Autodesk 3dsMax is an industry leading application for design visualization, game development and visual effects. Autodesk 3ds Max is powerful and flexible enough for professionals, but intuitive enough for the beginner. Whether new to Autodesk 3ds Max or new to 3D, these tutorials provide ample discussion of the tools needed to create visually rich imagery and animations. User interface foundations are presented, focusing on Autodesk 3ds Max's ease and simplicity. Learn core concepts as well as efficient, professional modeling, animation, texturing (object material editing) and lighting techniques.