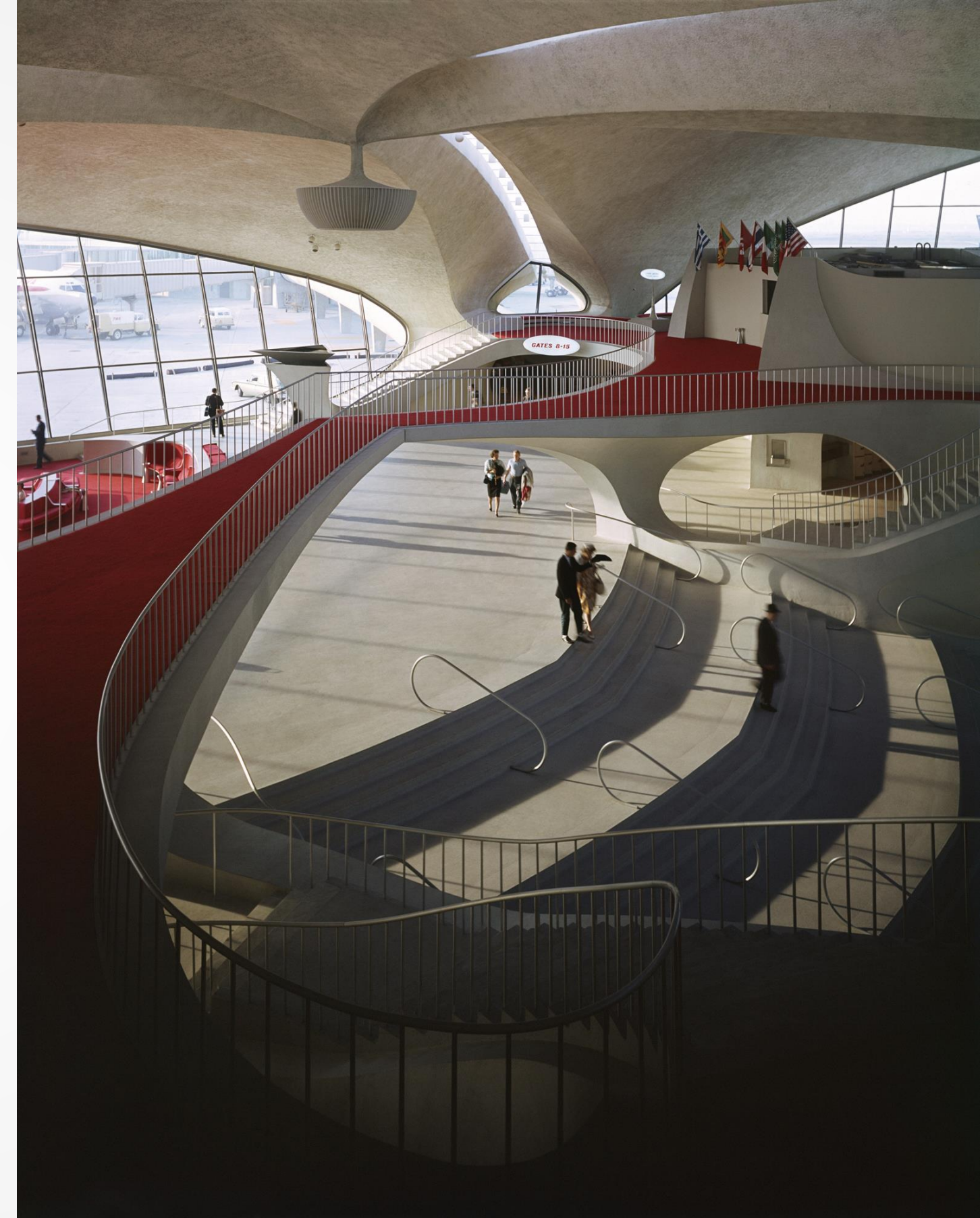
Kaufmann House



Ezra Stoller



TWA Terminal – JFK Airport



Marin County Civic Center

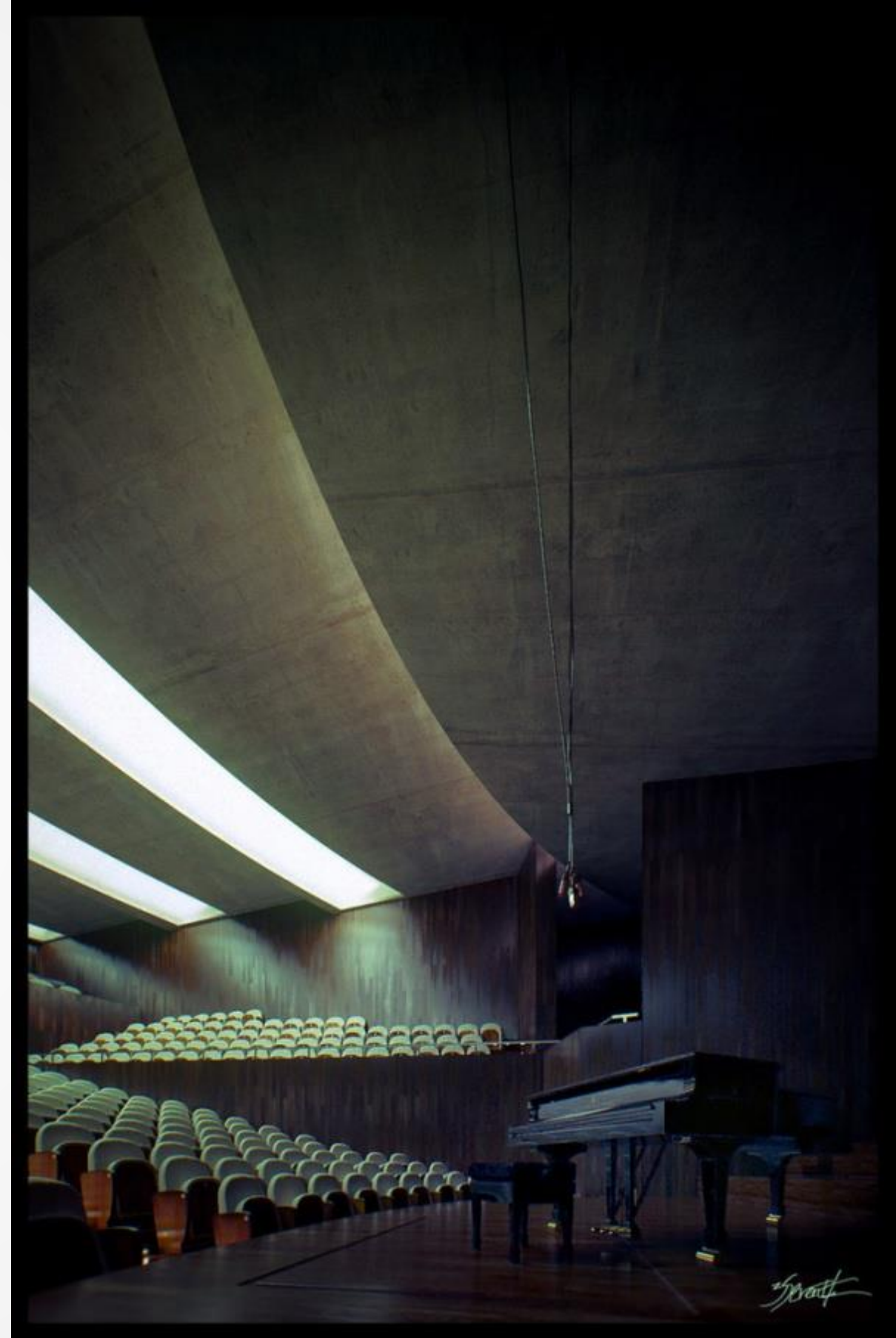


Kitt Peak National Observatory

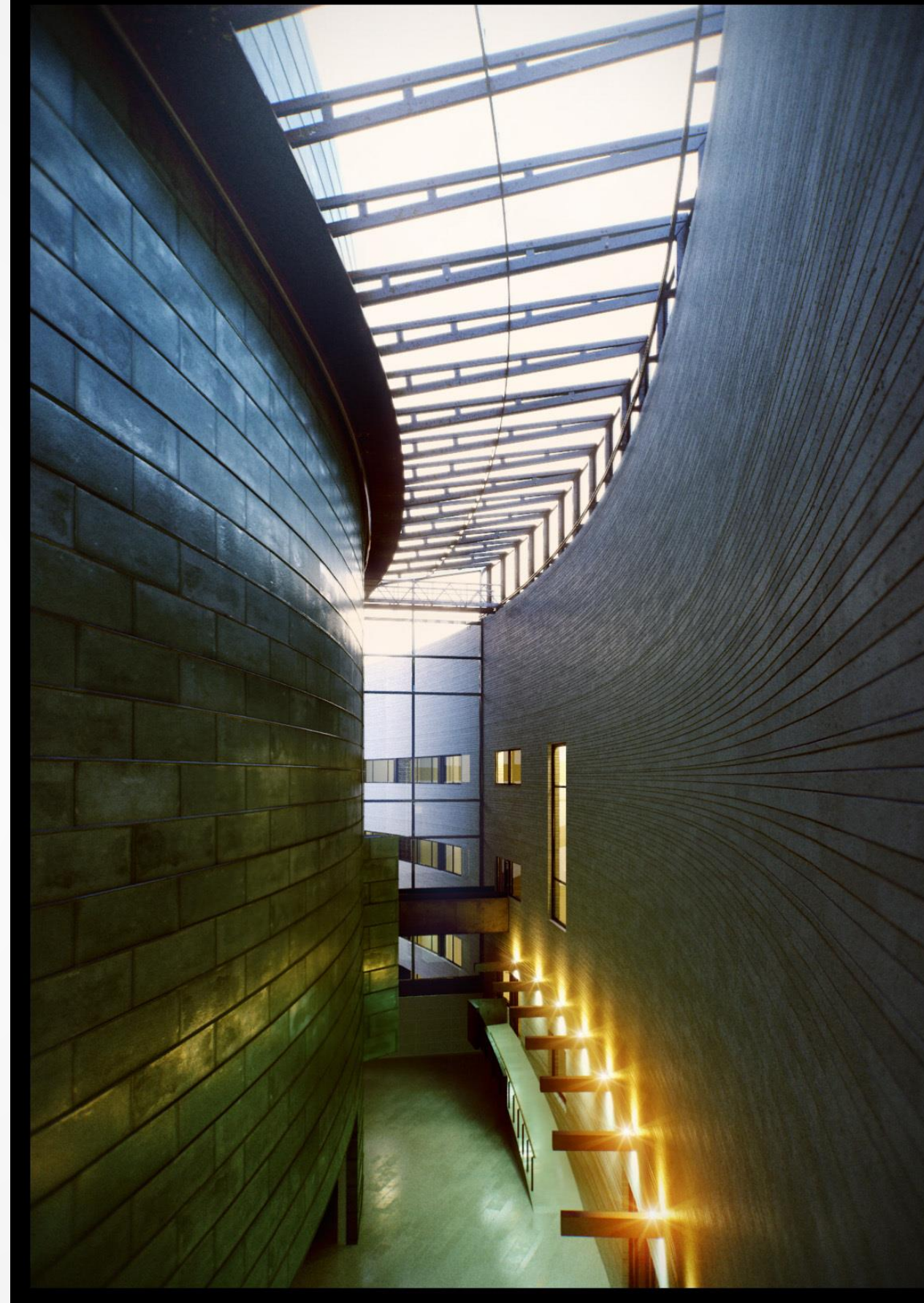


3D Examples

Alex Roman



Viktor Fretyán



bandedartgroup



Peter Guthrie



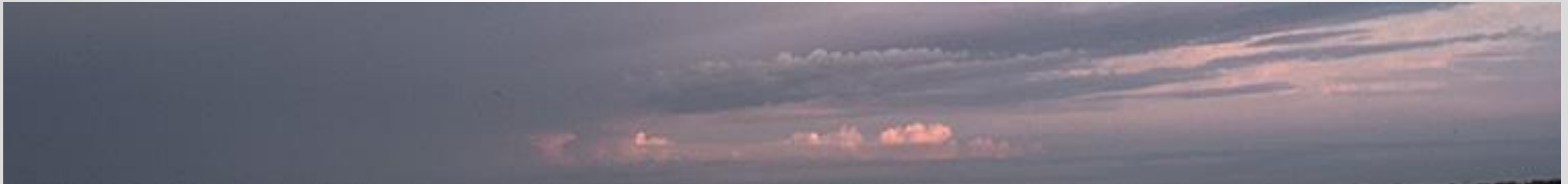
Principles of Photography

3 Principles of Photography

- Mood / lighting
- Staging
- Composition

Mood / Lighting

Mood / Lighting



Mood / Lighting



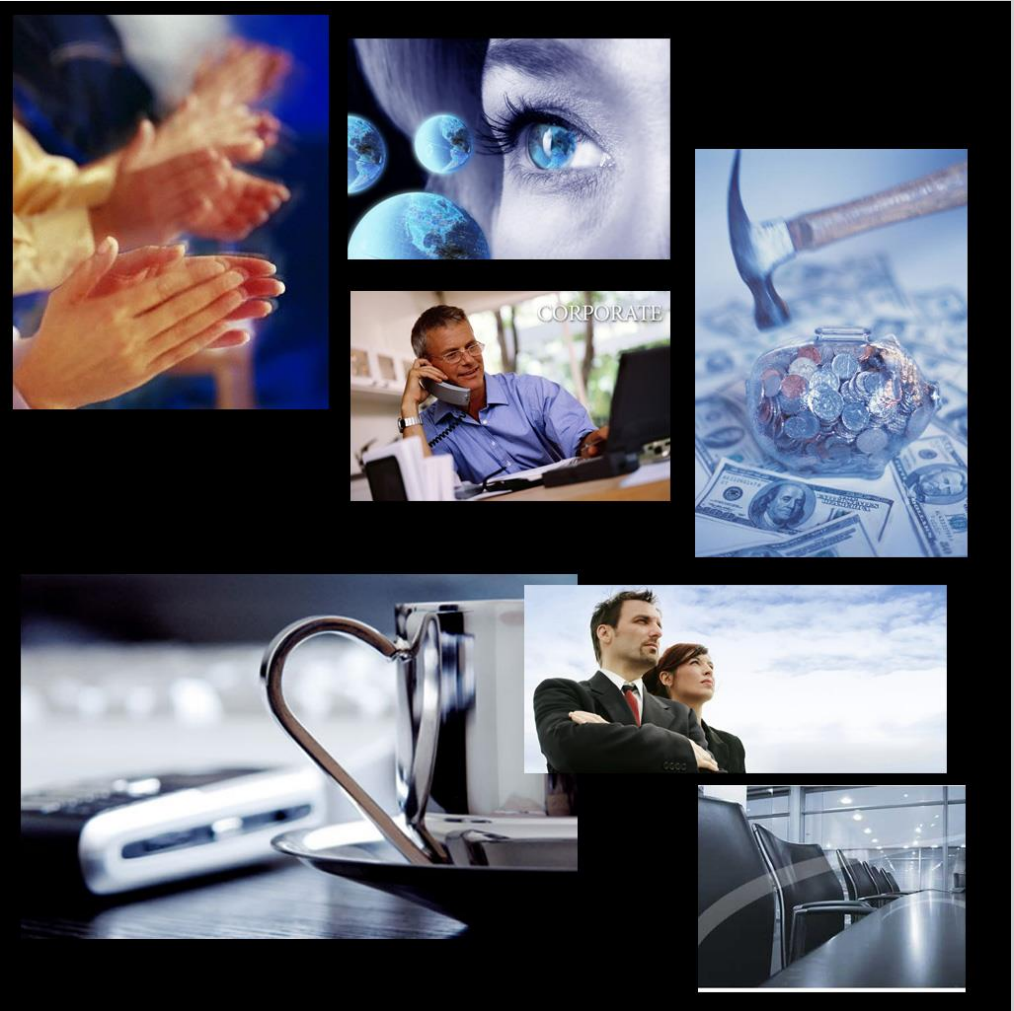
Mood / Lighting



Mood / Lighting



Mood / Lighting



Mood / Lighting



Mood / Lighting



Staging

Staging



Staging



Composition

4 Rules of Composition

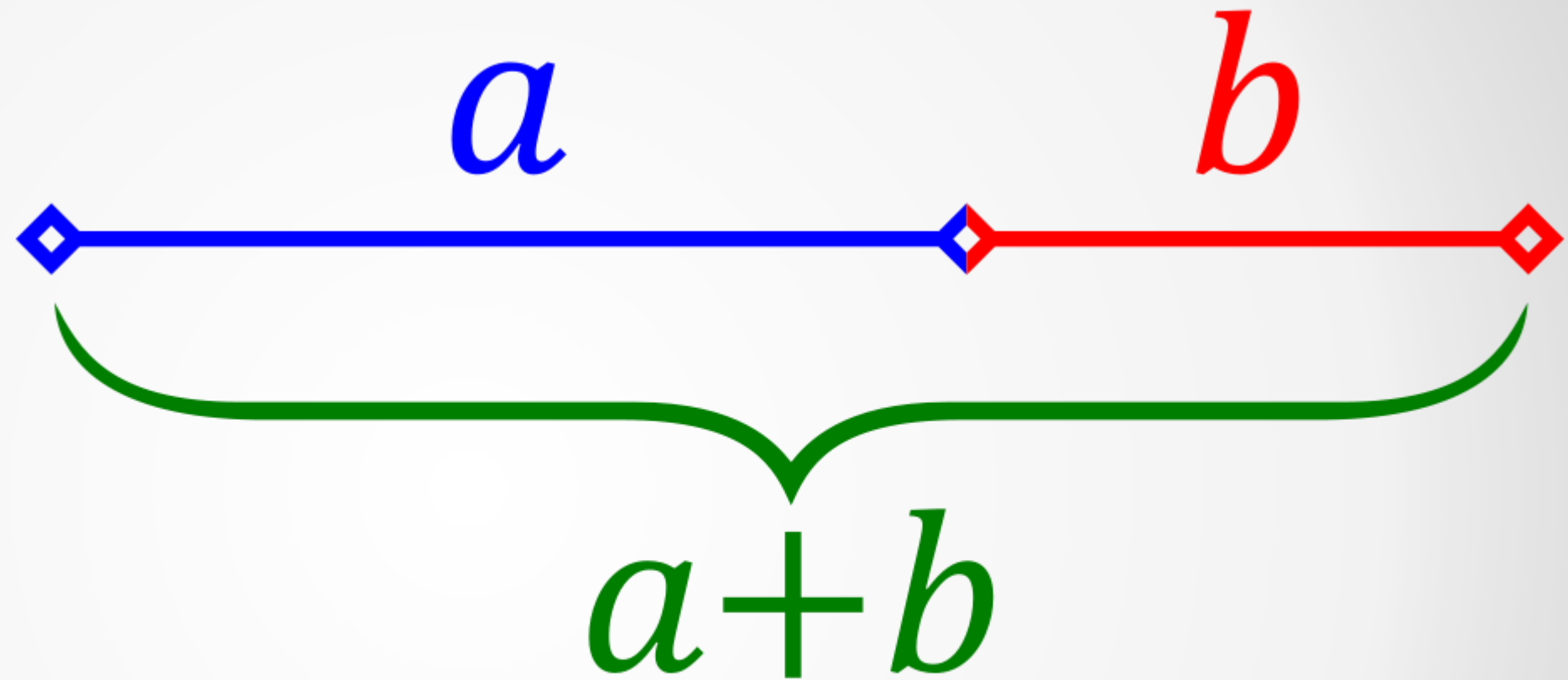
- Rule of Thirds
- Straight Verticals
- Diagonals to corners
- Avoid coincident edges

Rule of Thirds

Golden Ratio

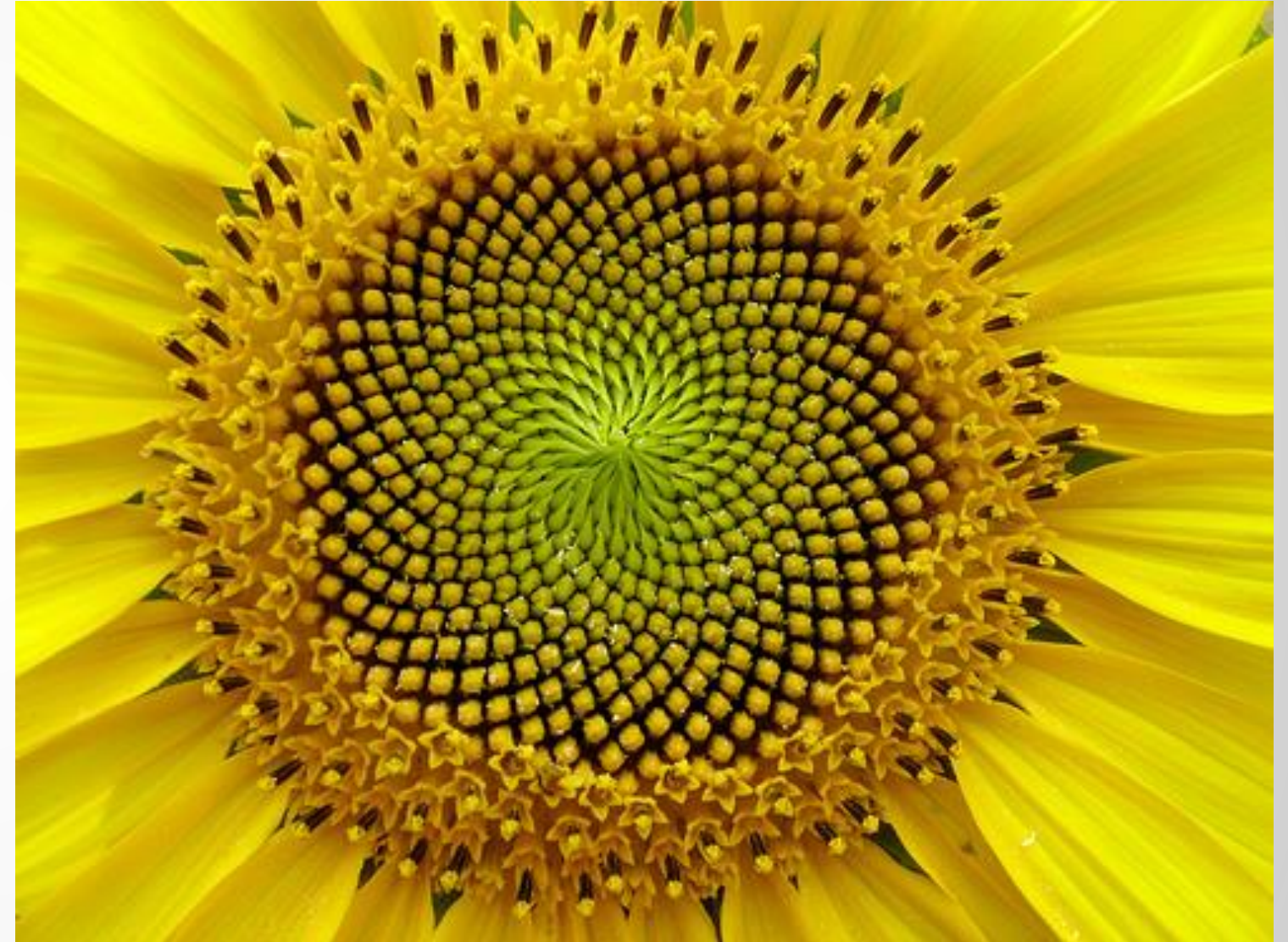


Euclid

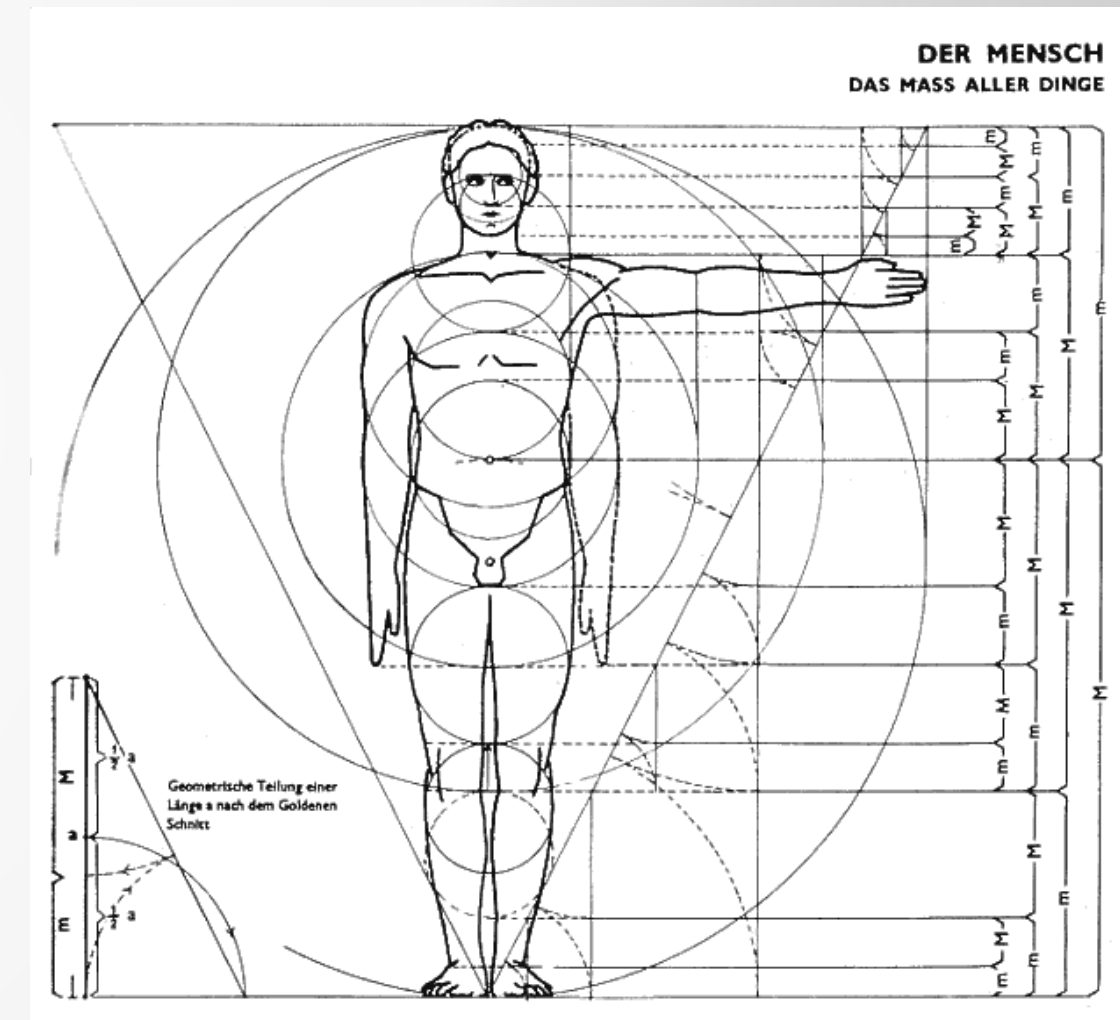
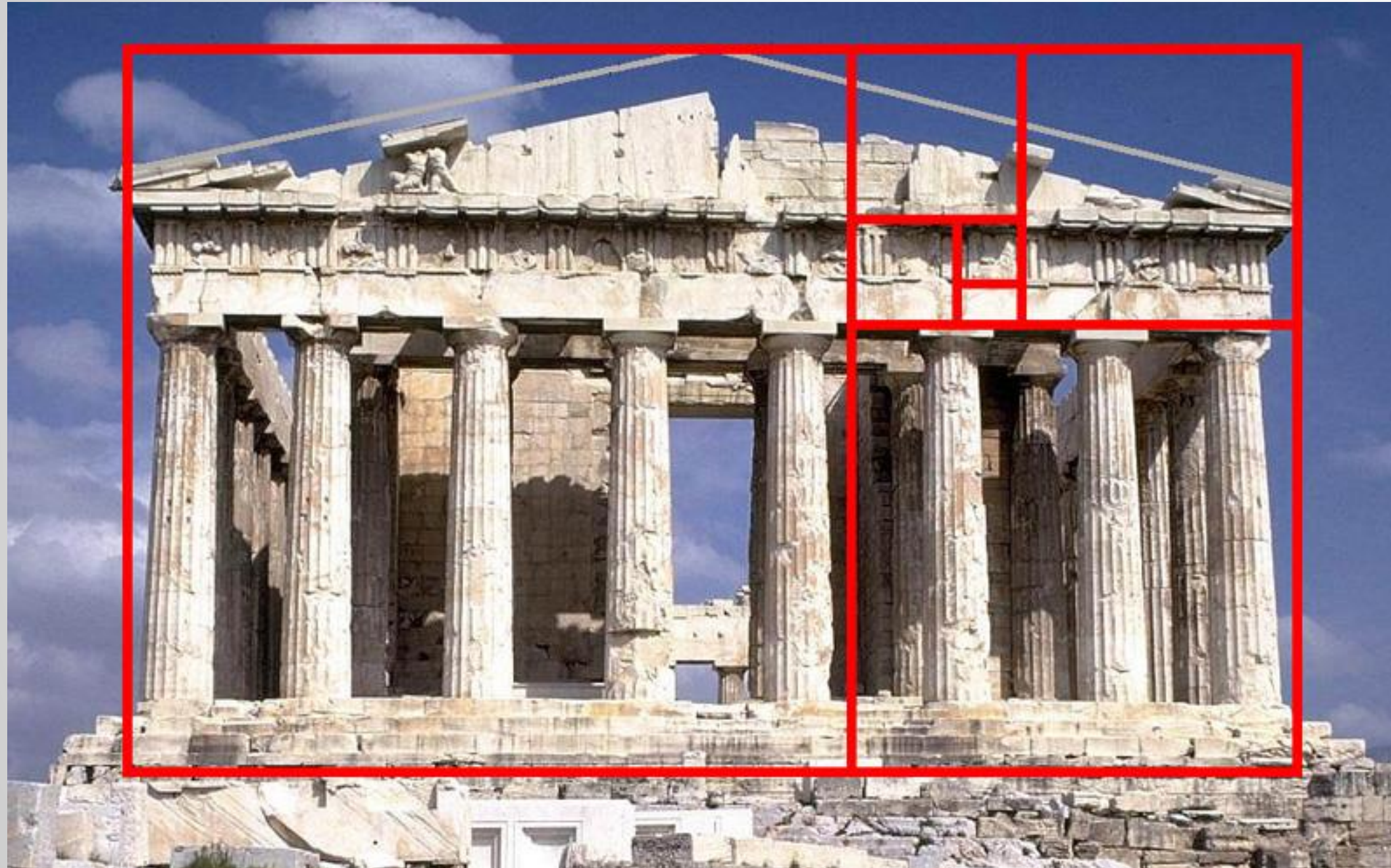


$a+b$ is to a as a is to b

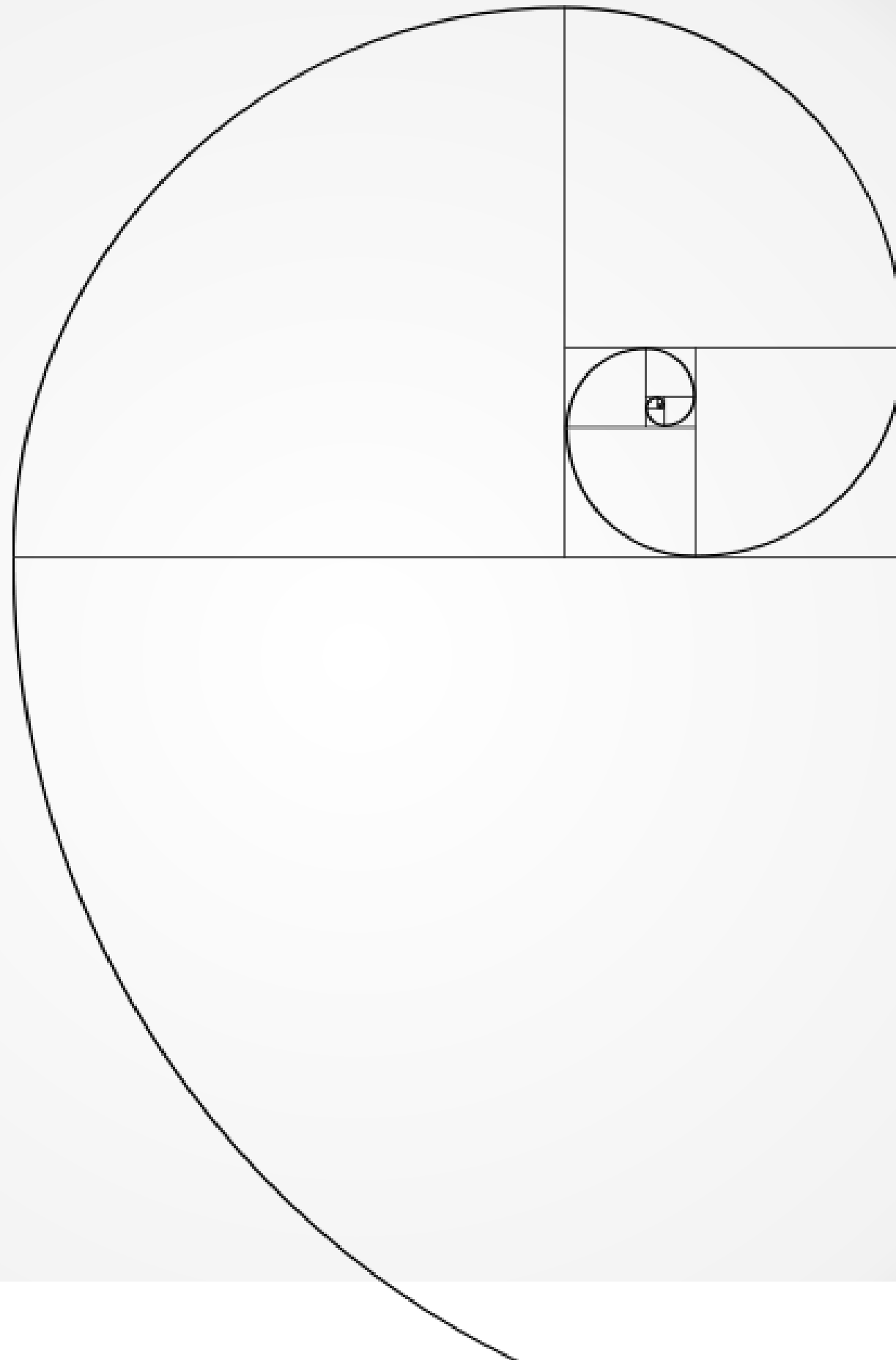
Golden Ratio



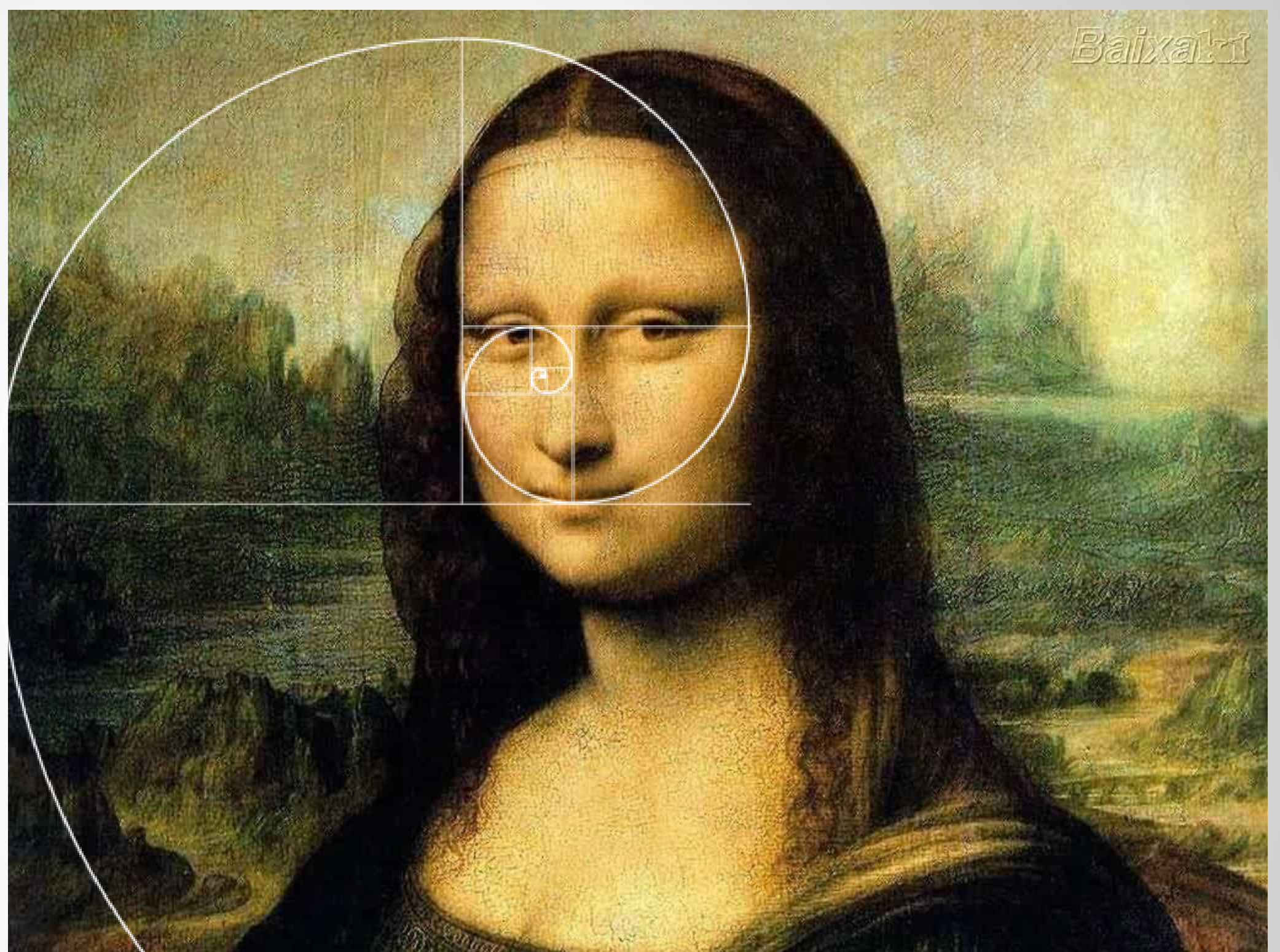
Golden Section



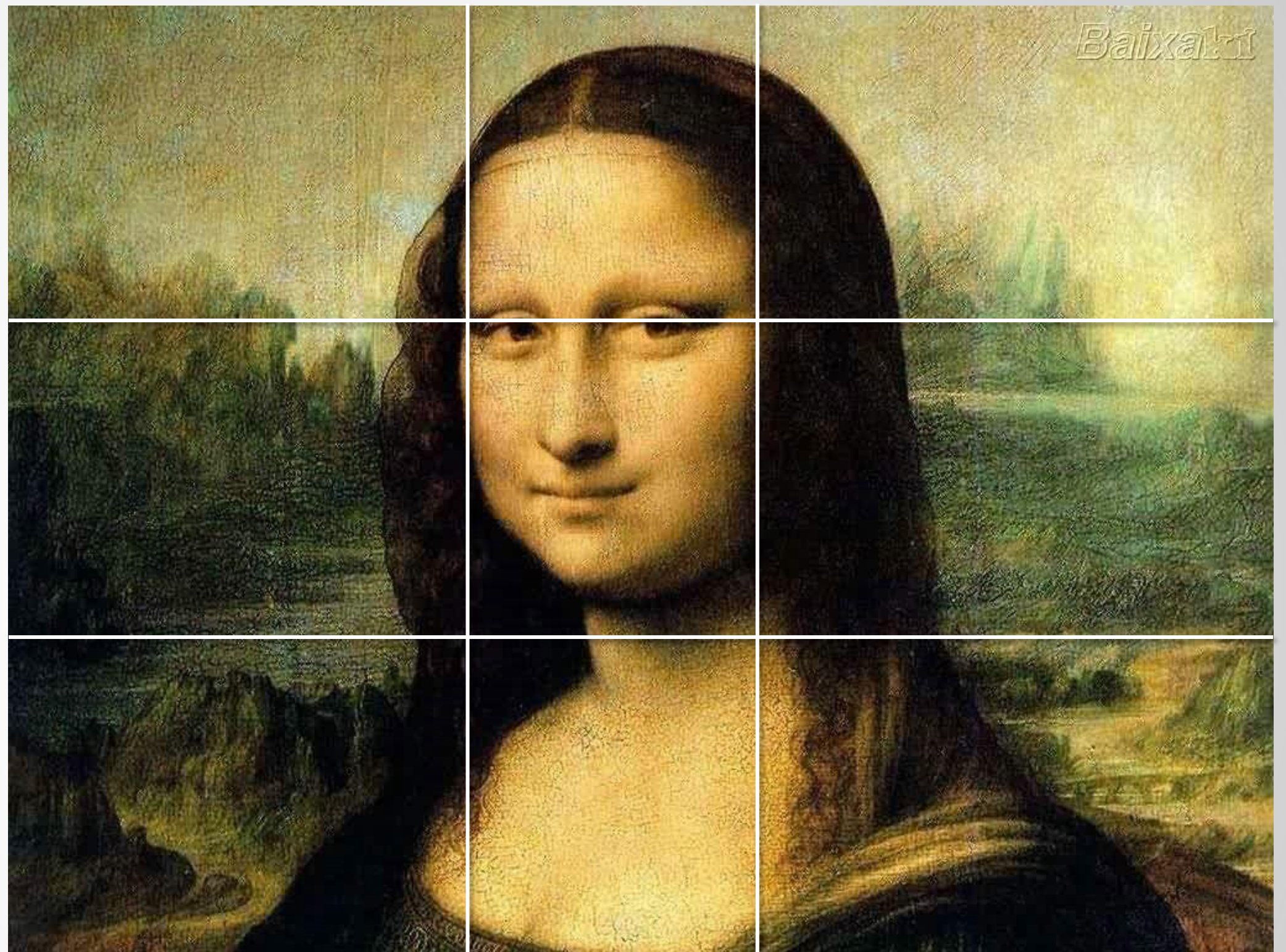
Fibonacci Spiral



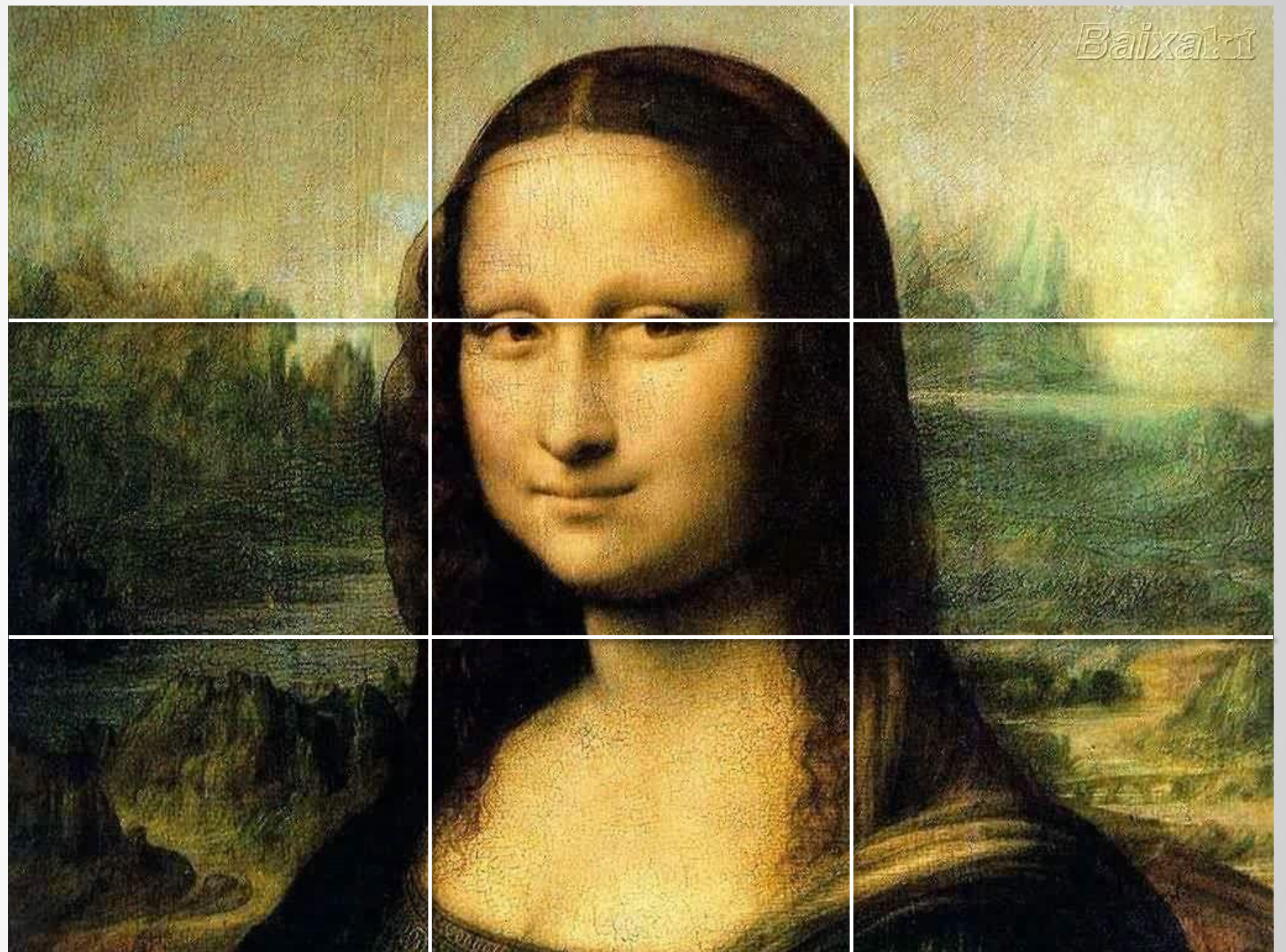
Fibonacci Spiral



Golden Section



Rule of Thirds



Baixa

Rule of Thirds



Rule of Thirds



Rule of Thirds

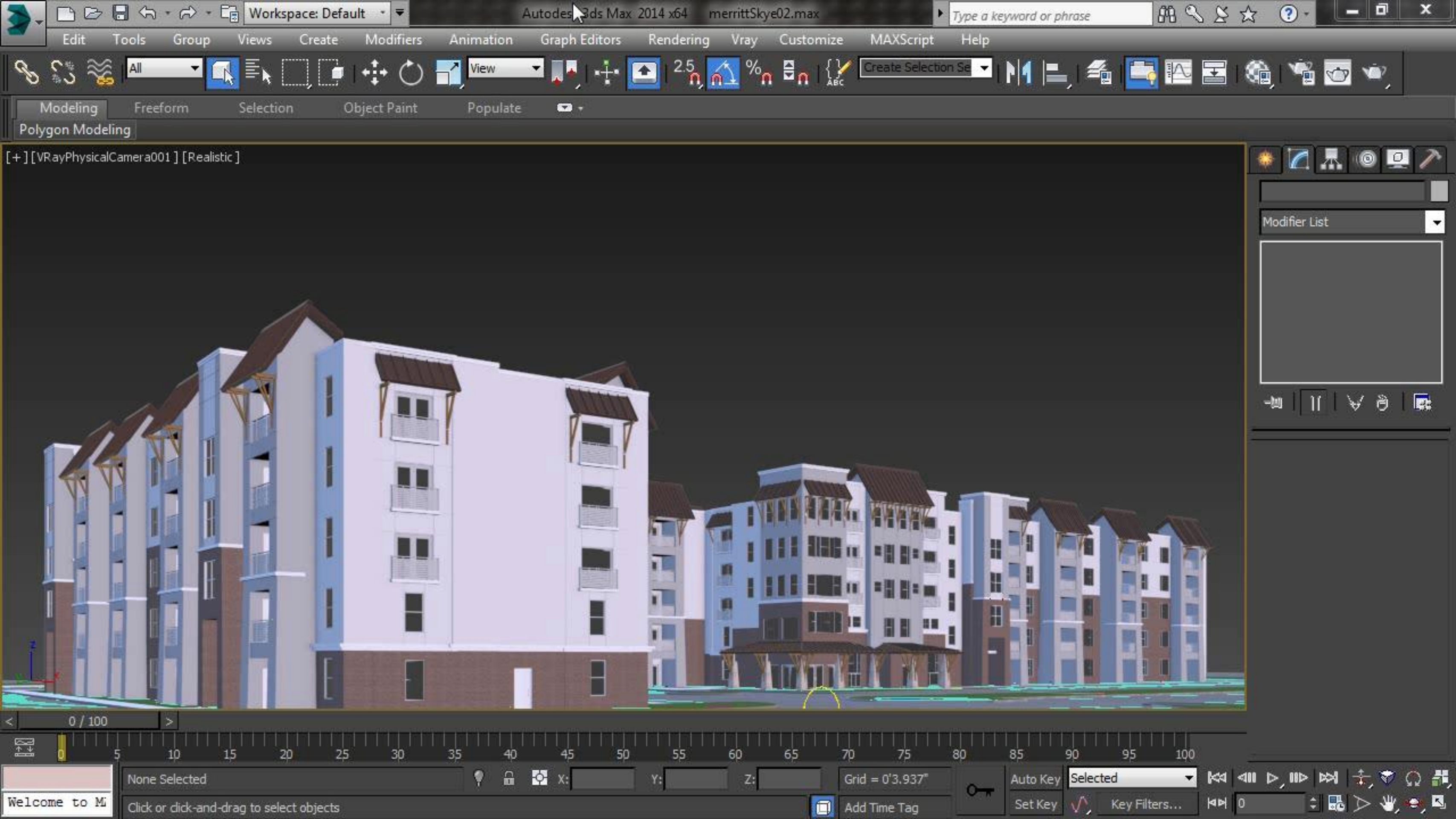


Rule of Thirds



Rule of Thirds





Straight Verticals



Straight Verticals

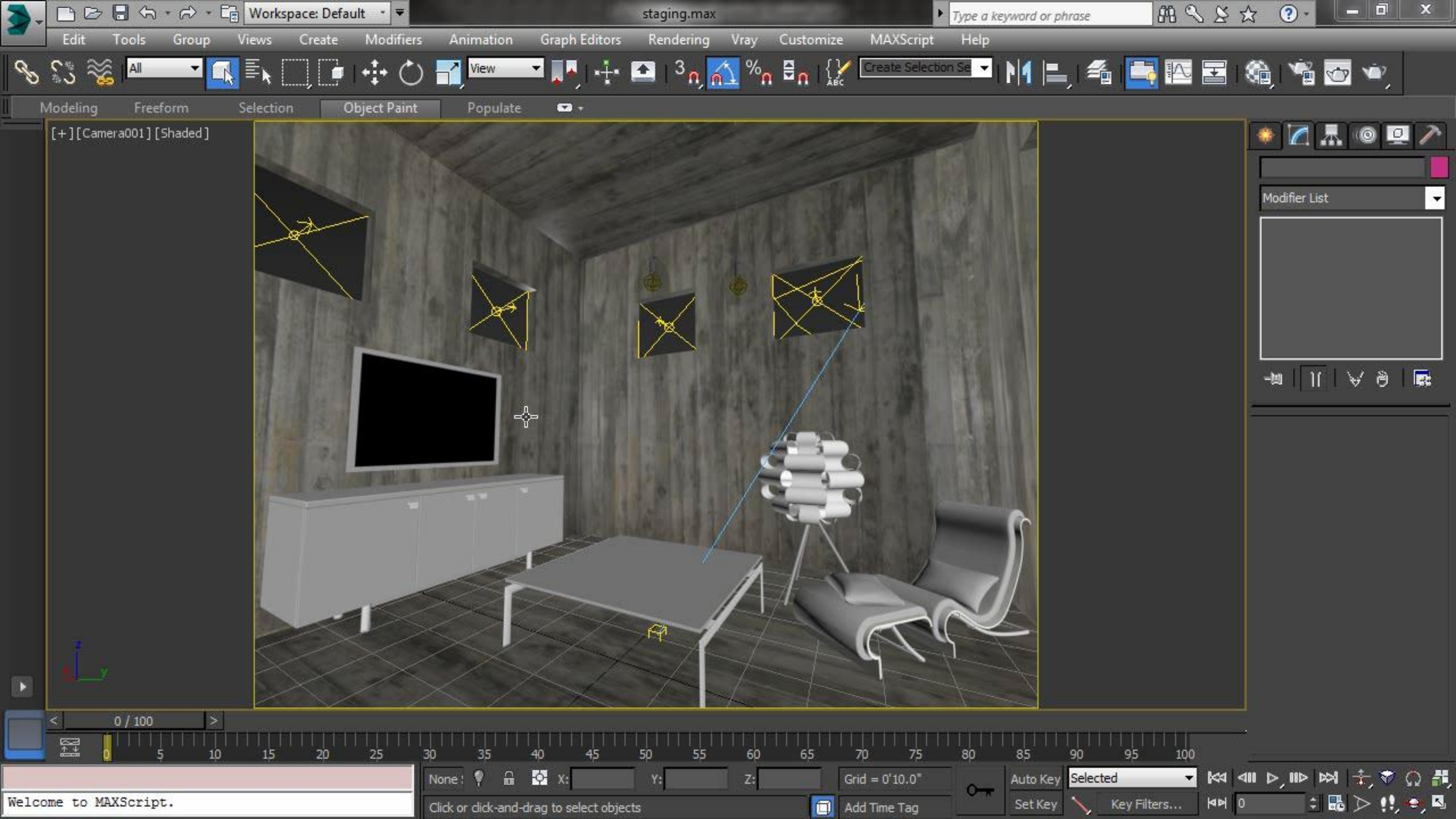


Straight Verticals



Straight Verticals







History Adjustments Histogram Info

History

- straightenVerticals.png
- Open
- Lens Correction

Layers Channels

Kind

Normal Opacity: 100%

Lock: Fill: 100%

Layer 0

fx

Diagonals to Corners



Diagonals to Corners



Avoid Coincident Edges



Avoid Coincident Edges



Photographic Phenomenon - Optics

Photographic Phenomenon - Optics

- Vignetting
- Chromatic Aberration
- Barrel Distortion
- Glare / Light Blooming / Flares
- Grain / Noise

Vignetting



Vignetting



Vignetting



Chromatic Aberration



Chromatic Aberration



Chromatic Aberration





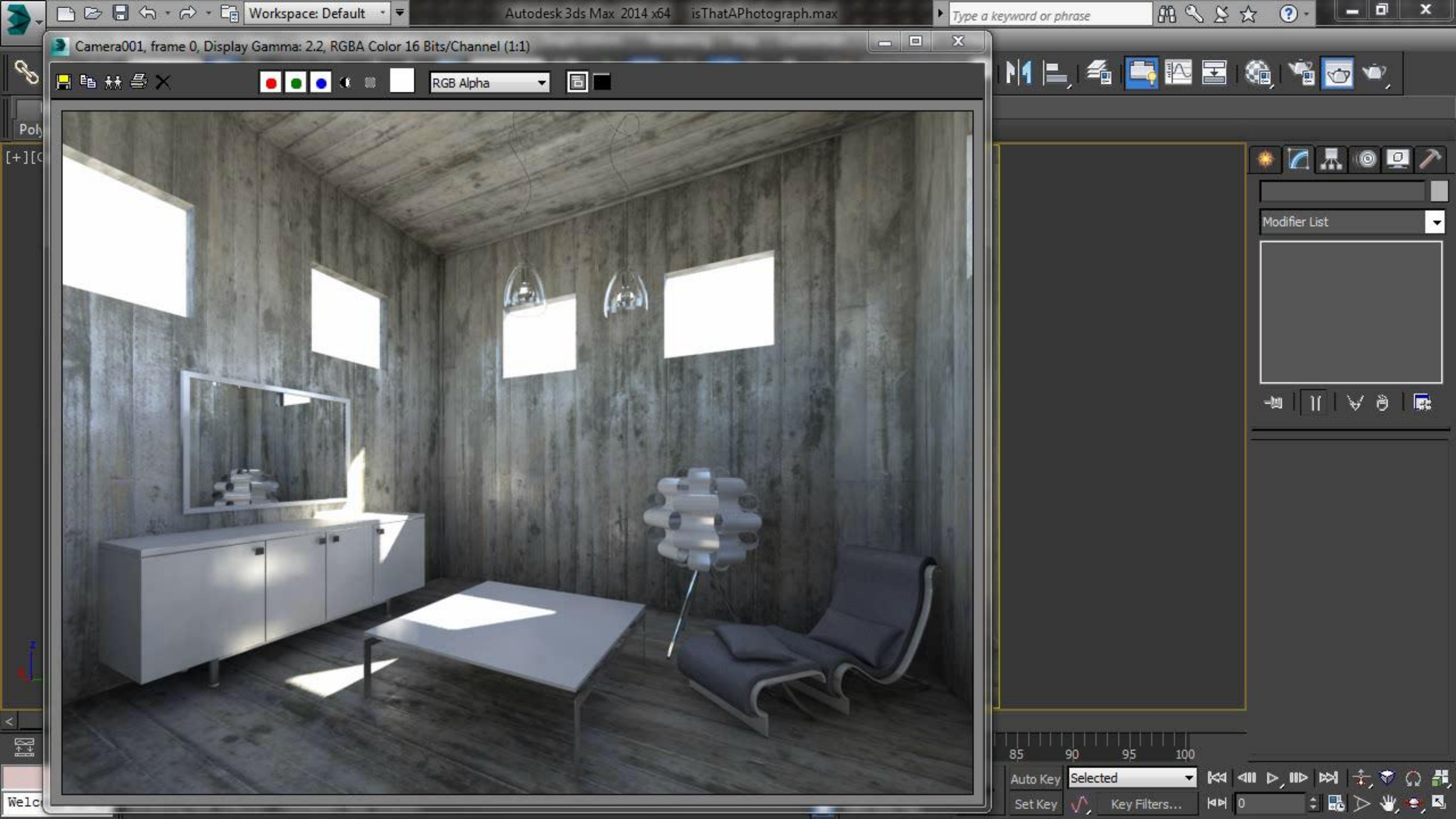
Chromatic Aberration



Barrel Distortion



render time: 0h 12m 41.3s | 2550x1594

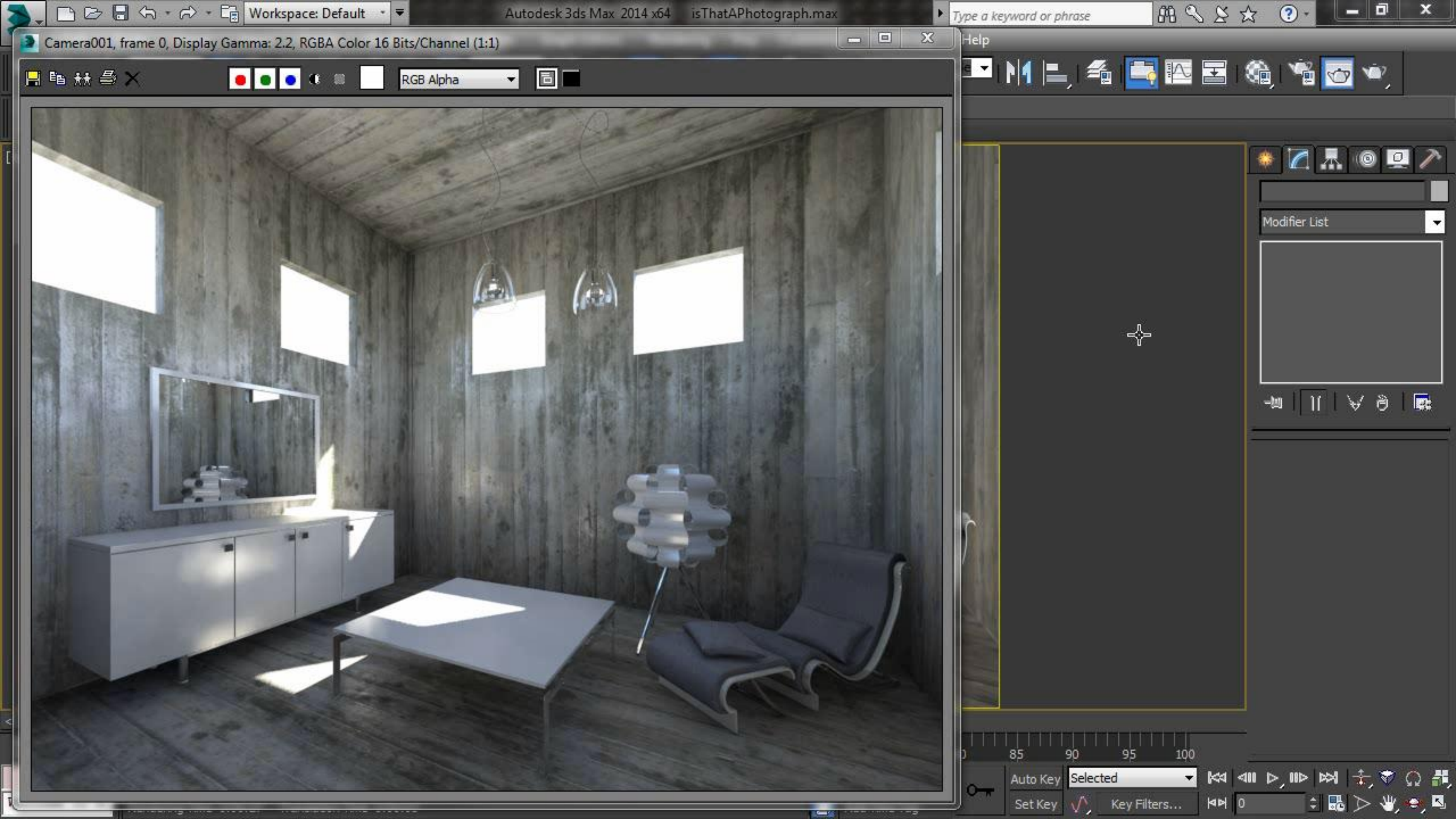


Glare / Light Bloom / Flares



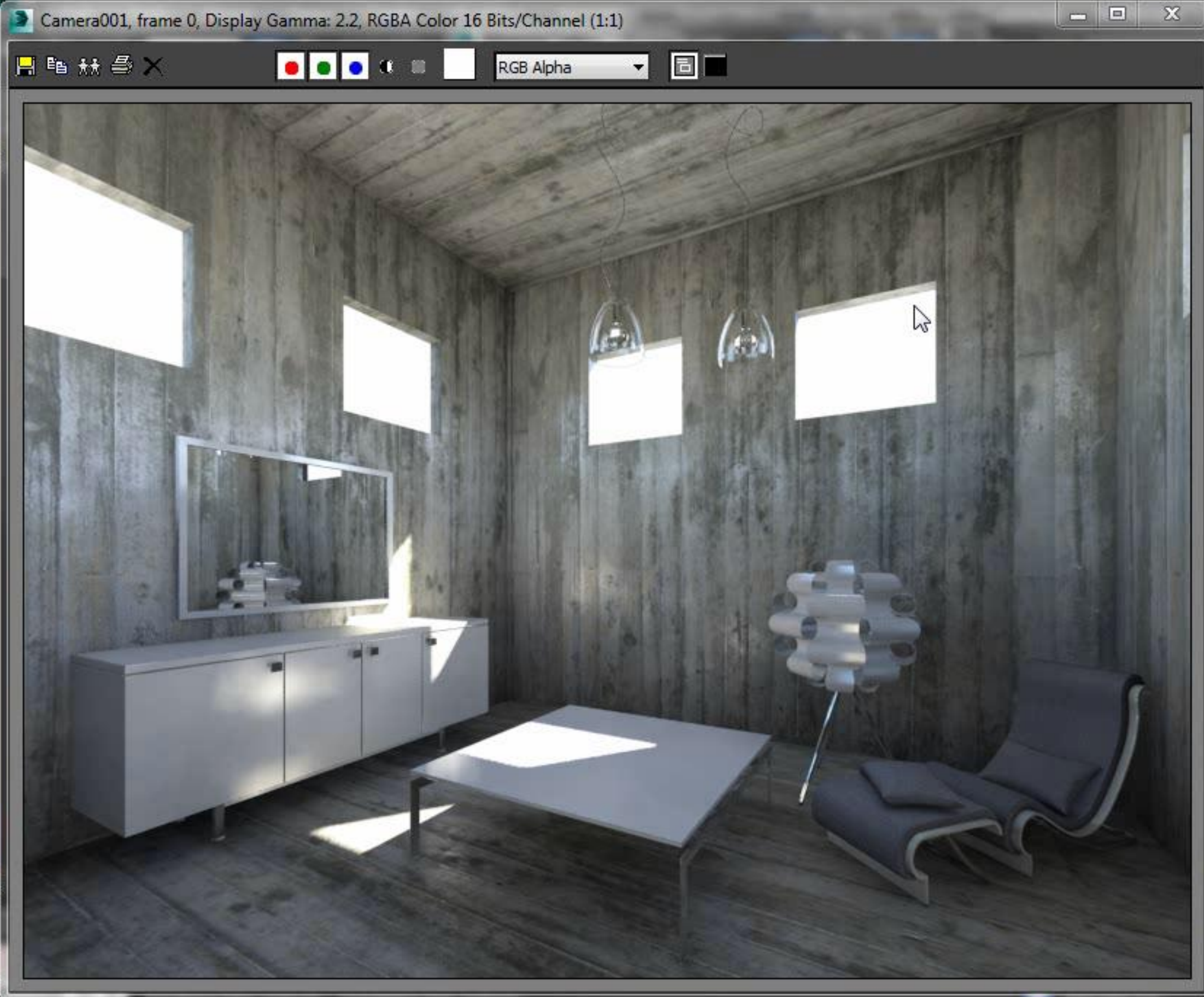
Glare / Light Bloom / Flares





Grain / Noise





Render Setup: NVIDIA mental ray

Global Illumination Processing Render Elements

Common Renderer

☐ Render changes to selected objects only

Camera Effects

Motion Blur

☐ Enable ☒ Blur All Objects

Shutter Duration (frames): 0.5

Shutter Offset (frames): -0.25

Motion Segments: 1

Time Samples: 5

Contours

☐ Enable

Contour Contrast: er (Contour Contrast Function Levels)

Contour Store: StoreShader (Contour Store Function)

Contour Output: urOutputShader (Contour Composite)

Camera Shaders

☒ Lens None

☐ Output None

☒ Volume None

Depth of Field (Perspective Views Only)

☐ Enable

f-Stop 1.0 Focus Plane: 8'4.0"

Far: 0'0.0"

Preset: View: Quad 4 - Camer

Render

Summary

3 Principles of Photography

- Mood / Lighting
- Staging
- Composition

Photographic Phenomenon

- Vignetting
- Chromatic Aberration
- Barrel Distortion
- Glare / Light Blooming / Flares
- Grain / Noise

Thank You

- Download handout
 - Fill out session survey for this class (VI5123)
 - On iPhone / Android, laptop, or survey station
 - Each completed session survey enters attendee in that day's drawing for a free AU 2015 pass!!
-
- tiltpixel.com
 - [@ramy3D](#)
 - ramyhanna.com

