

Welcome to MA 3D Computer Animation

PRODUCTION METHODS THOUGH - ADGD7003

Nabeel Masih
n.masih@uwtsd.ac.uk

Session 2

“Design is not just what it
looks like and feels like.
Design is how it works.”
- Steve Jobs



What is Product Design?

- ▶ **Product design is the process of envisioning and designing items for mass manufacturing. The definition includes both the physical characteristics and the functions that goods should have.**

A definition of design thinking

- ▶ Design thinking is a non-linear method to problem solving that is popular in the modern world. It entails monitoring people's behaviour, immersing oneself in their way of life, and determining which parts of their lives may be improved. Designers generate concepts based on their observations, which are swiftly converted into prototypes. Designers test, draw findings, make modifications, and repeat the process until the demands of the end users are met.

Product design definition

- ▶ Product designers collaborate with a variety of different specialists, including engineers and marketers. While they are not in charge of developing the product's primarily mechanical and technological elements, they are concerned with usability.
- ▶ Medical equipment, dinnerware, jewellery, sports and recreation, food preservation appliances, furniture, and so on are all examples of product design. It also takes into account the production costs, manufacturing procedures, and laws.

Product design process

- ▶ The design process is separated into many phases, each of which includes various types of drawing and prototyping. However, sometimes the inspiration comes from observing a problem and developing a solution to it. It is about establishing a communication between the source and the environment by engaging an object to meet a need.
- ▶ Sketching and drawing are then used by product designers to bring their ideas to reality. They are also capable of using 3D and computer-aided industrial design tools. Designers will often create prototypes in order to fully experience and test the object they envisage.

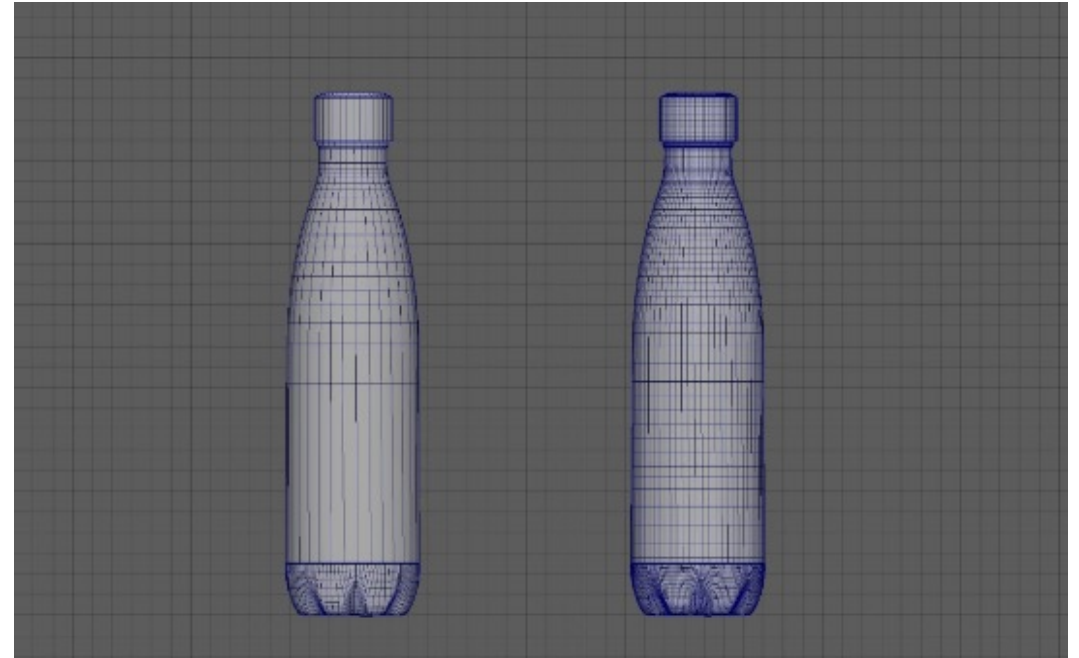
STUDENT

REEL by RedefineFX



3D model Process

- ▶ A 3D model is commonly used in 3d application to offer someone a plan of what they are attempting to create. Rather of doing it in person, they may build it on the 3d software and easily obtain diverse points of view all over it.



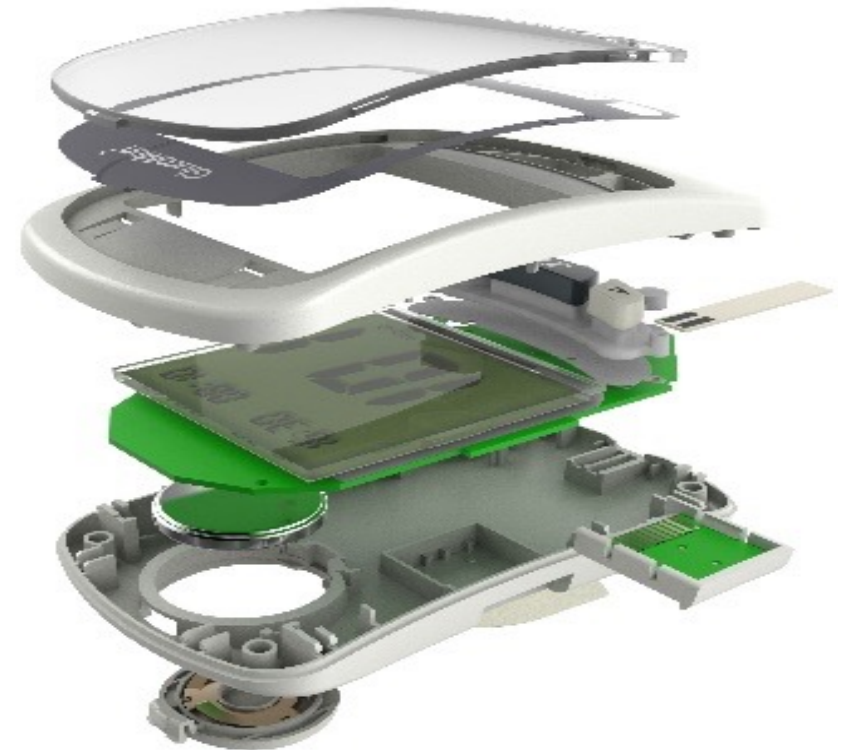
Ikea 3D Modelling

- Ikea's apps mainly rely on 3D modelling. They have a team of designers that develop models for various items as well as shop layouts so that they may be designed and viewed before they are manufactured. This will help them to evaluate the advantages and disadvantages.



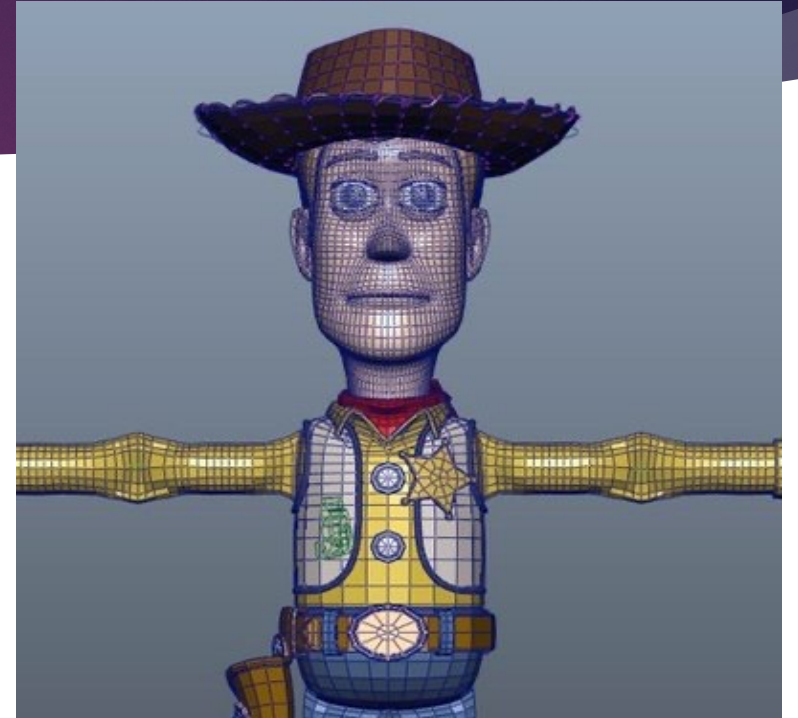
Product Desing

- ▶ Product design allows someone to construct a 3D model of what they have in mind and sketch it. The product design will save multiple businesses a lot of money because it is a cost-effective approach to build something before investing all of their resources to it.



3D Animation

- Nowadays, 3D is widely utilised in animation. Many businesses rely on 3D designs to communicate their animations to consumers. 3D animations make life simple to watch and understand the animation. Many children like watching 3D cartoons because it gives them the feeling of virtually being there. It is also used for educational purposes to model various scenarios and how different objects might connect with one another. It will be less cost - intensive to accomplish it this way rather than in real life.



Games

- ▶ Many gaming firms are incorporating 3D into their work, and as technology advances, so does competition. As a result, game developers will need to improve the technology featured in their games by including cutting-edge software, textures, and gaming dynamics.
- ▶ Despite the fact that 3D is quite popular in gaming and has been for a very long time, it is still vital for a firm to identify their usage of 3D.



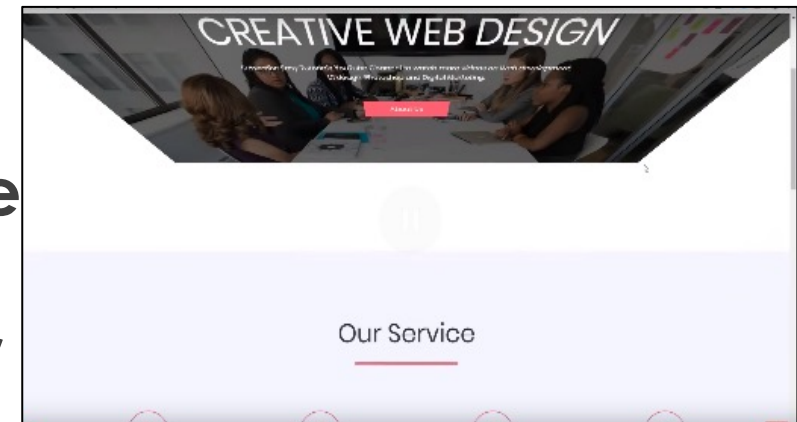
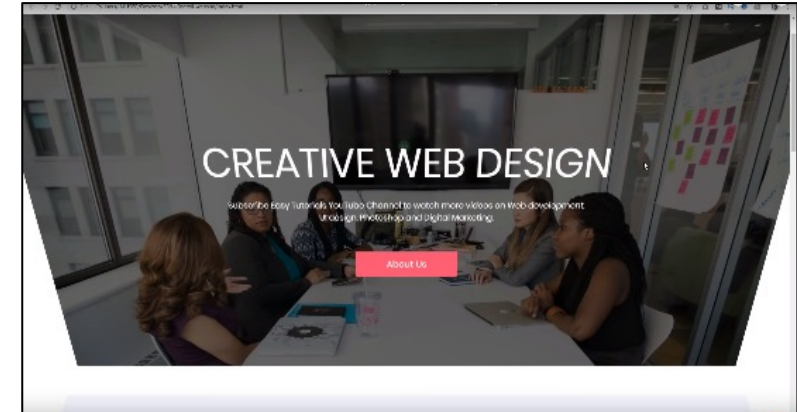
Films

- ▶ Film is similar to TV, the only difference is that the green screens used in the film industry contain a lot more 3D objects. Those 3D objects are customisable and can be customised to different things. The example on the right shows that it the green screen was able to be customised to show pillars and a different background.



Web

- ▶ A 3D website may be created by any web designer using HTML and CSS. Scrolling with 3D effects is only one example. There are several choices available in 3D web.
- ▶ This is an effective method of attracting and retaining customers in order to keep them scrolling and reading the following item. It also establishes a strong quality and first image for the company that owns the website, since it demonstrates to their consumers their passion for the business.



Education

- ▶ Since technology has advanced over the years, many educational institutions are abandoning old-fashioned books as they discover that technology outside of school is developing and students are adjusting to the rapidly evolving technology. As a result, schools are discovering that students readily disengage from activities.



Architctural walk-through

- Many different firms utilise architectural walk-throughs to present an animated representation of a structure. This is a highly handy approach for many estate agents since it allows them to rapidly transmit the architectural tour animation to their potential buyers rather than regularly inviting people around to have a look inside a home.



A man with short hair, glasses, and a black t-shirt is speaking and gesturing with his hands in a workshop or studio setting. The background is slightly blurred, showing shelves and equipment.

EP. 88

PRODUCT DESIGNER

**WHAT'S THE
ROLE?**

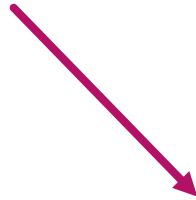


3D MODELING & TEXTURING

TIMELAPSE

Next week will look at, **Modelling, Lighting, Viewing,**
Projection, Clipping:
Scan conversion, Texturing:

Please looking Students of Product Design
<https://www.youtube.com/watch?v=w6PXak4llxs>



Production Methods Though – ADGD7003

- ▶ Reference
- ▶ <https://padlet.com/nmasih1/production-methods-though-spdys5yd7lrtio2v>

