

Modelação e Visualização Tridimensional em Arquitetura

Visualização em Arquitetura

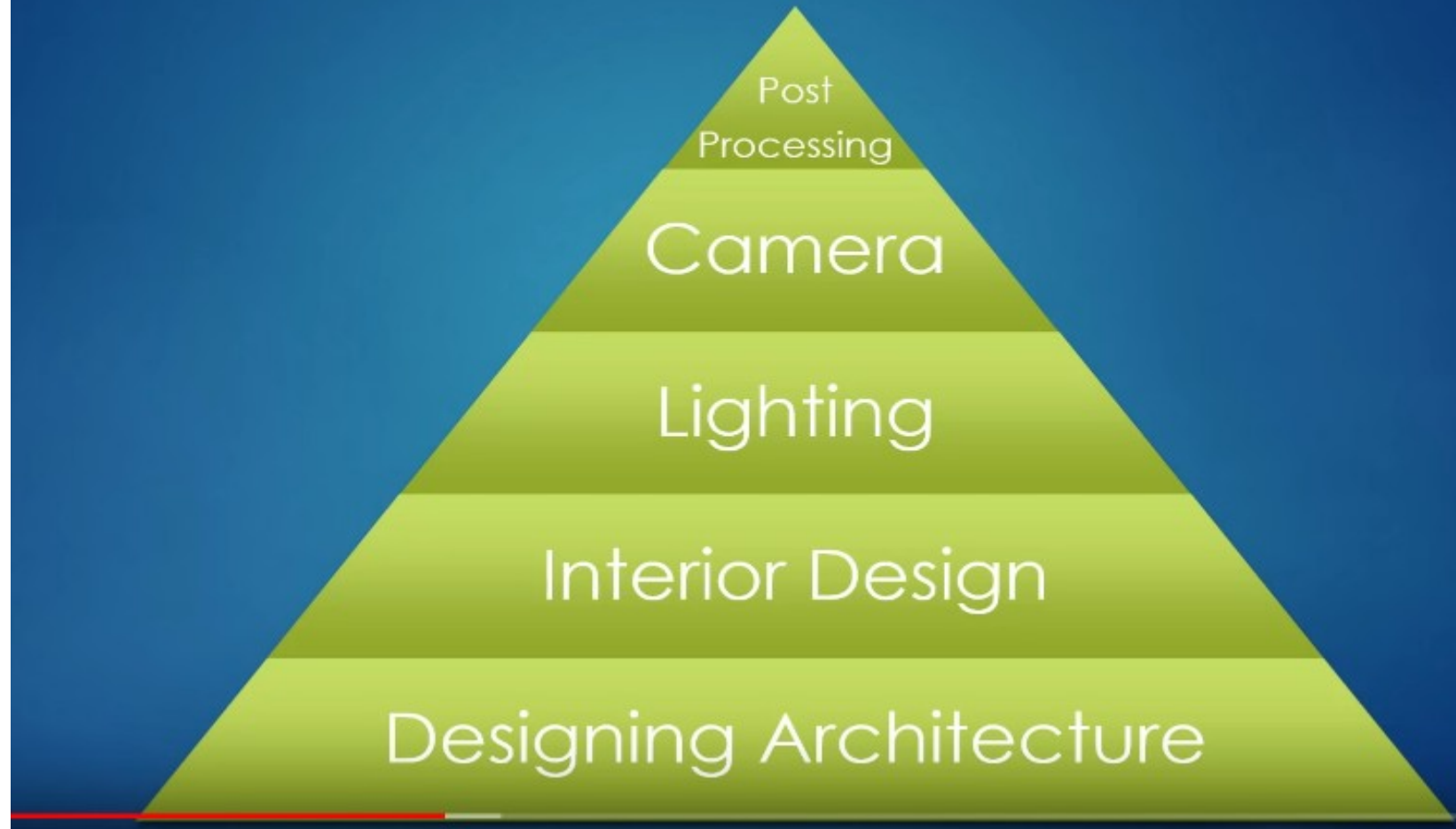
Rendering de Arquitetura

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Rendering de Arquitetura

Workflow

Architectural Rendering Workflow



Gather References and Inspiration:

Collect references, such as photographs, architectural drawings, and other visual materials, to understand the style, materials, and atmosphere you want to achieve in your render.

Modeling the Structure:

Use professional 3D modeling software, such as Rhino3D, Autodesk Revit, SketchUp, or Blender, to create an accurate and detailed 3D model of the building, paying attention to scale, proportions, and architectural details.

Applying Materials and Textures:

Apply appropriate materials and textures to the 3D model, ensuring that they accurately represent the real-world materials used in the building. Pay attention to details such as reflectivity, roughness, and bump maps to create a realistic appearance.

2- Interior Design



► Designing an appealing room

5 Tips:

1. Design for a specific individual
2. Ensure harmony of all elements
3. Use predominantly neutral colors
4. Balance the room with equal weight
5. Keep colors and patterns to a minimum

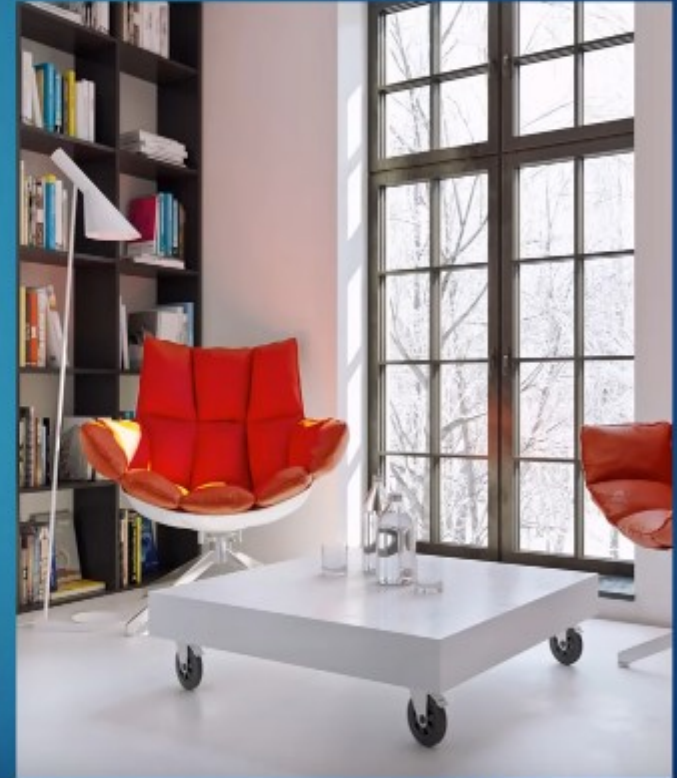


Image by Zhylnyk Denys

Setting Up Lighting:

Utilize natural lighting or artificial lighting techniques to highlight the building's features and create an appealing ambiance. Experiment with different lighting setups to achieve the desired mood and emphasize the architectural elements effectively.

3- Lighting



► Designing appealing lighting

5 Tips:

1. Four categories: Accent, Task, Decorative, Ambient
2. Don't light everything
3. Use shadows to cast shapes and patterns
4. Humans most comfortable around 2800o kelvin
5. Great exterior lighting is during the "blue hour"



Image by Michal Nowak
www.michalnowak.com

Fine-tuning Camera Angles:

Experiment with various camera angles and compositions to find the most visually engaging perspectives that highlight the building's design, form, and unique features.

Pay attention to framing, perspective, and focal length to create visually compelling images.

Experiment with composition using rules: symmetry, diagonals, rule of thirds, golden ratio, etc.

4- Camera



- ▶ Capturing the building or room in an appealing way

5 Tips:

1. Three styles: Documentive, Artistic, Abstract
2. 35mm is most comfortable to human eye
3. Every image needs negative space to 'breathe'
4. Focus on telling a story
5. Read any book on photography!



Image by Marwan M. Saliba
www.marwanmsaliba.com

Post-Processing:

Enhance the final renders using post-processing software like Affinity Photo, GIMP, Adobe Photoshop or Lightroom. Adjust contrast, brightness, color balance, and add any necessary effects to achieve the desired aesthetic and mood.

Inserting Entourage and Context: Incorporating additional elements such as people, vehicles, and sky to provide scale and context, making the render more relatable and engaging.

Color Correction and Grading: Adjusting the overall color balance, contrast, and saturation to create a more visually striking and balanced image.

Exposure and Lighting Adjustments: Tweaking the exposure and brightness levels to enhance the overall lighting and ensure that key elements of the architecture are well-illuminated and showcased.

Shadow and Highlight Enhancement: Adjusting the shadow and highlight levels to add depth and dimension to the image, emphasizing the architectural form and details.

Final Composition Adjustments: Refining the composition by cropping, resizing, or adjusting the framing to create a more balanced and visually appealing final image.

5- Post Processing



- ▶ Adding the finishing touches to an image

5 Tips:

1. Have a reason
2. Mimic a camera
3. Use color grading for changing a mood
4. Don't blindly copy others
5. Not always necessary

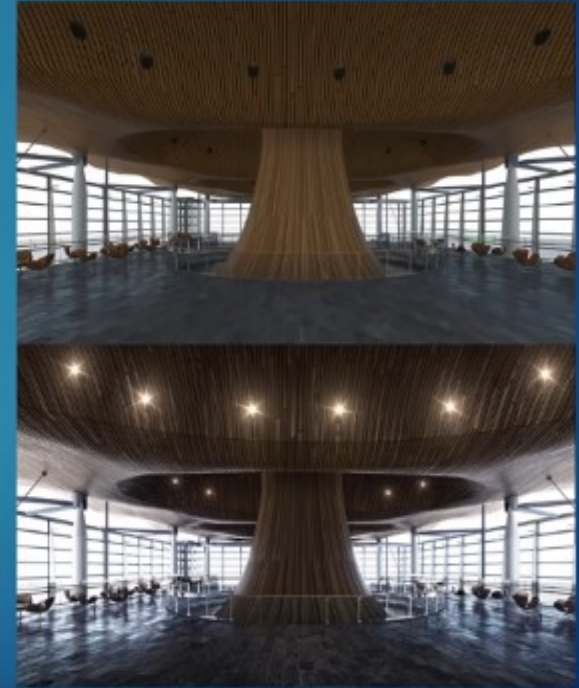


Image by Guillaume de Brabandère
www.indaboxstudio.com

References:

Recomended vídeos:

Rendering is Like Photography - Part 1: What Makes a Good Picture? [Webinar]

<https://www.youtube.com/watch?v=JsvRQVqCBv8>

Rendering is Like Photography Part 2: The Photographer's Camera and Lenses [Webinar]

<https://www.youtube.com/watch?v=9uwvYmrn8Es>

Rendering is Like Photography Part 3: Allies and Opponents [Webinar]

<https://www.youtube.com/watch?v=mZmRtHQqcrM>

7 Tips for Render Composition

<https://www.youtube.com/watch?v=nVoUEA5TDQI>

Composition and camera tips for a beautiful render

<https://www.chaos.com/blog/composition-and-camera-tips-for-a-beautiful-render>

Improve your architectural rendering compositions (5 Tips)

<https://www.youtube.com/watch?v=lzb5XHV95Tk>