

Elevator Pitch:

A website that will show case the design process and work flow to creating different 3D models via multiple virtual sculpting and modeling platforms by Michael Murray.

Long Description:

Murry.com will focus on allowing those who visit the site a chance to see how to make different types of 3D models and sculptures in a step-by-step format. These steps will not simply begin placing people directly into the modeling/sculpturing programs but will start from the very basics of designing art. This includes brain storming, gathering of concept art, and general sketching before beginning any actual modeling. The main goal of this style of showcasing is to individuals who are interested in art the basic stepping-stones to creating their own 3D artwork. So while they can follow the step-by-step design/work flow individuals do not have to create the same art on the site but instead simply reference and relate it to their own work. While being a sight dedicated to helping aspiring artist this site is also for possible employers to take a look into the work flow of Michael Murray instead of just looking at the finished model.

Personas:



Sam the Educator

Interested in passing work flow procedures to students.



Rebecca the Client

Interest in having artist work done for a company or personal interests.



Victoria the Artist

Art lover looking learn/improve artistic abilities.