



**Rift3D**

The 3D animation experts

Architectural Renders and flythroughs



## ARCHITECTURAL RENDERS AND FLYTHROUGHS

Rift 3D provides top of the range architectural products for developers looking for the highest quality visualizations.

Our products include:

1. 3D Still frame renders
2. Animated Flythroughs

### 3D Still frame renders

We use our cutting edge 3D expertise to bring your project to life in Photorealistic images of the finished construction, providing both interior and exterior views.



### Animated Flythroughs

We take this concept further in our animated flythrough where we create a video clip of the property. The camera flies through property showing all important aspects. The video also has fully animated 3D people, vehicles and even animals to bring life to your project.

### GETTING STARTED

To receive a firm quote, send the following:

- Any drawings available: site plan, floor plans, landscape plans, elevations, sections.
- Viewpoint selection, mark on site plan or describe
- Duration of animation (if walkthrough)
- Type of rendering style preferred (photorealistic, conceptual, etc)
- Focus of presentation (i.e. board approval, marketing, etc.)
- Deadline

Or just give us a call and we can discuss the specifics.

## ESTIMATES

A rough estimate can usually be made on the first phone call. A firm estimate and proposal is provided upon receiving the design information.

Notes on estimates:

- Cost is based on complexity of design, viewpoint/composition and/or duration of animation
- By providing a 3D model of the final design (SketchUP, etc) you can cut delivery time by 40%
- Alternate design options can be included in the proposal fee, often for as little as 10% - 15% increase in fee.

## DESIGN INFORMATION

Any level of design information can be used to create your presentation... From final CAD files to napkin sketches.

Typically we receive some or all of the following.

- Final CAD files - 3ds, elevations, plans, sections in either DWG or 3DS format
- Color boards and/or elevations with materials called out
- Material descriptions (suppliers web sites are useful)
- Landscaping information
- Photos of the site
- Special requirements or requests including: specific project concerns, site treatment, type of entourage desired, etc.

## REVIEW PROCESS –Still Frame renders

Pre-render-A preliminary review is prepared showing the image around 90% complete. The design is completely modeled, and the entourage (landscaping and people) are in place. Variations of the viewpoint can be provided for final viewpoint selection. The interpretation of the design is verified with the architect, and final viewpoint selection is made. At this point client confirms the colors, furniture choice and materials. The image is shown with preview lighting and texturing.

The second review will show the refined composition adjusted for the specific viewpoint selected and rendered with full lighting.. Any problems are corrected, and minor design changes have been included. Comments requested include any minor tweaks to make sure the image is just how the client wants it.

The final review is ready a couple days later. At this point the image is ready to be sent to the printers. If any changes need to be made at this point, they can usually be made ready by the following day.

### REVIEW PROCESS –Videos

A preliminary review is prepared which shows the video at about 80% completion. Each feature has been modeled and rendered with characters and entourage. Minor changes to layout and colour can be done at this point.

The final review is ready within a week and is ready to be uploaded or burned to DVD.

Find some samples of our work below:





