

- **WORKSHOP TITLE:**
  - FUNDAMENTALS OF RENDERING USING 3DS MAX
- **INSTRUCTOR:**
  - Wasay Ahmad
- **REQUIREMENTS:**
  - Read FAQs at the end of the document
- **PRICE:**
  - Refer to website for up-to-date pricing
- **Duration:**
  - 12+Hrs
- **SUMMARY:**
  - Covers all the steps to produce an architectural rendering - from getting familiar with the 3DS MAX interface, to applying materials and lighting effects with the desired atmospheric qualities, to the post-production refinement of the image in Photoshop.

#### HIGHLIGHTS

- **RENDERING TOOLS + TECHNIQUES THAT PRODUCE QUALITY COMPOSITES**
  - Designing a 3D model and its geometry is only the first step towards successful completion of a project. The final presentation is what matters. Through this workshop, you will learn to elevate your renders from student-level to professional standards.
- **DESIGNED BY STUDENTS, FOR STUDENTS**
  - After surveying university students, this workshop has been tailored to the needs of students studying architecture and / or interior design.
- **ENCAPSULATING RENDERING ESSENTIALS**
  - The workshop instructor has distilled his 10+ years of experience in the Archviz industry to teach you the most essential skillset and workflows for creating world-class architectural renderings.
- **OPTIONAL PERSONALIZED LAB SESSION**
  - Our most valuable student-oriented service! Enrollees get to import their own 3D models and, with the instructor's guidance, apply the techniques learned in Unit 1 onto their own models.
- **JUST SHOW UP AND LEARN!**
  - Students will be provided with a detailed reference manual containing notes on every aspect of the tools covered during the various sessions. No need to take notes during the sessions or even bring a laptop. Just show up and learn!

## CONTENT - WORKSHOP OUTLINE

- **UNIT 1 – THE WORKSHOP**
  - **SESSION 1 –3DS MAXBOOTCAMP**
    - Overview of visual arts concepts within architectural illustration and 3D rendering technologies such as perspective, composition, orthogonal projections, plans, and elevations
    - Overview of the 3DS MAX interface, viewport navigation, and basic object manipulation toolset
    - Brief discussion on Mesh Topology and how it impacts form and shape of the 3D model
    - Understanding the Modifier Stack in 3DS MAX
  - **SESSION 2 - THE FUNDAMENTALS OF MATERIALS**
    - Overview of Material creation through Maps, and introduction to UVW Mapping
    - Understanding the PBR workflow for Material creation
    - Creating Metal, Concrete, Stone / Marble, Brick, and Wood materials
    - Creating, Water, Glass, and other reflective / refractive surfaces
    - Using Bump maps, Normal maps, and Displacement maps to add texture to materials
  - **SESSION 3 – ADVANCED MATERIALS AND THEIR APPLICATION**
    - Applying the techniques learned in Session 1 on pre-built interior and exterior environments
    - Creating Advanced Materials, such as Light-emitting and translucent surfaces, and Layered Materials using Alpha Maps
  - **SESSION 4 - LIGHTING AND ATMOSPHERIC EFFECTS**
    - Setting up daylight lighting systems using Sun/Sky models and HDRI-based environment lighting to quickly create various lighting moods
    - Creating stylized lighting scenarios using Atmospheric Effects such as fog and “godrays”
    - Using light-emitting surfaces and objects
    - Basic editing of renders in Adobe Photoshop to enhance lighting levels, add texture and details, and alter lighting / mood of render
- **UNIT 2 – LAB DAY**
  - **SESSION 1**
    - Opportunity to practice techniques learned in prior sessions and ask questions.
    - Apply techniques learned in all prior sessions to a model / project of the registrant’s choice.
    - Overview of render settings for producing quick draft images.
    - Overview of render settings for producing high-resolution images for print, including setting up Render Elements.

## CONTENT – WHO IS IT FOR?

- **ARCHITECTURE AND INTERIOR DESIGN STUDENTS**
  - Learning a tool like 3DS MAX enables you to represent your model with customized materials and lighting setups, elevating your renders from student-level to professional, high-quality atmospheric renderings. The optional lab unit accommodates student schedules and is designed to help students apply Unit 1 techniques to their own projects.

## FAQs

- **Who is this workshop meant for?**
  - This workshop has been designed specifically for university students studying architecture or interior design.
  - However, it is open to working professionals of any field, university students studying other disciplines, high school students, or anyone that has an interest in exploring the field of 3D rendering with a focus on architectural visualization.
- **Are there any special requirements to attend this workshop? Do I need to bring my own laptop / computer?**
  - All computer / hardware requirements will be fulfilled by DEFT & LEED. We will provide each student with their own workstation that has all the necessary software pre-installed on it. The student will be able to use the workstation during each session of the workshop.
- **Will I be supplied with any support material upon completion of this workshop?**
  - Upon completion of the full workshop, students will be provided with a detailed reference manual containing notes on every aspect of the tools covered during the various sessions. Therefore, it will not be necessary to take your own notes during the sessions.
  - The source files of all workshop projects will be supplied to you upon completion of the workshop. The source files contain valuable assets (textures, materials, and models) that you will be free to use in your future projects.
- **Can I register for only Unit 2 (Lab day)?**
  - Since success in Unit 2 depends on applying techniques learned in Unit 1, registering for Unit 2 only is not possible.
- **Where will the workshop be held?**
  - The workshop will be held at the Blue Bay Tower in Business Bay, Dubai:
  - Office 07, Floor 15, Blue Bay Business Center
  - Blue Bay Tower is a 5-minute drive or 20-minute walk from the Business Bay Metro Station. Paid parking is available in the building parking lot (visitor's section). A public parking lot is situated next to the building as well.
  - Should COVID 19 restrictions grow stricter in the future, we are prepared to use online-only platforms for training and will notify registrants through email prior to the commencement of any such training.
- **When and how do I pay?**
  - Fees must be paid in full during the registration process.
  - Students can pay the fee via **online credit card payment** or **bank transfer**.
  - If you choose to pay through bank transfer, you will be sent an email containing an invoice with bank account details. Instructions will be provided in the email.