Grow Your Business: Enhance Your Digital Online Customer Experience

Bruno Landry
Sr Product Owner – 3ds Max Rendering | Bruno Landry @ LinkedIn

Jose M. Elizardo
Technical Specialist – 3ds Max | Jose M. Elizardo @ Youtube
About the speaker

Bruno Landry

Bruno has been in the design visualization industry for more than 15 years, working as a 3d specialist freelancer, for creative solution firms and large manufacturing companies in Montreal. After initially studying visual arts, he then completed a bachelor’s degree in industrial design where he developed a passion for computer graphics, photorealistic 3D rendering and a sensibility for beautiful things. After years of producing and managing productions of 3d rendering and animations for architecture, consumer products and transportation design, Bruno joined Autodesk to be involved in the development of real-time technology workflows in the design space. He’s now a charismatic Product Owner in the 3ds Max team, leading a successful development team in the right path.
MY SON WANTS TO BE CG ARTIST

A DEVASTATING FAMILY DRAMA
About the speaker

Jose M. Elizardo

3ds Max Technical Specialist for the Media and Entertainment division. With over 15 years of industry experience, Jose’s mainly focused on evangelizing and promoting 3ds Max to both the entertainment and design industries.
Why embrace E-Commerce? Why now?
US online sales rise 43% amid pandemic in September

Stephanie Crets | Oct 19, 2020
Marketplace Resellers
You got somethin' for me?
Why In-House Expertise Makes Sense?
Product Manufacturers
Why Go Digital?
PHOTOGRAPHIC QUALITY
What is 3ds Max?
Visualization. Interactivity. Real-time speed.
Product Design Workflow

- Import CAD / BIM Data
- Model Cleanup
- Assign Materials & Finishes
- Lighting / Mood
- Rendering

Most support for CAD data than any other package

3D Studio

- Material Presets
- Mesh Edits
- Material Library

- LOD's
- Physically Accurate
- Physically Based Lights
- Studio Lighting Rigs

- Real-time / AR Apps

SW

- Mesh Optimization
- Exhaustive Material Library

I

- Most support for CAD data than any other package

F360

- Physically Based Lights
- Studio Lighting Rigs

- Real-time / AR Apps

- Physically Based Lights
- Studio Lighting Rigs
Enhance Your Digital Online Customer Experience with 3ds Max

- **Model Creation**
  - Start from the bottom

- **Model Validation**
  - Is it gonna fly?

- **3d Animation**
  - Make it cool make it move!

- **Asset Rendering**
  - Make it look good!

- **Asset Repurposing**
  - Time is money!

- **Beta**
  - What’s cooking?
Model Creation
Model Creation

• Rounding corners on CAD models
  o Chamfer Modifier

• Creating wear & tear
  o (PBR) Physically Based Shading
  o Curvature, Texture Baking, damaged look

• Adding imperfection & chaos
  MassFX & Cloth
Model Validation
Model Validation

Accurately previewing your final output in a real time environment

- **PBR Viewport Rendering**
  - Fact, High Quality, Accurate before going to game engine

- **GPU Based Interactive Rendering**
  - GPU rendering = FAST lookdev and validation

- **Arnold Render View & IPR (Interactive Photorealistic Rendering)**
  - Using interactive rendering in ARV
  - Leveraging ARV for lookdev and diagnostic

Bose headphone 3d model by Ummanli @Turbosquid
Eames Lounge Chair 3d model by Buonarotti @Turbosquid
PS5 remote 3d model by Ismajkaciku @Turbosquid
3d Animation
3d Animation

Technical / Mechanical animations

- Rigged Asset
  - Wire parameter, parameter collector, manipulator
- Section Views
  - “See-through” using Arnold Geo-clip shader
- Assembly Guide
  - Exploded view
3d Lighting & Rendering
3d Lighting & Rendering

Photo Realistic, Final Frame Rendering

- Product Over White Background Rendering
- Photo integration
  - Perspective match
  - Alpha + shadows
  - HDR IBL
- Fine Tuning & Placing Highlights
3d Lighting & Rendering

- **Image Post-processing**
  - Creating multiple variation of the same images without any additional render time

- **Create variation of the same object (colorway)**
  - OSL: Open Shading Language

3d model by Moro Studio @Turbosquid
3d Asset Repurposing
Levels of Detail

Target Platforms

Software Rendering

Game Engines

Mobile AR - VR

264 000 faces

5400 faces

908 faces
3d Asset Repurposing

Maximizing ROI by Targeting Multiple Platforms From Single Model

- **Model Optimization**
  - Quickly generate levels of detail with intuitive artist friendly modeling tools

- **Complex to Simplified; Automatically**
  - Capture Complex Procedural Shader Graphs Into Simplified PBR Maps
  - Leveraging the power of procedural shade graphs

- **Prepping Models for Mobile Experiences**
  - Baking high res details onto low res models for GLTF output
AR|VR Apps
Special thanks

Louis Marcoux
Principal User Experience Designer, 3ds Max

Carlos Carpintero
Sr QA Analyst, 3ds Max Rendering

Giuseppe Schiralli
QA Analyst, 3ds Max Rendering

Brent Scannel
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Mélina Pigeon
Design Director, Artika for Living