

Cinematic Story and Camera Techniques for Architectural Visualization -

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Description

High-quality architectural presentations are more than just good-looking renders; your images need to tell a compelling story. This course will show you how to use 3ds Max software to create cinema-quality presentations and expertly showcase your architectural projects. The course will explain the basics of composition and visual storytelling from a filmmaker's perspective, including such topics as storyboarding, shot selection, shot sequencing, and screen motion. We'll then dive into camera techniques and workflow in 3ds Max, including camera selection, animation, rigging, and rendering, following through to postproduction and final output. Every building tells a story—learn how to tell the best story for your project.

OUTLINE –

- **Introduction** – The course consists of two parts, a section covering basic cinematography theory, then a section showing how to implement this in 3ds Max.
- **Cinematography** – Understand how stories are told visually through images, motion and sequencing
 - o Storytelling – A story is a connected series of images that communicates information, events, and mood.
 - o Storytelling with Images – Images can convey a lot of information, but composing your images so that they are clear and concise can be challenging.
 - o Storytelling with Motion – Motion adds another dimension to a story
 - o Film Editing – Understand how to sequence shots to keep the audience engaged.
- **Tools / Techniques (3ds Max)** – Understand how to put some of these techniques into practice using 3ds Max.
 - o Camera Placement – Understand how to properly place and manipulate cameras to make animation easy. This includes understanding rotation order and object space.
 - o Camera Motion – Learn about animating cameras to create engaging motion.
 - o Rigging Cameras – Go over a few simple camera rigs.

Conclusion