



AUTODESK UNIVERSITY 2015

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A Fine Line—The Balance of Artistry and Technology in Architectural Visualization

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Learning Objectives

- Consider the use of technology in relation to historic trajectories and contemporary cultural relationships
- Review how to attain best possible creative technical solutions
- Review importance of the overarching creative brief in project planning and determining of technical solutions
- Discuss dissemination of knowledge in deadline driven Arch Viz environments, incl R+D

Description

This round table discussion will centre on the strategic deployment of technology within Arch Viz commercial projects and studios. We will review the creative decision making process that lies behind the creation of successful high end projects referencing FloodSlicer projects that demonstrate high levels of technical prowess – in particular animations. The Arch Viz environments of the round table audience will be included and considered in discussions.

Your AU Experts

James Orchard holds a degree in industrial design from Loughborough University and is an all round designer specializing in Architectural Visualisation with over seven years of senior experience and management. James joined FloodSlicer in 2012 and rapidly established himself as a core leader and mentor, exemplifying the pursuit of the highest possible standards and the balancing of the rigorous demands of high end branding aesthetics with complex technology.

FloodSlicer is an award winning animation and film making company and a world leader in pre-built visualisations. It was founded in 2006 by Daniel Flood and Sam Slicer and has offices in Melbourne and Sydney, Australia. Worldwide projects are regularly published and exhibited.

Sam Slicer graduated from the prestigious architecture program at the Royal Melbourne Institute of Technology, Australia in 1993. Drawing on over five subsequent years as a practising graduate architect along with ongoing explorations into photography, art, architecture and visual communication, Sam brings a rare understanding to image-making that combines transcendent architectural ideas with eloquent visual storytelling.

Sam regularly lectures for both design and photography university courses, makes written contributions to architectural publications and is a current sitting member of the RMIT University Photography Program Advisory Committee.

Consider the use of technology in relation to historic trajectories and contemporary cultural relationships

Sample Discussion Points:

Using images and samples from both our within and outside of our practice, we will consider how and why these technologies exist.

How were these art forms were done in the past.

What are the relationships to the these older technologies .

Understanding communication in terms of art, marketing, illustration, film making.



FIGURE 1: HISTORICAL SAMPLES OF ARCHITECTURAL ILLUSTRATION

Review how to attain best possible technical solutions

Sample Discussion Points:

Using FloodSlicer imagery and animation to discuss technical decision making

Choosing the right technical solution

When to innovate, when to experiment, when to use systems.

Importance of systems, stable IT base so IT/technical solutions are innovative rather than only problem solving.



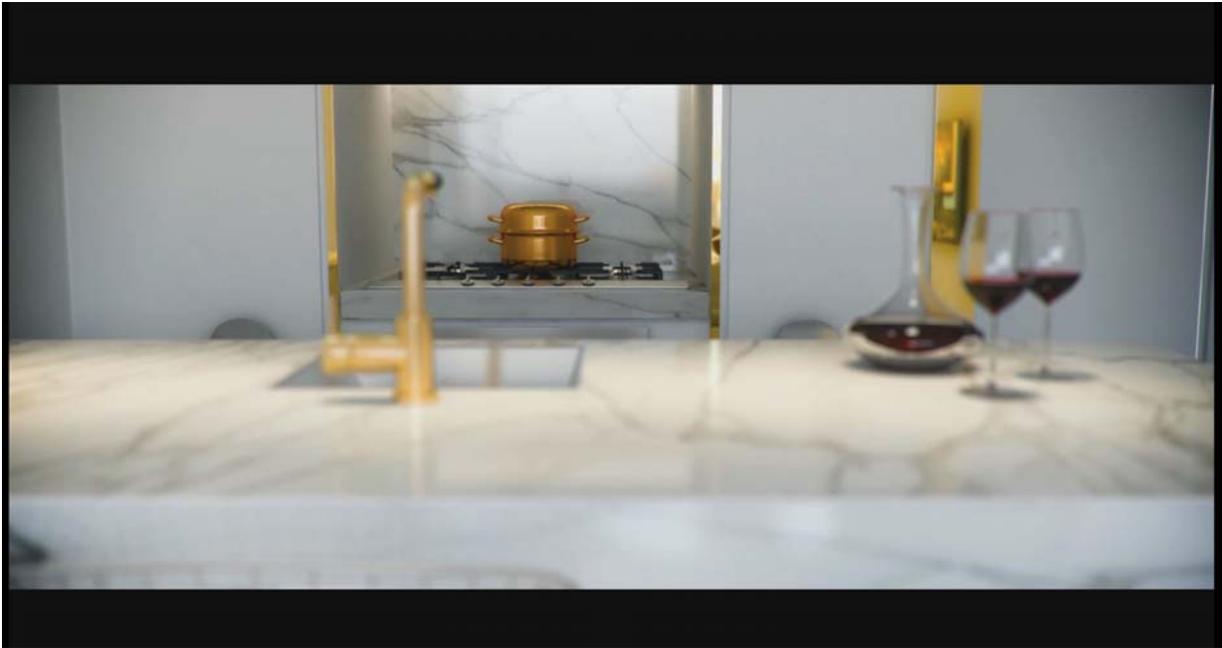


FIGURE 2: STILL IMAGE FROM RECENTLY COMPLETED ANIMATION

Review importance of the overarching creative brief in project planning and determining of technical solutions

Sample Discussion Points:

How the overall creative message informs technical decisions.

Elevating the use of technology to part of the creative process

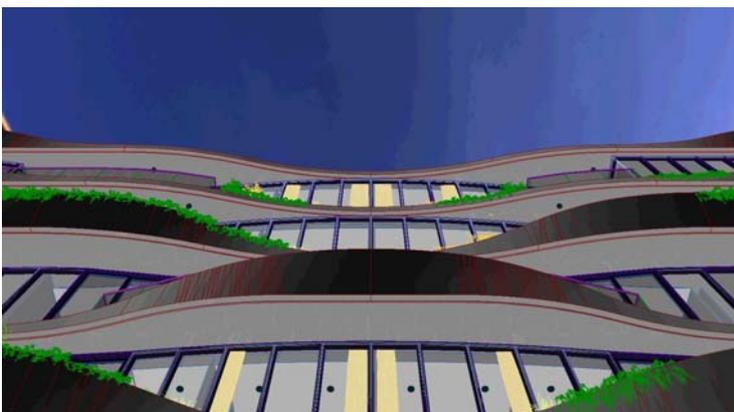


FIGURE 3: SCREEN GRAB FROM IN PRODUCTION ANIMATION

Discuss dissemination of knowledge in deadline driven Arch Viz environments incl R&D

Sample Discussion Points:

Discuss ideas on how this is actually possible.

How and when does R&D get scheduled in a commercial environment – particularly small – medium business environments

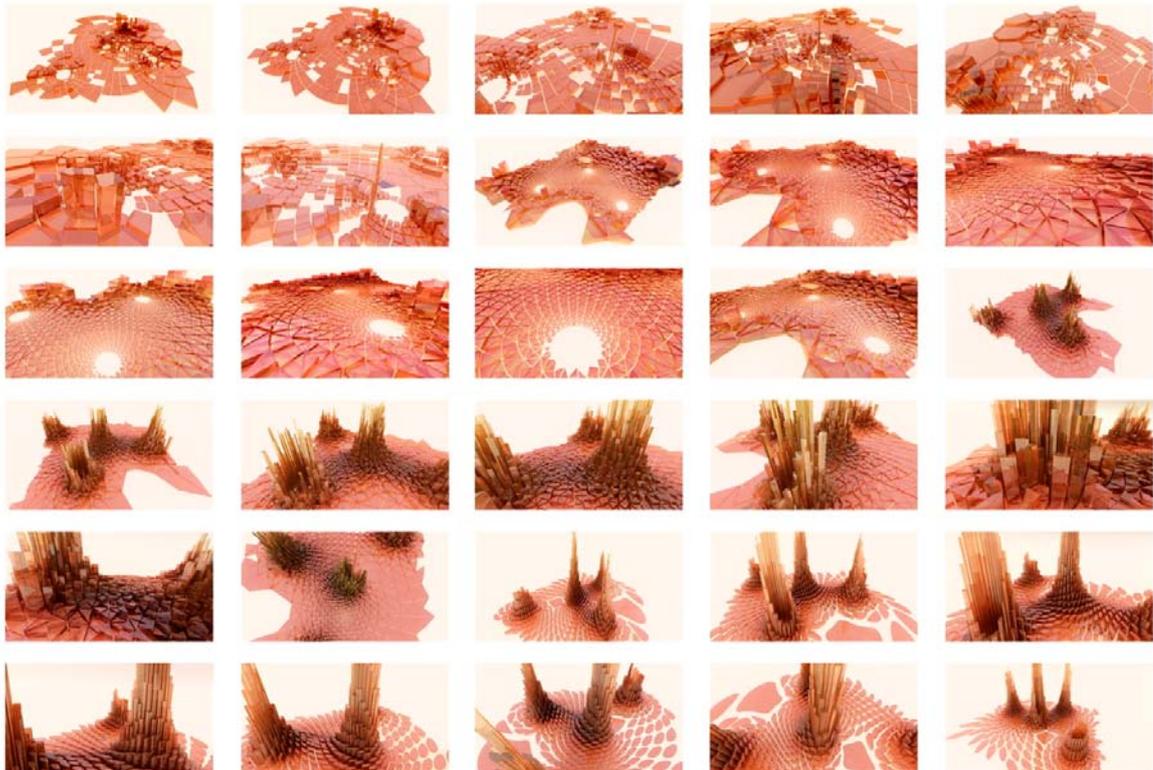


FIGURE 4: STILL FROM 2010 VENICE ARCHITECTURAL BIENNALE

Links:

<https://vimeo.com/145230691>

www.floodslicer.com.au

<https://vimeo.com/floodslicer>

