

2024 SOUTHEAST AEJMC COLLOQUIUM- LILLY MAJORS (K-STATE)

Navigating the 3D realm

Exploring Third-Party Platforms and Creative
Opportunities in Media



Visual Storytelling

- **Virtual and Augmented Reality:** In VR and AR applications, 3D models enable users to interact with digital content in the real world or a simulated environment. This is particularly significant in fields like education, training, and marketing, where immersive experiences are crucial for effective communication.
- **Other emerging media fields using XR** are animation and films, architecture, product and design prototyping, medical imaging, advertising and marketing, and gaming.





Third-party platforms

Turbosquid

- TurboSquid is an online marketplace offering a diverse library of 3D models.

Sketchfab

- A platform for sharing, discovering, and embedding 3D content across the web.

Mixamo

- The platform is known for its user-friendly interface and vast library of pre-animated 3D characters.

Software Tools

- **Blender:** Blender is a free and open-source 3D creation suite with a comprehensive toolset catering to various aspects of 3D Modeling, animation, and more. Blender also offers BlenderMarket which offers premade 3D models.
- **Adobe Aero:** An augmented reality authoring tool for creating captivating experiences.
- **Unity:** Unity is a cross-platform game development engine and application framework that allows developers to create 2D, 3D, augmented reality (AR), and virtual reality (VR) experiences.
- **Unreal Engine:** Unreal Engine is a versatile game development engine and application framework, enabling the creation of 2D, 3D, augmented reality (AR), and virtual reality (VR) experiences across multiple platforms.

Advantages of third-party platforms

Integration Capabilities

Many platforms seamlessly integrate with popular design tools, streamlining workflows.

Cost Efficiency

Leveraging third-party platforms for 3D models and XR assets can be cost-effective as it often eliminates the need for in-house development or custom content creation.

Accessibility

These platforms cater to creators of various skill levels, making 3D Modeling more accessible.

Expansive Libraries

Users can access various 3D models and animations.

Disadvantages of third-party platforms

Dependency

Creators may rely on timely platform updates to access new features.

Quality and Consistency

The quality and consistency of assets on third-party 3D model platforms can vary, posing a challenge to maintaining a cohesive and professional look in XR projects.

Subscription Costs

Sketchfab and similar platforms pose potential expenses and licensing challenges for users due to diverse pricing models and agreements.

Limited Customization

Some platforms may impose constraints on the level of customization for certain aspects of 3D models.

Ethical and Copyright concerns

01

Misuse

The potential for 3D models to be misused for unethical purposes, such as creating misleading content or deepfakes, raises concerns about this technology's ethical implications and responsible use.

02

Consent and Representation

Ethical representation in 3D modeling is important in fostering diversity and inclusivity, ensuring that digital content accurately reflects the richness of the natural world and promotes a more equitable and culturally sensitive virtual environment.

03

Accountability

Third-party platforms play a key role in upholding ethical standards in 3D modeling by establishing and enforcing guidelines to ensure responsible content creation.

04

Licensing Agreements

Respecting and understanding licensing terms for 3D models is crucial for legal compliance and ethical use of digital assets.

05

Risks of Unlicensed Use

Using unlicensed 3D models can lead to severe legal consequences and potential repercussions, including copyright infringement claims and financial penalties.

06

Protecting Intellectual Property

Safeguarding creative work and respecting intellectual property involves clear attribution, proper licensing, and staying informed about copyright laws for ethical and legal use of 3D models.

Leveraging 3D models in social media

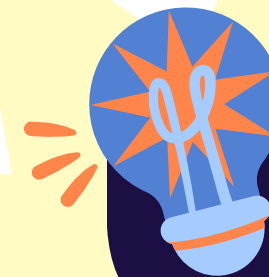


FILTERS FOR SOCIAL PLATFORMS

Crafting engaging filters for platforms like Instagram, Snapchat, TikTok, and Facebook requires a blend of creativity and technical skills to enhance user experiences and encourage interaction.

ENHANCING BRAND IDENTITY

3D models have the potential to fortify brand identity by creating content that engages audiences and communicates a distinctive brand personality.

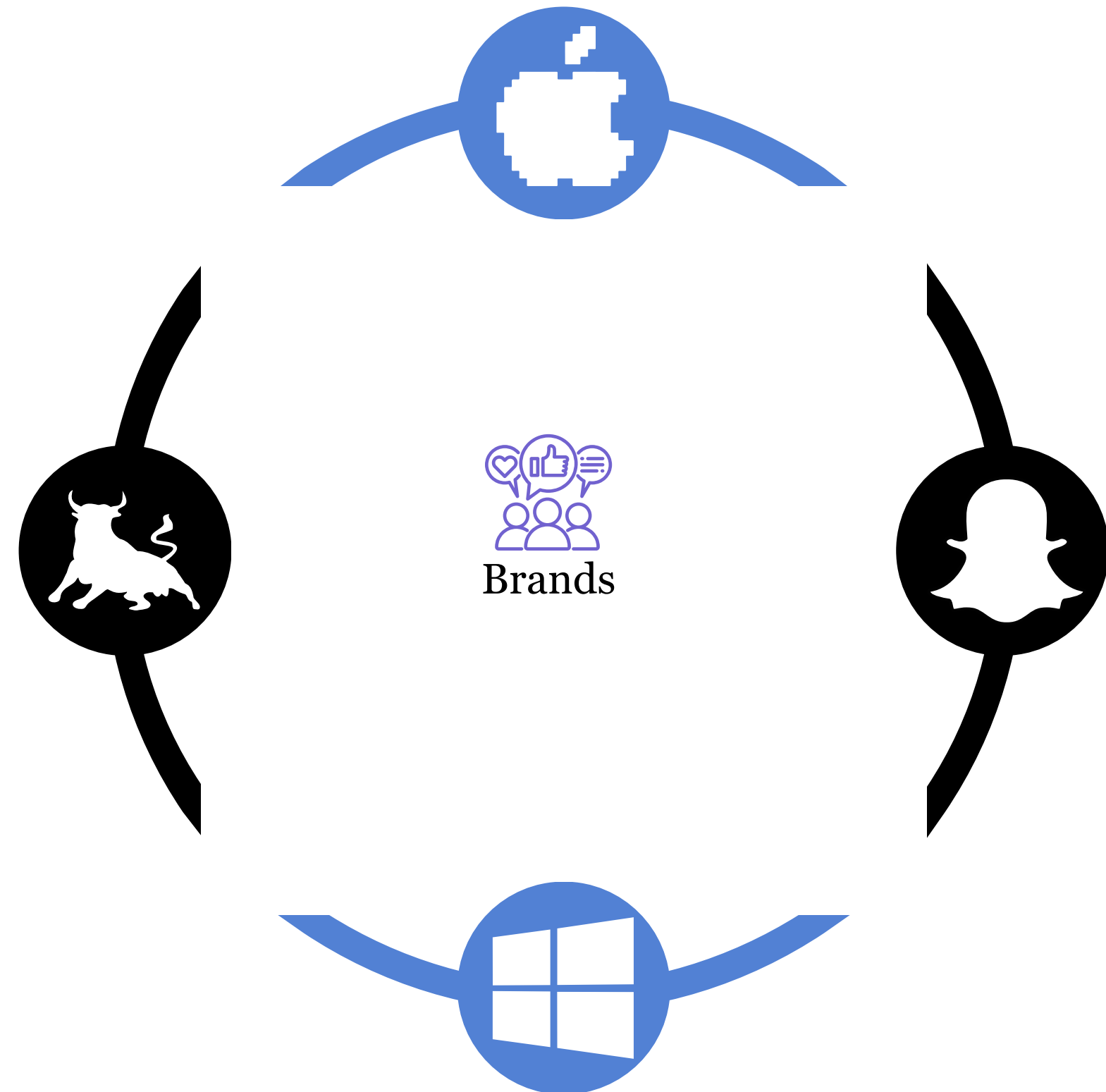


SUCCESSFUL CAMPAIGNS

Brands that effectively leverage 3D models on social media can enhance content with visually appealing and interactive elements to reinforce brand messaging.

Top brands and 3D technology

- 01 Immersive Storytelling:** Top brands harness 3D technology to craft compelling narratives and deliver immersive experiences, captivating audiences through innovative storytelling approaches. (E.g., Lego, Disney, Microsoft, NASA, National Geographic, etc.)
- 02 Interactive Product Showcases:** Brands increasingly utilize 3D models for product showcases and virtual tours, providing experiences that allow consumers to explore and engage with their offerings innovatively. (E.g., Ikea, tesla, red bull, Zara, etc.)
- 03 Building Engagement:** Brands elevate customer experiences by incorporating 3D technology, offering real-time interactions and dynamic visuals that engage and captivate audiences in innovative ways. (E.g., Apple, Sephora, Nike, Snapchat)



CASE STUDIES

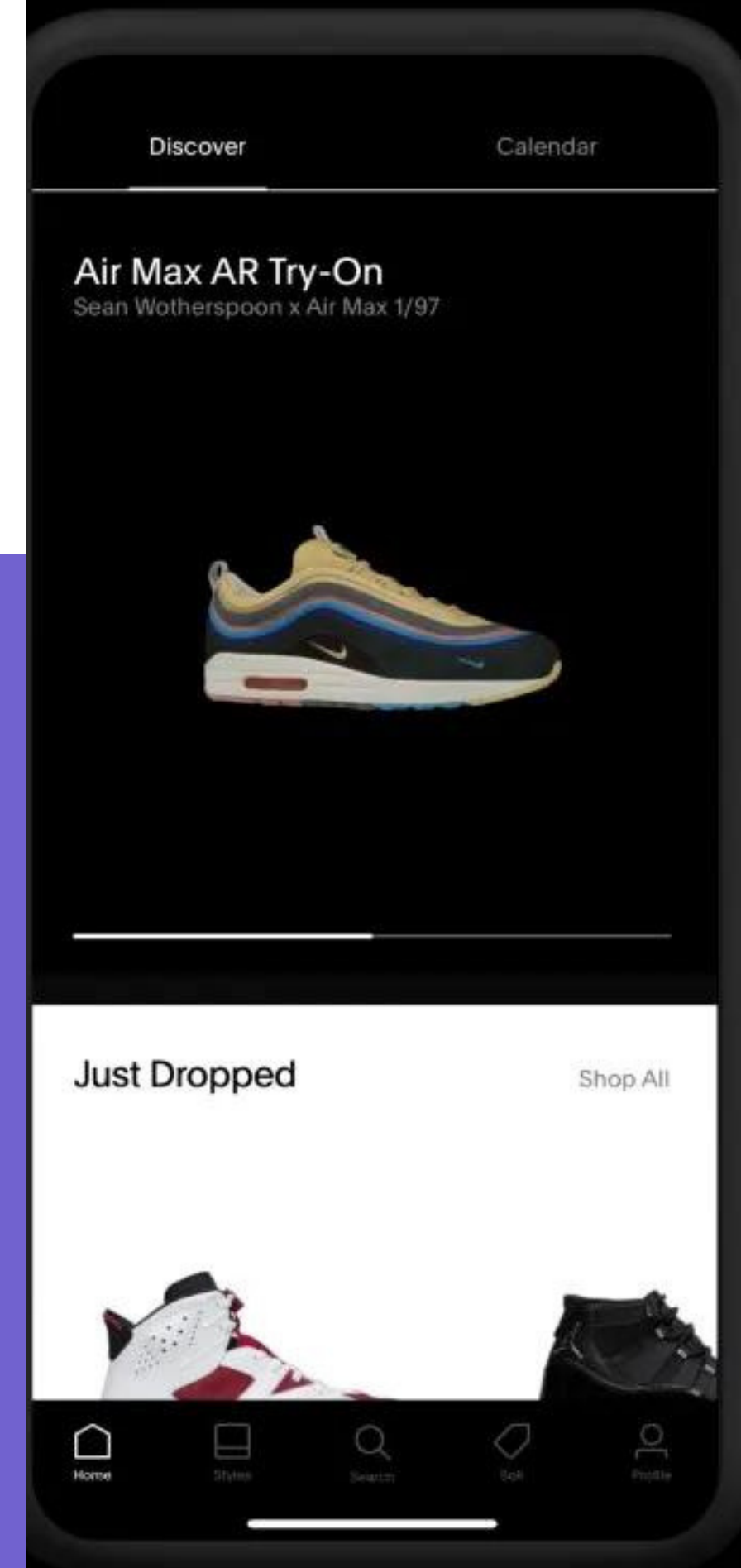
NIKE'S AIR MAX DAY CAMPAIGN

Objective: Nike utilized 3D modeling and augmented reality with help from the GOAT Group to launch its Air Max Day campaign.

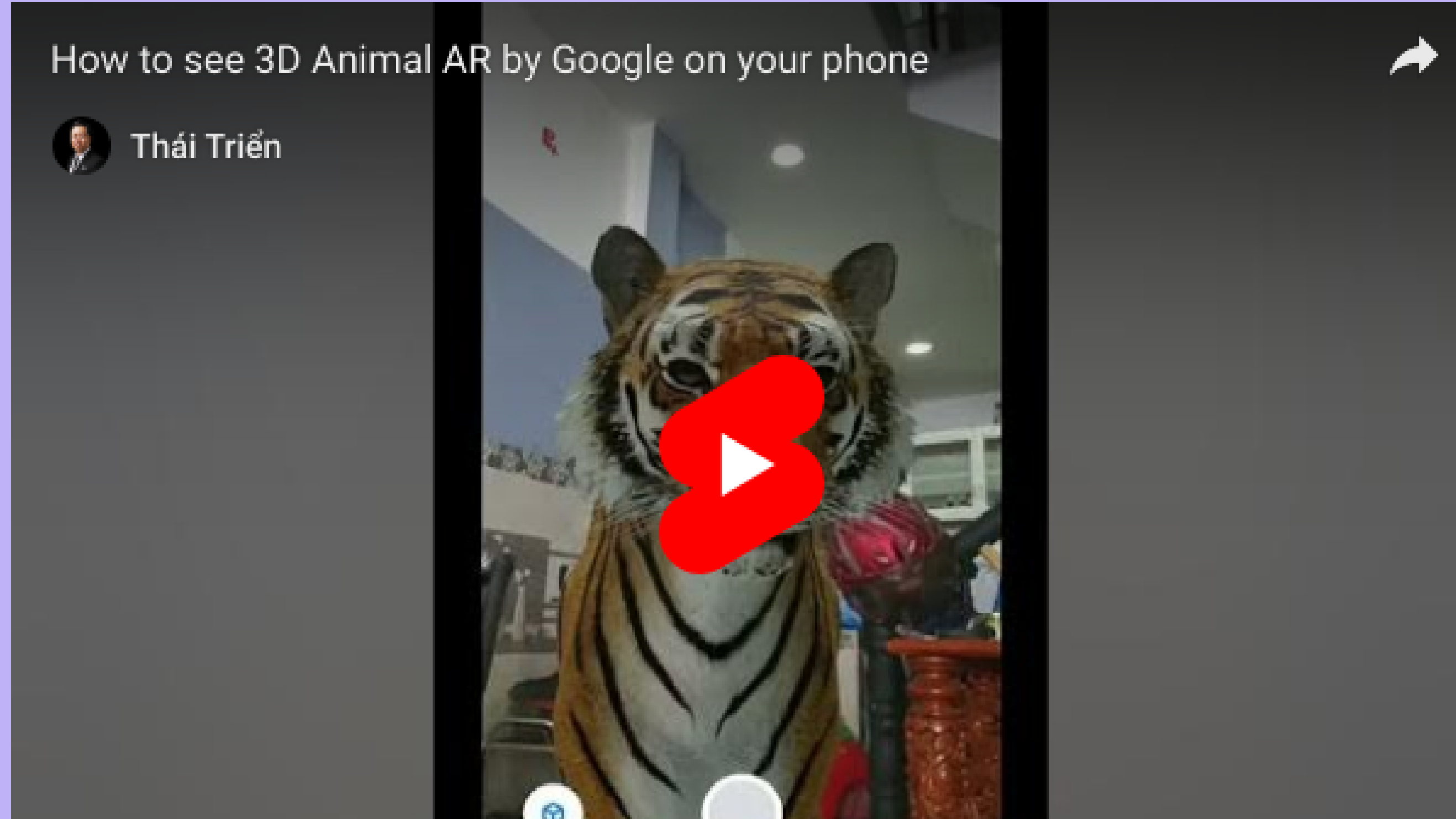
Execution: The brand launched an AR activation through its SNKRS app, allowing users to try on virtually and purchase limited-edition Air Max sneakers.

Outcome: The campaign increased user engagement, providing sneaker enthusiasts with a unique experience.

GOAT LAUNCHES AR TRY-ON OF RARE SNEAKERS. Available at:
www.goatgroup.com/news/goat-launches-ar-try-on-of-rare-sneakers



GOOGLE'S AR SEARCH FOR ANIMALS



Objective: Google integrated AR models into its search functionality for educational and entertainment purposes.

Execution: Users can search for certain animals on Google and view 3D models of those animals in their real-world surroundings using augmented reality.

Outcome: The feature garnered widespread attention making learning more collaborative and enjoyable for users, especially students and parents.

Available at: https://youtu.be/Yjgk2-AJoV4?si=O_aVpp5L1

Future trends and opportunities

Augmented Reality

- **Immersive Interaction:** Augmented reality in marketing facilitates immersive consumer experiences with 3D models, promoting deeper connections and enhancing brand recall.
- **Personalized Visualization:** AR elevates the impact of 3D modeling by utilizing innovative product visualization in real-world environments, influencing informed purchase decisions, and creating memorable brand experiences.

Customization and Personalization

- **AI-Powered Personalization:** Emerging trends leverage AI to analyze user preferences for crafting personalized 3D content based on individual tastes.
- **Interactive User Experiences:** Growing emphasis on user-generated content and interactive 3D configurators allows consumers to actively shape and customize their experiences with a shift towards personalized 3D content.

Emerging Technologies

- **Real-Time Rendering Advances:** Breakthroughs in real-time rendering technology, driven by powerful GPUs, are revolutionizing 3D modeling workflows, improving speed, and elevating visualization quality.
- **Generative AI in Design:** Integrating generative AI in 3D modeling automates design exploration and optimization, transforming workflows and unlocking creative possibilities.



Immersive storytelling – dive into the great barrier reef [OBJ]

GREAT BARRIER REEF

Share

To hear audio:

- Tap the shark or turtle to hear audio
- Tap any fish for audio
- Tap the speaker for instructions

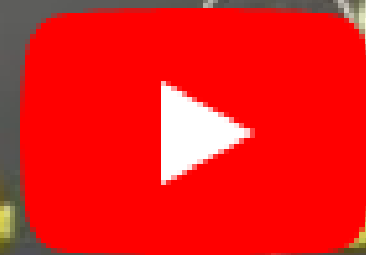
Scientists, organizations, and governments work to protect the reef through restoration, pollution reduction, and protected areas.


Home to 1,500+ fish species, 411+ coral types, 134+ shark and ray species, and 6/7 marine turtle species

Rising water temperatures, acidification, pollution, and development threaten this fragile ecosystem

The Great Barrier Reef is the world's largest natural structure of coral reefs, home to a vast and diverse array of marine life, including 1,500+ fish species, 411+ coral types, 134+ shark and ray species, and 6/7 marine turtle species.

Home to 1,500+ fish species, 411+ coral types, 134+ shark and ray species, and 6/7 marine turtle species



Watch on  YouTube

- Immersive Storytelling
Utilize third-party 3D models to plunge users into visual storytelling.
- Engaging Content Creation
Showcase the capability of XR in creating captivating and collaborative educational content.
- AR Interactivity with Adobe Aero
Permit users to explore and interact with 3D models seamlessly integrated into their physical surroundings.
- Educational Impact
Showcase XR as more than a tool for passive observation; position it as a gateway to active participation and education.
- Cross-Platform Accessibility
Emphasize the versatility of XR across different devices, ensuring a consistent and engaging user experience.

Key Points and Recommendations



LinkedIn examples: <https://www.linkedin.com/pulse/top-10-3d-product-configurators-e-commerce-websites-smartpixels>

Architecture examples: <https://www.monarch-innovation.com/architectural-3d-rendering-outsourcing>

Museum and education: <https://topview.co.nz/10-museum-3d-virtual-tours-you-should-explore/>
<https://www.visiblebody.com/blog/how-3d-models-help-biology-students>

Video Games: <https://www.artec3d.com/3d-scanning-solutions/video-games>