

Architectural Rendering

Design Document

Overview

Project Purpose

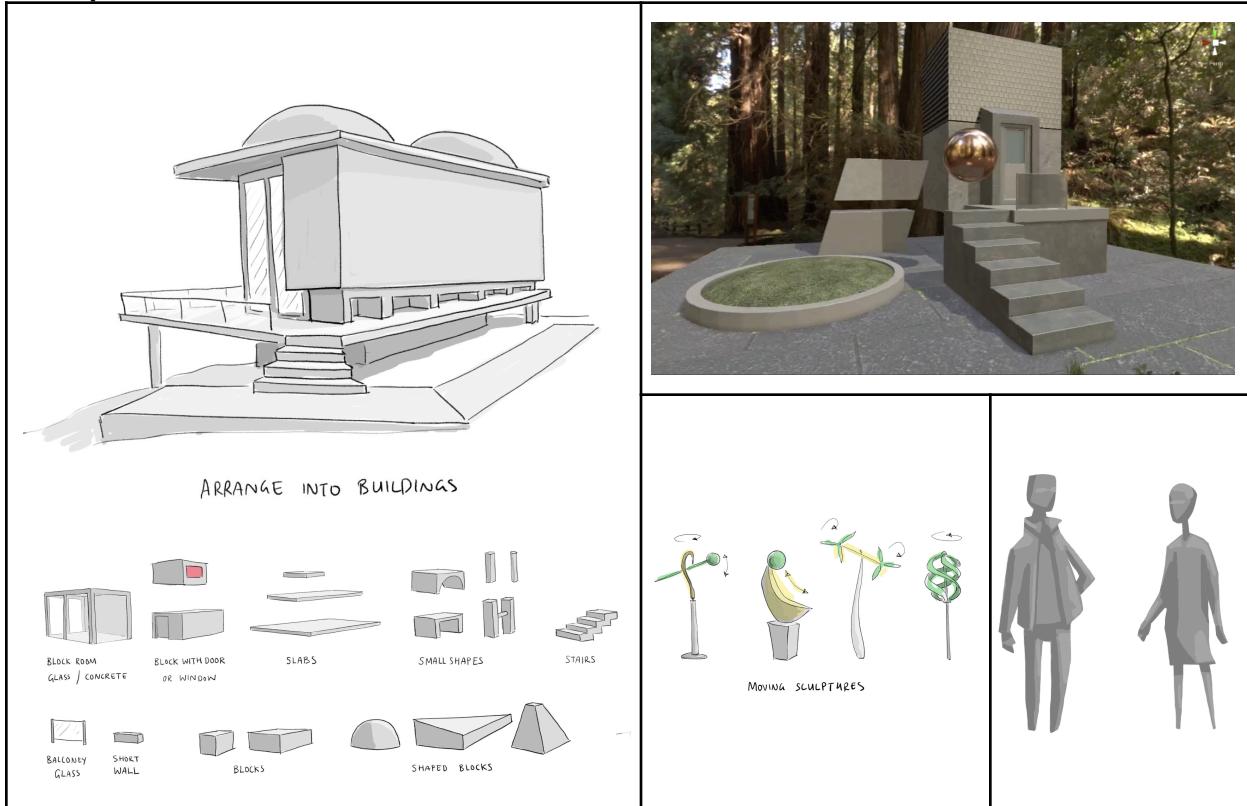
This 3D environment will be a part of a web- or Augmented Reality (AR)-based tool for visualizing new architectural proposals called "ArchitecTour." This allows architects and real estate developers to preview realistic renderings of buildings during the initial planning phases of new construction projects. It allows users to experience the interior and exterior of the building from multiple angles, and even preview different construction materials and colors. In the AR version of the app, users would also be able to visualize the building at potential construction sites. This particular brutalist modern building is one example project that would come pre-installed with the app.

Target Audience

This experience is targeted at users who use:

- Architectural design programs like [Revit](#) or [Google Sketchup](#)
- Real-time VR/AR architectural prototyping and visualization tools like [Scan](#) or [Arki](#)
- Floor planning tools and 3D visualizers like [Room Planner](#)

Concept art



Reference examples

<p>Brutalist Architecture</p>  <p>Habitat 67 in Montreal - Image from Pixabay</p>	<p>Modern Architecture</p>  <p>By Popov Bass Architects under CC BY-SA 3.0</p>
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Project Requirements

Shaders / Materials	<ul style="list-style-type: none"> - Realistic materials and textures on all surfaces - Custom shader for TV screen
Lighting	<ul style="list-style-type: none"> - Clean, evenly lit daytime scene - All lighting should be baked for maximum quality, except sunlight which should be able to change time of day
Animation	<ul style="list-style-type: none"> - Cutout paper-like people should be idling - Modern sculpture should be animated to make scene more dynamic
VFX	<ul style="list-style-type: none"> - Dust particles in the interior - Fireflies on the grass patch outside
Cameras	<ul style="list-style-type: none"> - Multiple camera angle options, including (1) a wide angle shot that captures the whole interior (2) a mid-range shot that features a piece of furniture or a character (3) a close-up of a painting or sculpture
Post-processing	<ul style="list-style-type: none"> - Moody atmosphere - Bloom on lights - Vignette
Audio	<ul style="list-style-type: none"> - Nature noises coming from exterior - Calming music for admiring the scene
UI	<ul style="list-style-type: none"> - Buttons to switch between camera angles - Menu with audio controls