



UNIVERSITÀ DI PARMA

DIPARTIMENTO DI INGEGNERIA E ARCHITETTURA
CORSO DI LAUREA IN ARCHITETTURA E CITTA' SOSTENIBILI

**BUILDING INFORMATION MODELING:
DIGITAL MODELING OF ARCHITECTURE
DIGITAL VISUALIZATION OF PROJECT**

A.A. 2022-2023, Prof. Sandra Mikolajewska

16/05/2023

THE POST-PRODUCTION PHASE IS AN **OPTIONAL** PHASE IN THE COMPLEX PROCESS OF ARCHITECTURE COMMUNICATION. THE GOAL OF THIS PHASE SHOULD BE TO **VALORIZE** THE 2D DIGITAL REPRESENTATION OF ARCHITECTURE.

IN ORDER TO **AVOID WASTING TIME**, IT IS VERY IMPORTANT TO KNOW FROM THE BEGINNING ON WHICH ELEMENTS YOU NEED TO FOCUS ON AND WHICH TECHNIQUES ARE MOST EFFECTIVE FOR YOUR CASE STUDY. IN FACT, FOR SOME ELEMENTS, POST-PRODUCTION TECHNIQUES CAN BE MORE EFFICIENT AND FASTER FROM THE 3D MODELING AND RENDERING PHASE.

IN THE POST-PRODUCTION PHASE, IT IS PARTICULARLY USEFUL TO HAVE A **REFERENCE DATABASE** THAT CONTAINS ALL POTENTIALLY USEFUL ELEMENTS TO BE ADDED/MODIFIED IN THE RENDERING IMAGE.

SUCH A DATABASE SHOULD CONSIST OF **PNG IMAGES** (FOR EXAMPLE: TREES) AND **HIGH DEFINITION IMAGES** (FOR EXAMPLE: SKY).

IN GENERAL, THE REFERENCE DATABASE SHOULD BE **RIGOROUSLY ORGANIZED** AND SHOULD CONTAIN SEVERAL **PATTERNS/IMAGES** OF THE FOLLOWING ELEMENTS:

- SKY;
- TREES;
- GRASS;
- PEOPLE;
- MATERIALS;
- OTHER ADDITIONAL ELEMENTS.

THESE ELEMENTS **AFFECT THE PERCEPTION** OF YOUR IMAGE AND **MAKE IT MORE REALISTIC** (OR JUST THE OPPOSITE).

WHEN YOU DECIDE TO ADD SOME OF THESE ELEMENTS, FOR EACH OF THEM YOU SHOULD ALWAYS CONSIDER THE ENVIRONMENT, THE SEASON, THE TIME OF DAY (LIGHTS AND SHADOWS), ETC.

NO MATTER WHAT SOFTWARE YOU DECIDE TO USE IN THE POST-PROCESSING PHASE (ADOBE PHOTOSHOP, GIMP, ETC.), IT IS ESSENTIAL TO BE **ORGANIZED** AND WORK ON **SEPARATE LAYERS**.

ORGANIZE YOUR FILES SO THAT OTHERS CAN UNDERSTAND AND MANAGE THEM (RENAME THE LAYERS, ORGNIZE THEM IN FOLDERS AND SO ON)!

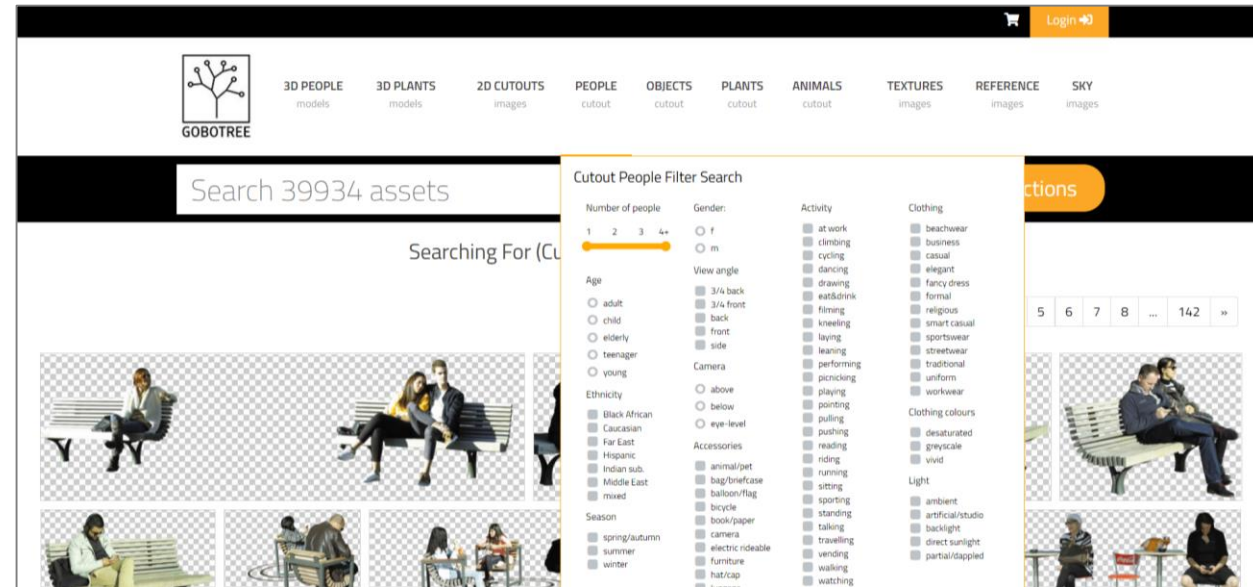
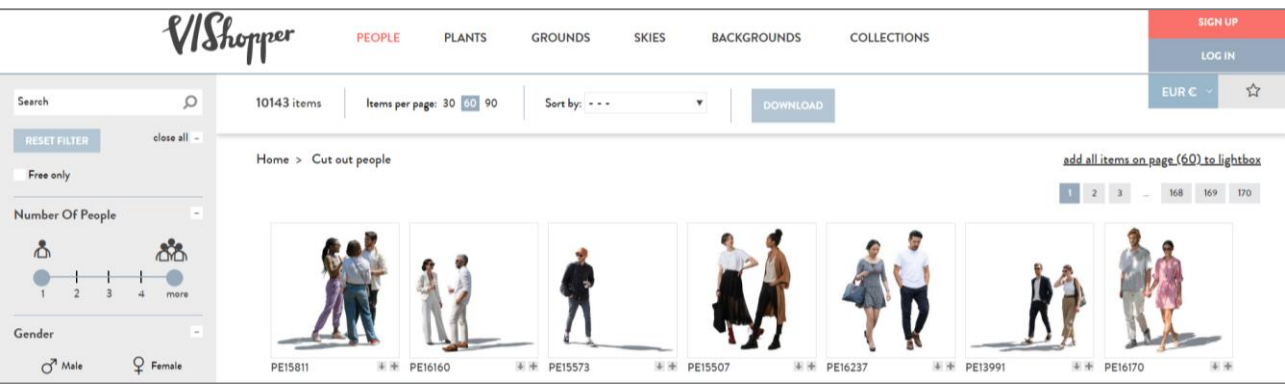
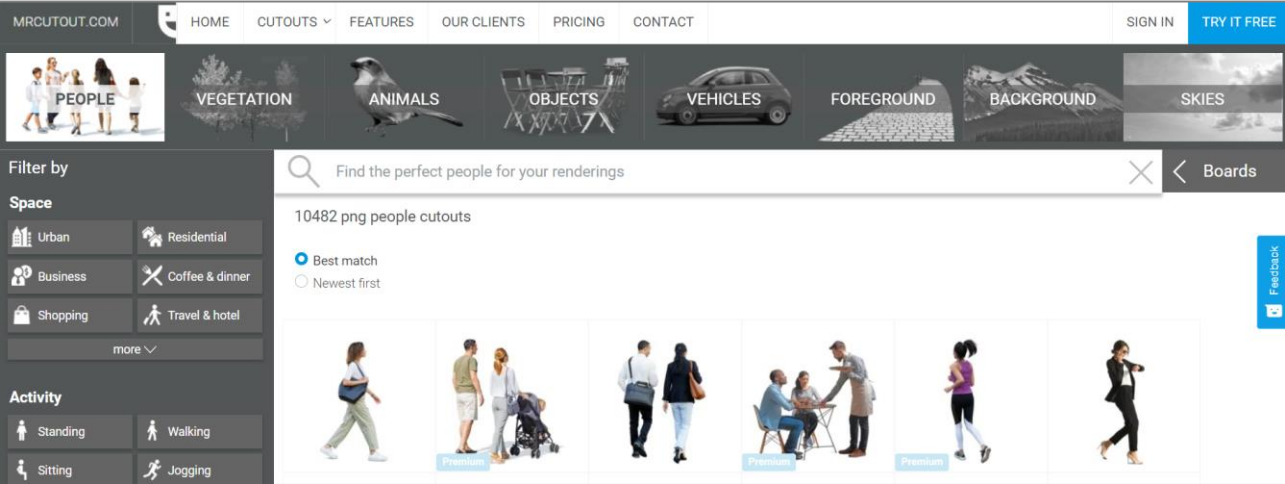
IT IS **HIGHLY RECOMMENDED** YOU USE «**LAYER MASKS**»!



Arqui9



DATABASE EXAMPLES





sky background



Accedi

Tutti Immagini Video Shopping Libri Altro

Strumenti

SafeSearch

Grandi Colore Tipo Data/ora Diritti di utilizzo Cancella

Qualsiasi dimensione

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About Me



My Story

I am a **professional architectural visualizer** working in Cambridge, Massachusetts. Prior to moving to Cambridge, I grew up in a small town in northwest Ohio called Deshler. I earned my architectural undergraduate degree from Bowling Green State University and a Master of Architecture degree from Miami University in Oxford, Ohio. After graduation, I moved to Boston to work as an architect and spent four years in the field before deciding to focus on visualization full time in 2014.

Today, I run a visualization studio called **Design Distill** with my business partner, Andrew, and an amazing crew of artists. We are working with some of the best architects in the industry to illustrate their designs and bring the projects to life.



Visualization Tutorials

Below is a list of tutorials that I have developed over the years. They are organized into four categories: Fundamentals, Styles & Effects, Final Moves, and Other Tutorials. If you are new to this site, perhaps start with my "Getting Started" tutorial first.

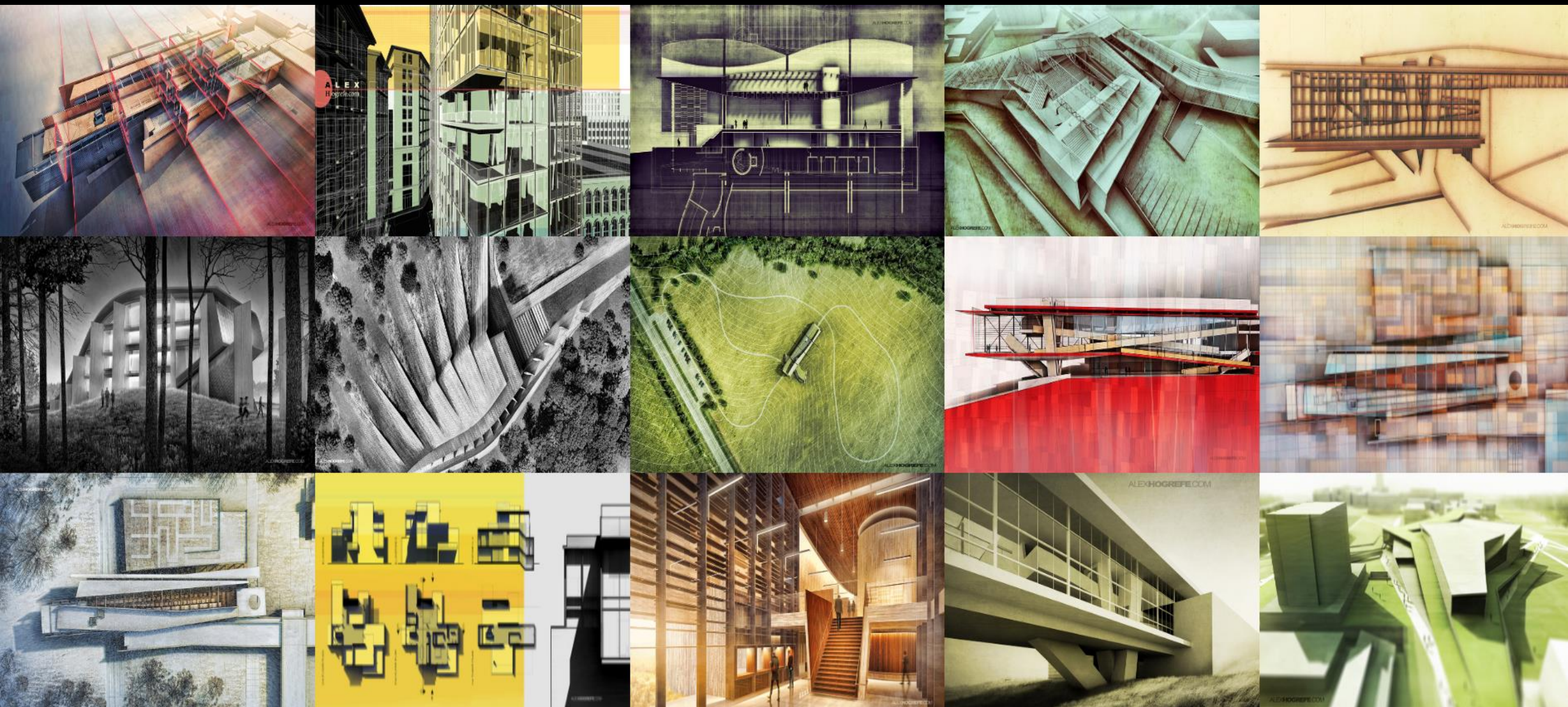


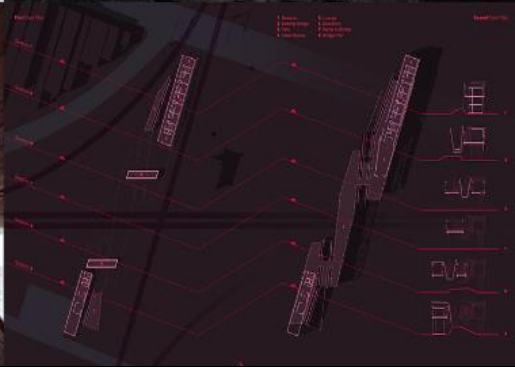
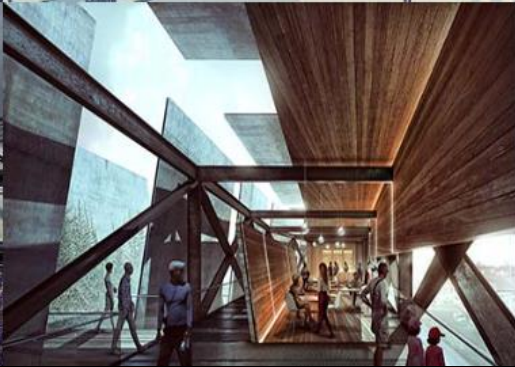
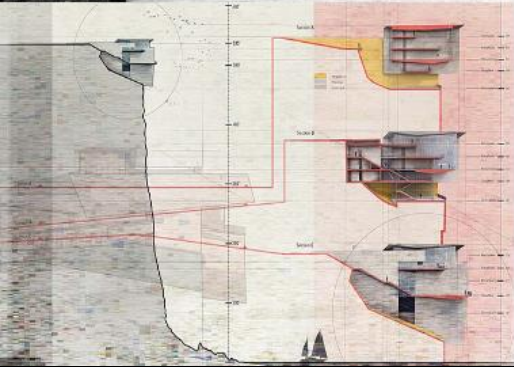
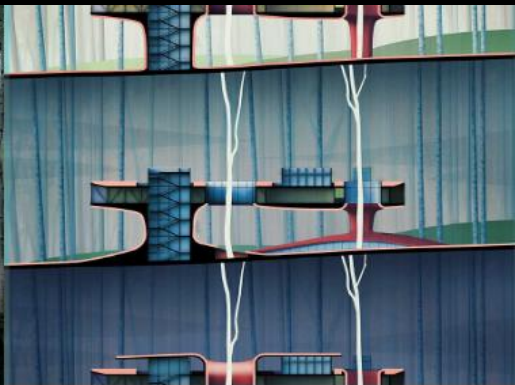
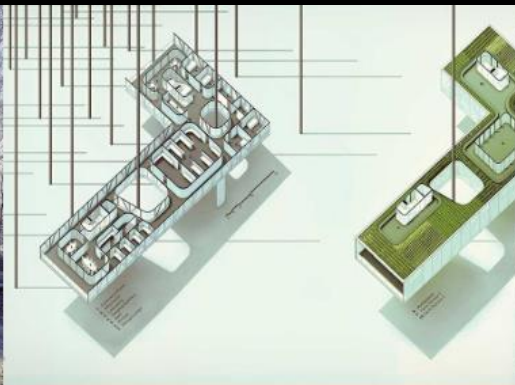
Fundamentals

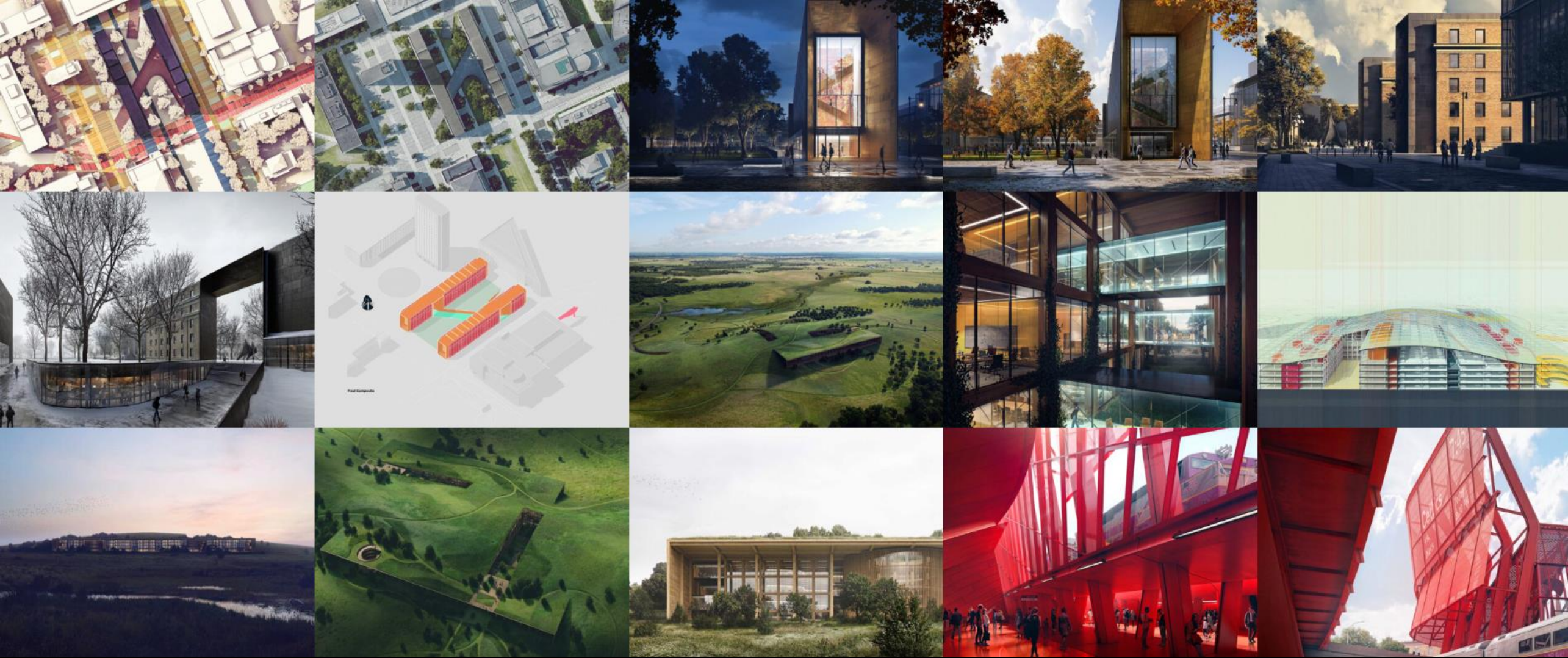
focus on the essentials such as adding people, landscape, and other basics

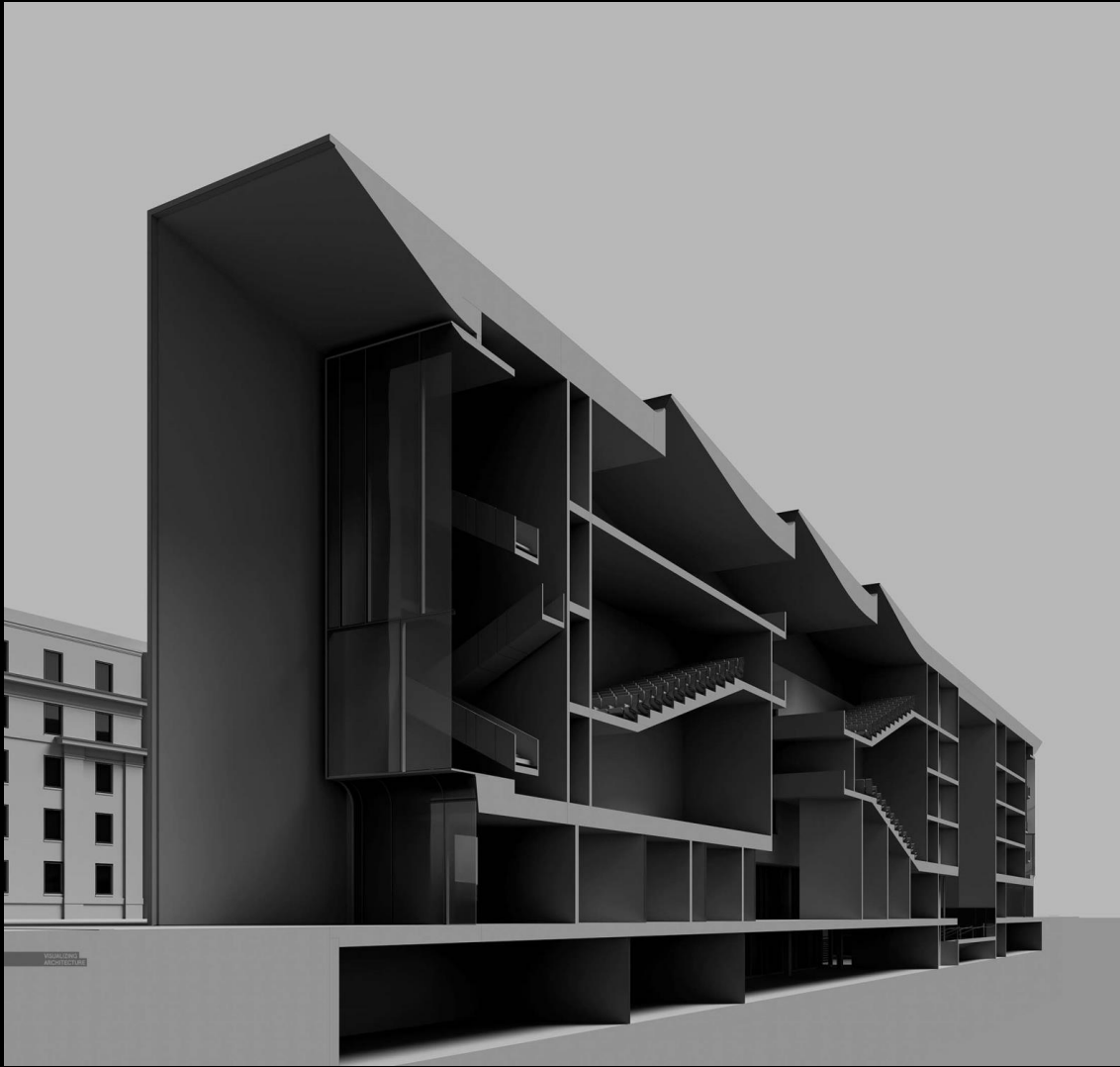
- Getting Started
- Composing an Image
- PSD Layer Management
- Tips for a Perfect Sky
- Adding People
- Sold out Crowd
- Interior Elevations
- Interior (Pool Rendering)
- Exterior Elevations
- Water Reflections
- Adding Grass
- Landscape 2
- Quick Sections
- Site Plan Site Plan 2
- Window Light
- Cutting out objects
- Ambient Occlusion
- Repeating Trees











Alex Hogrefe – Before and After



VISUALIZING
ARCHITECTURE

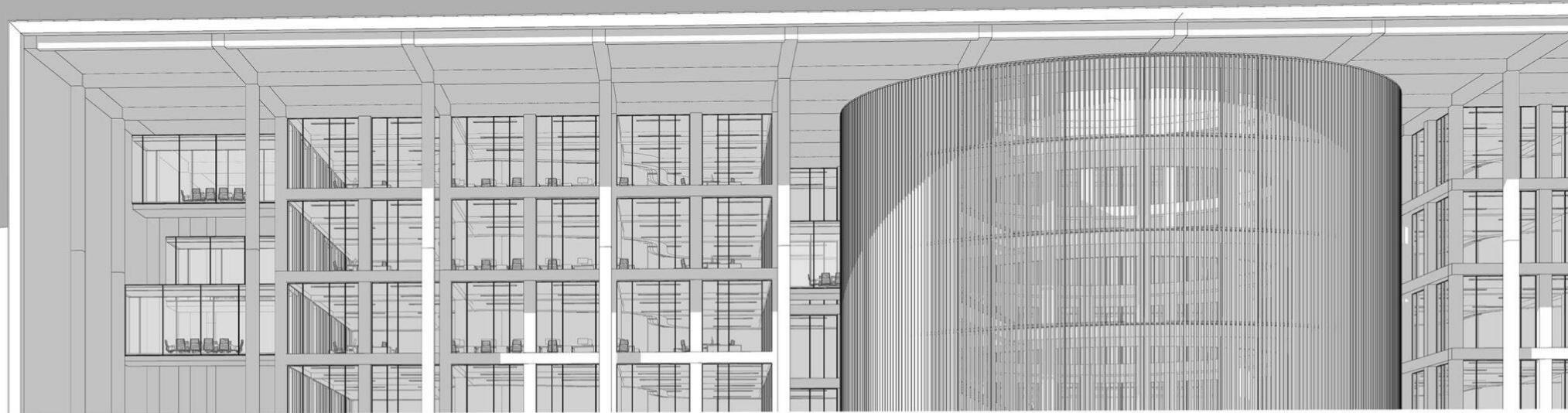


VISUALIZING
ARCHITECTURE



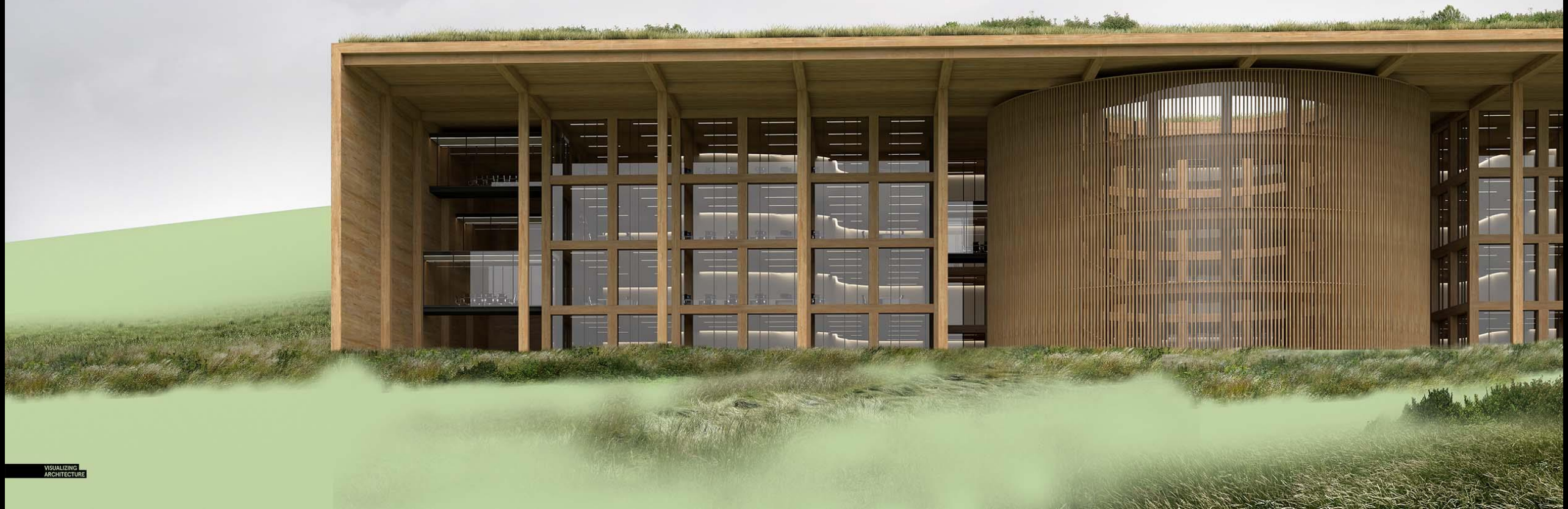










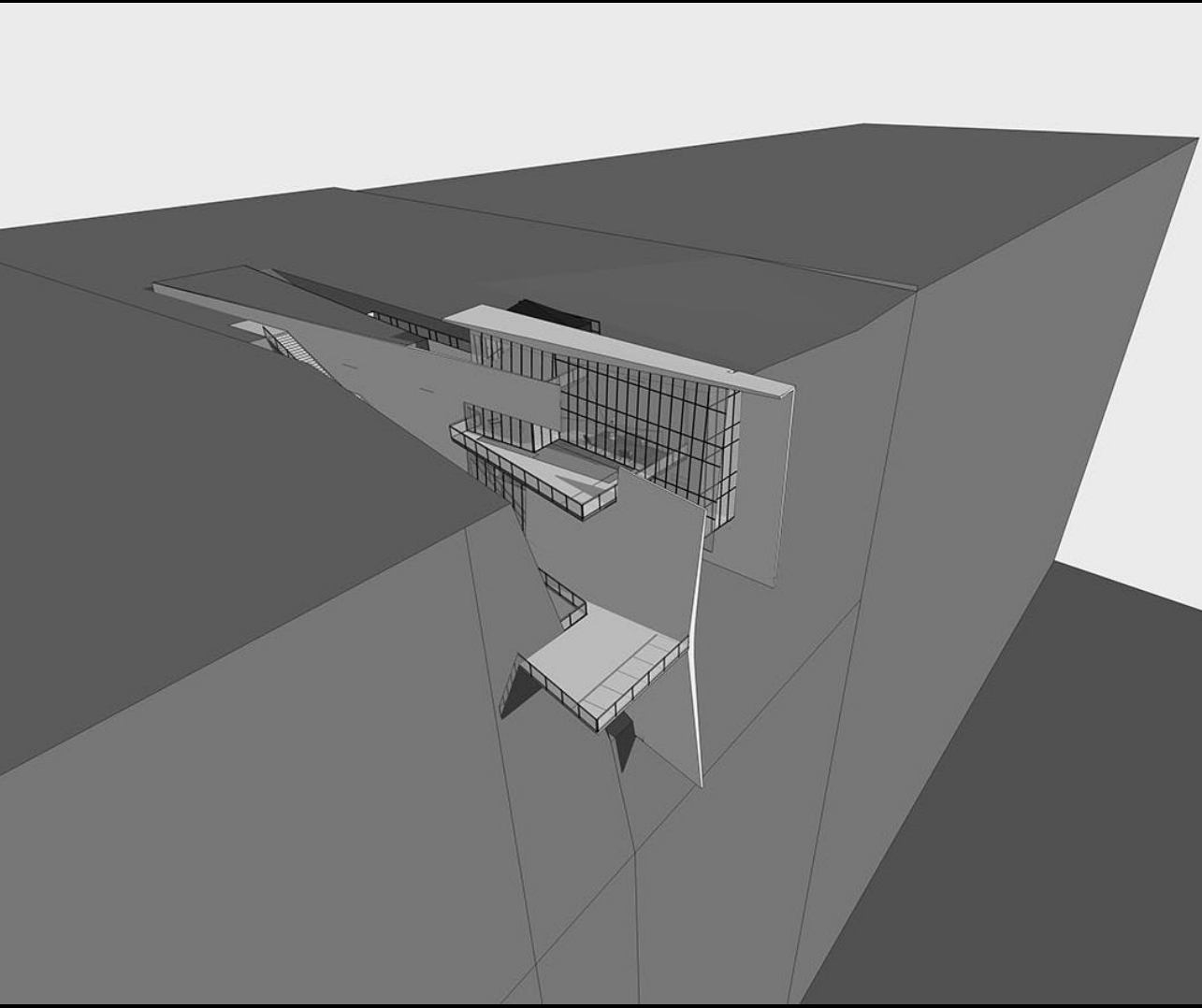




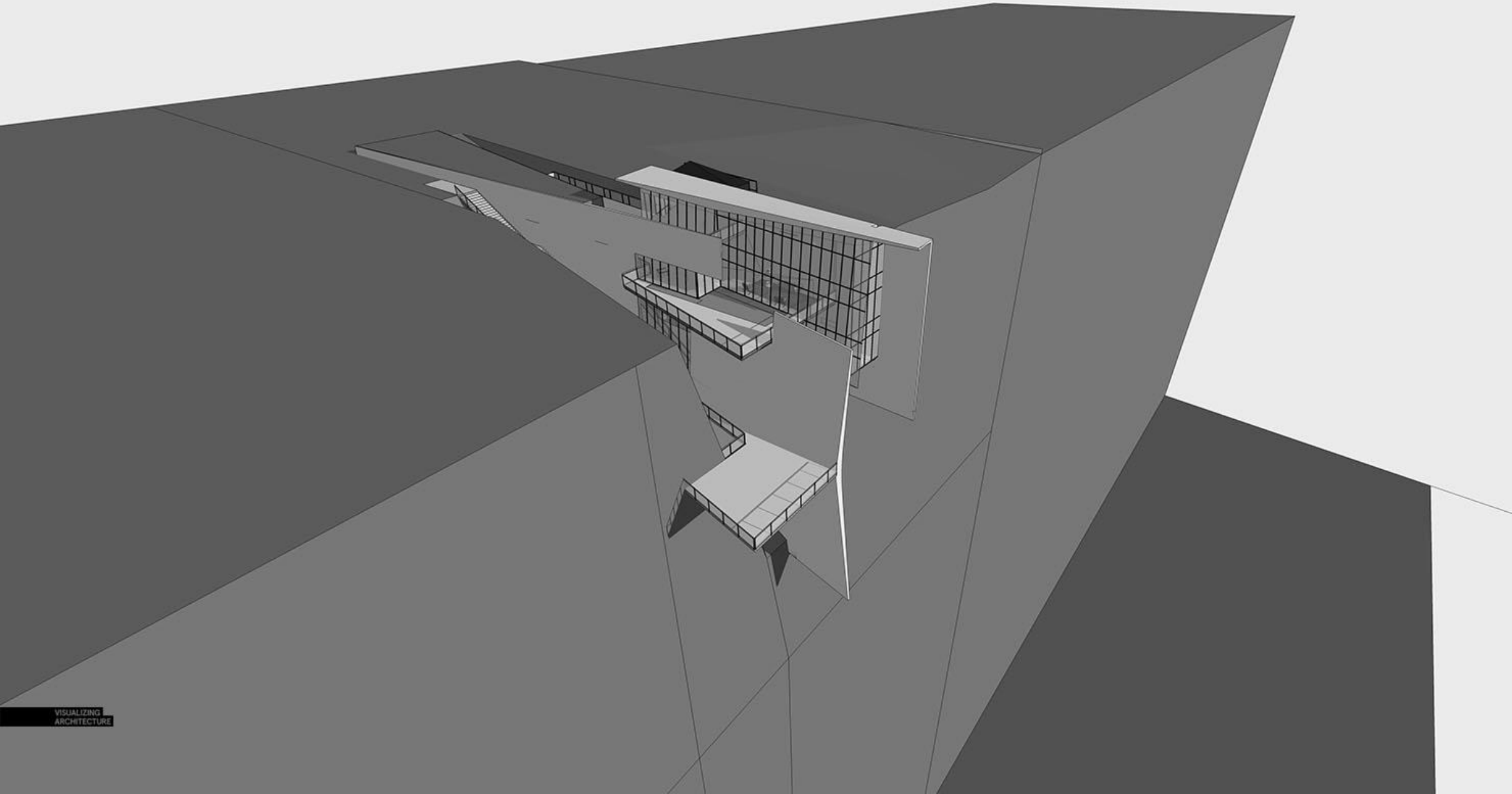


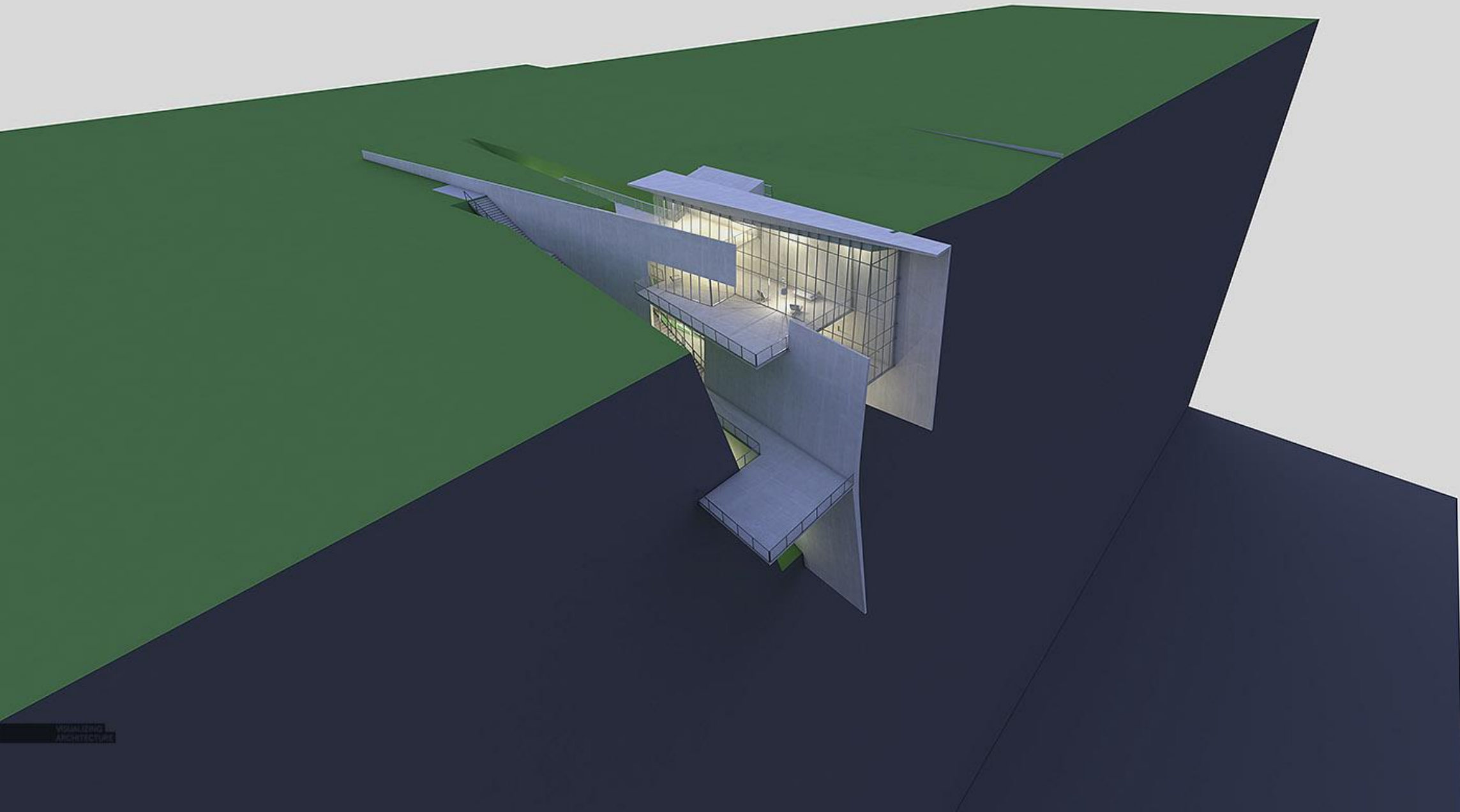




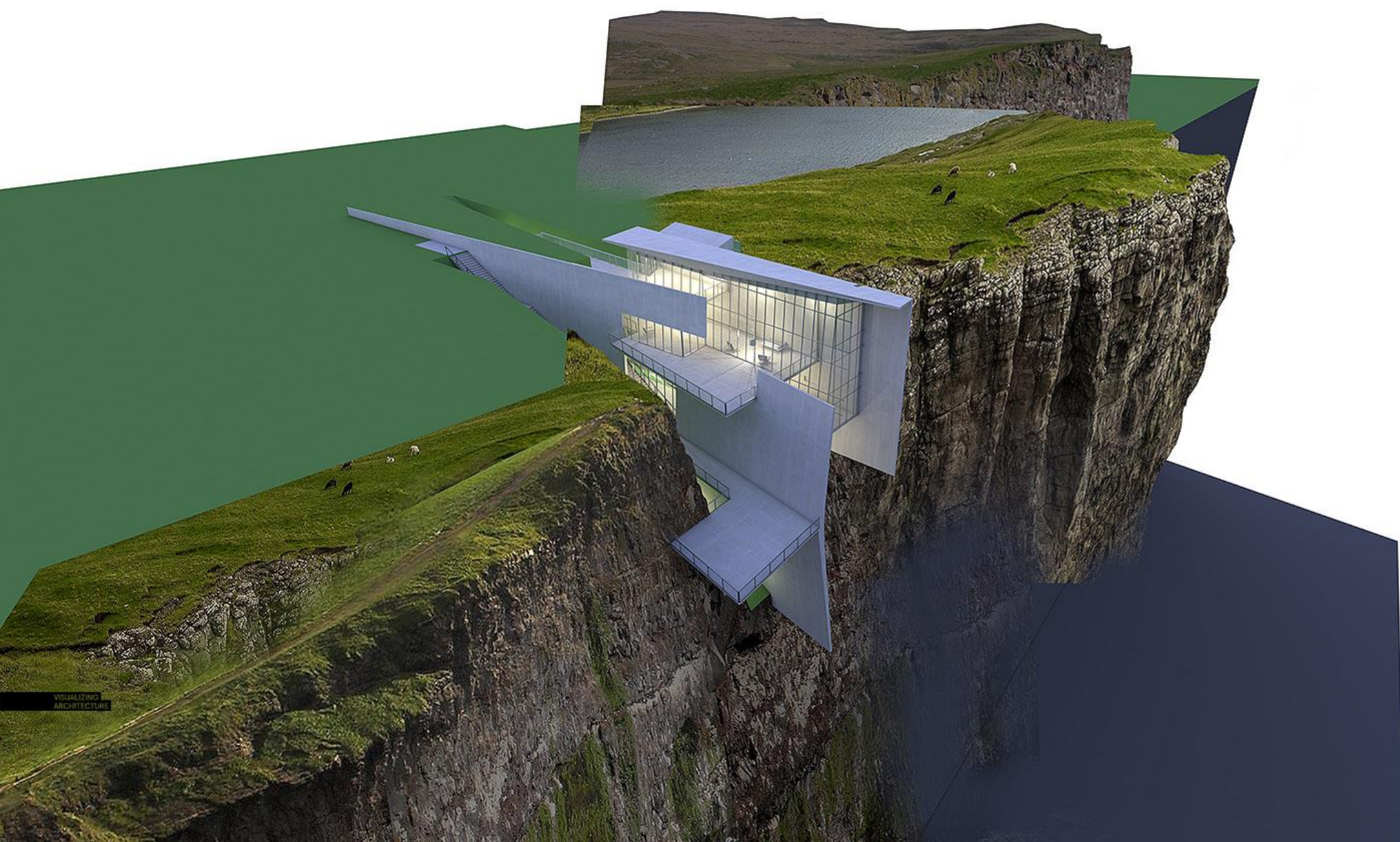


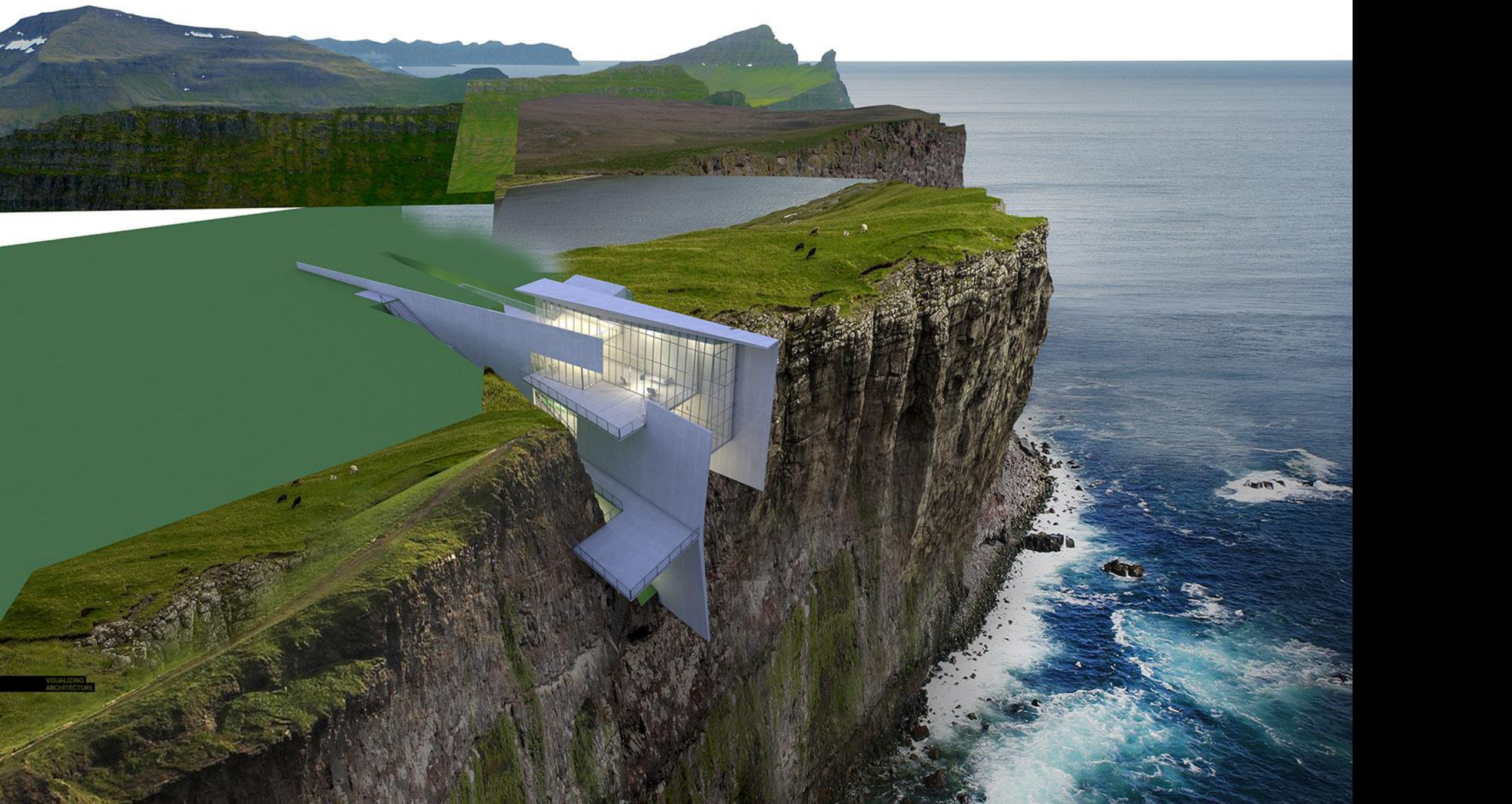
Alex Hogrefe – Before and After









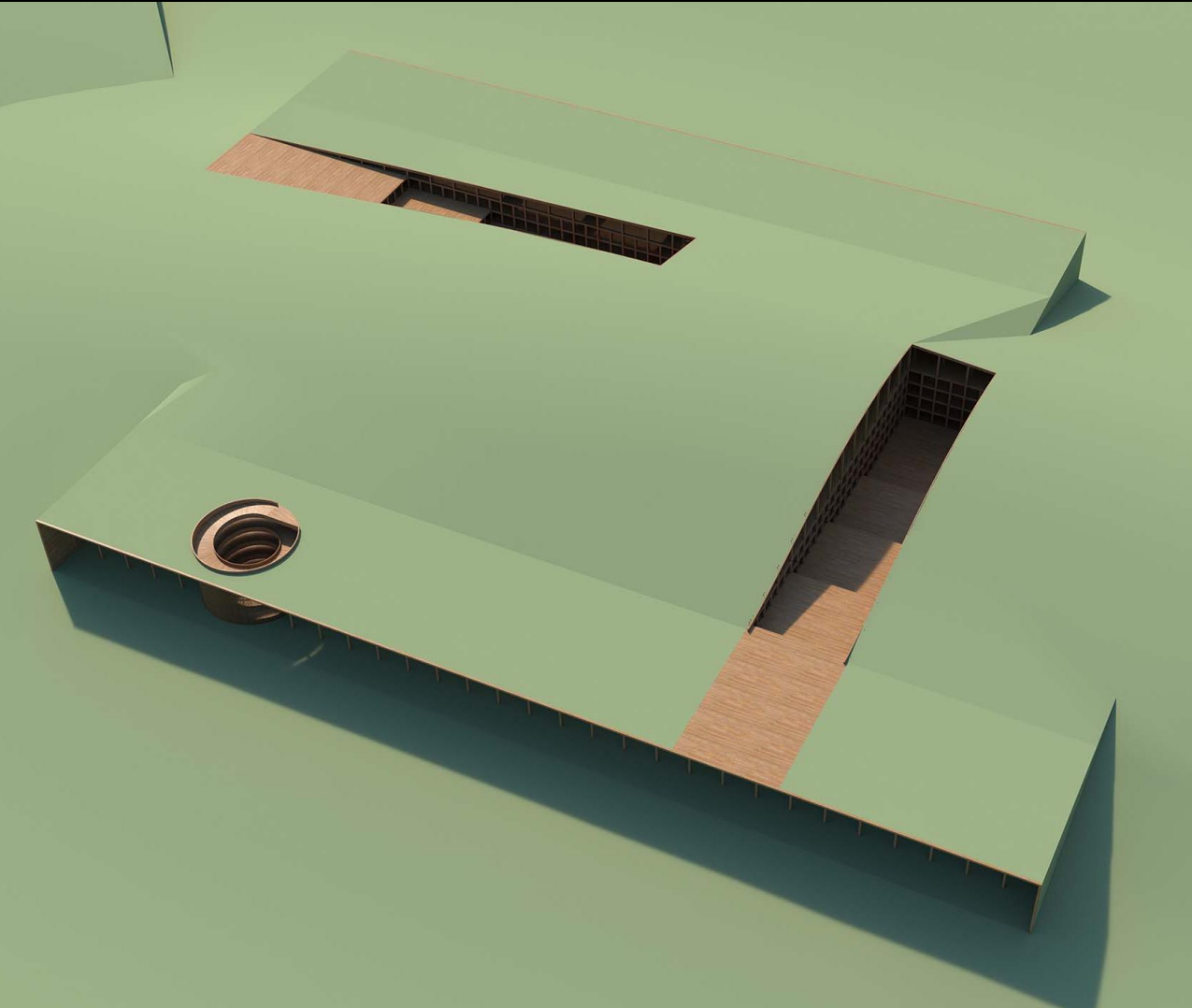




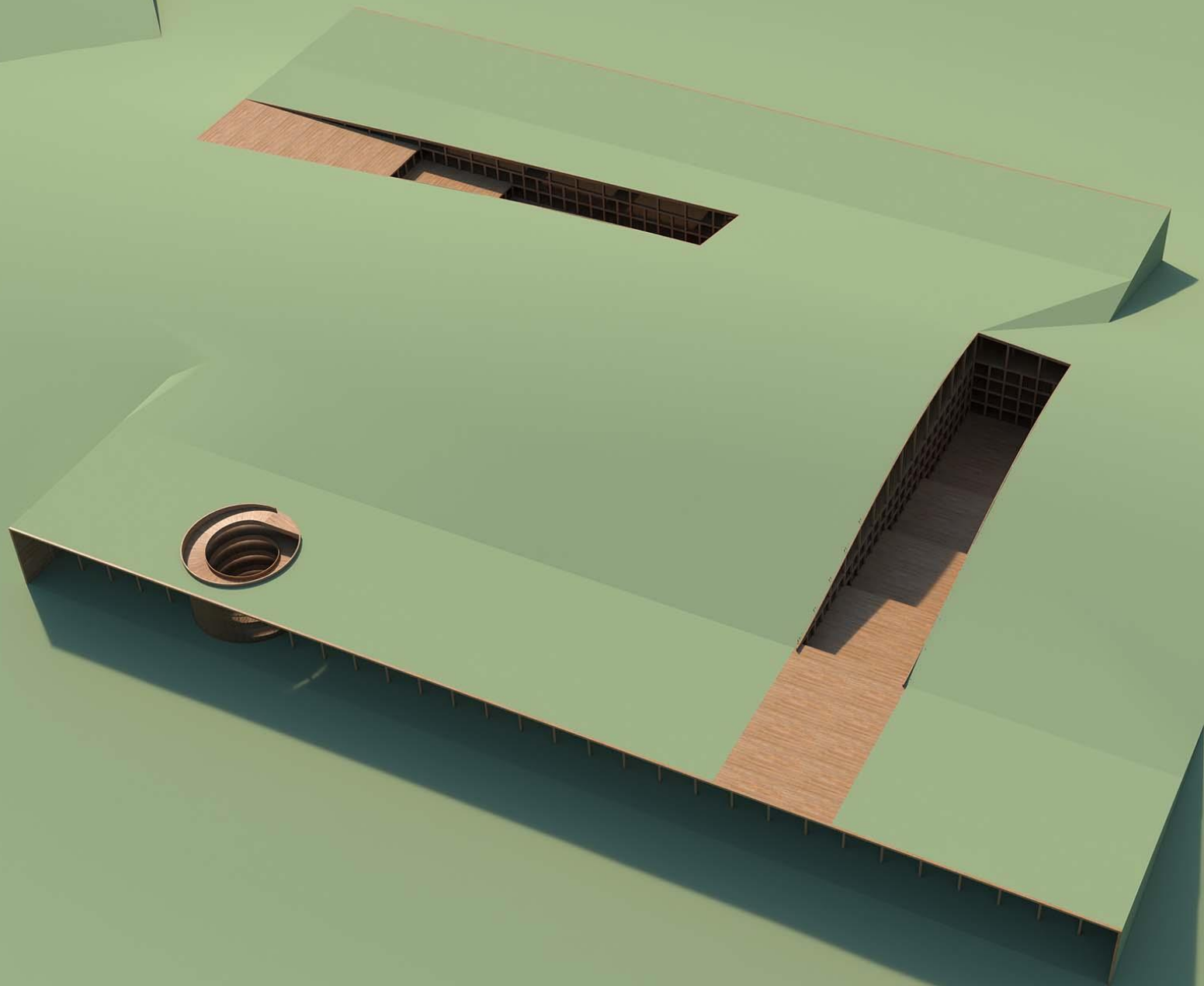




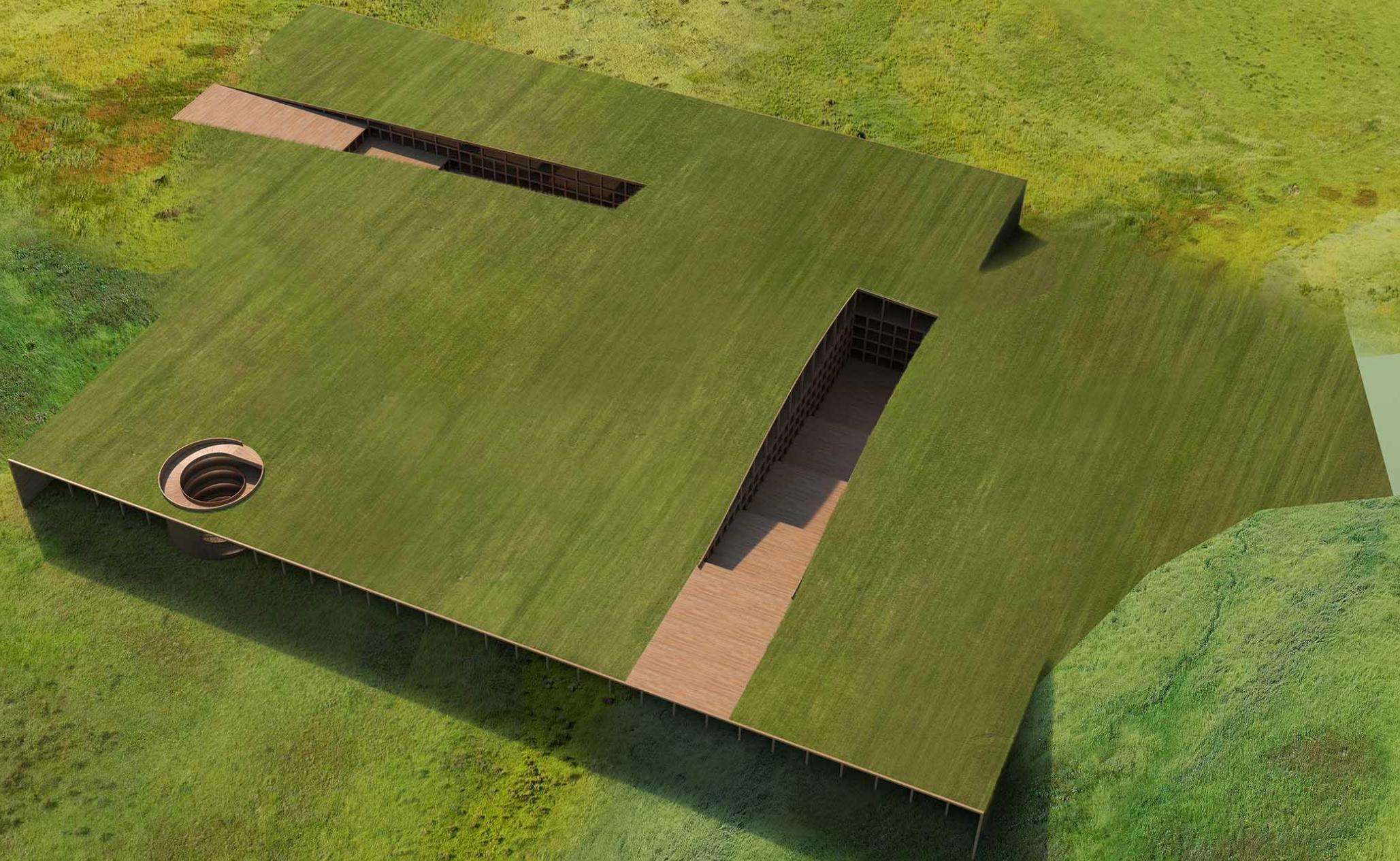


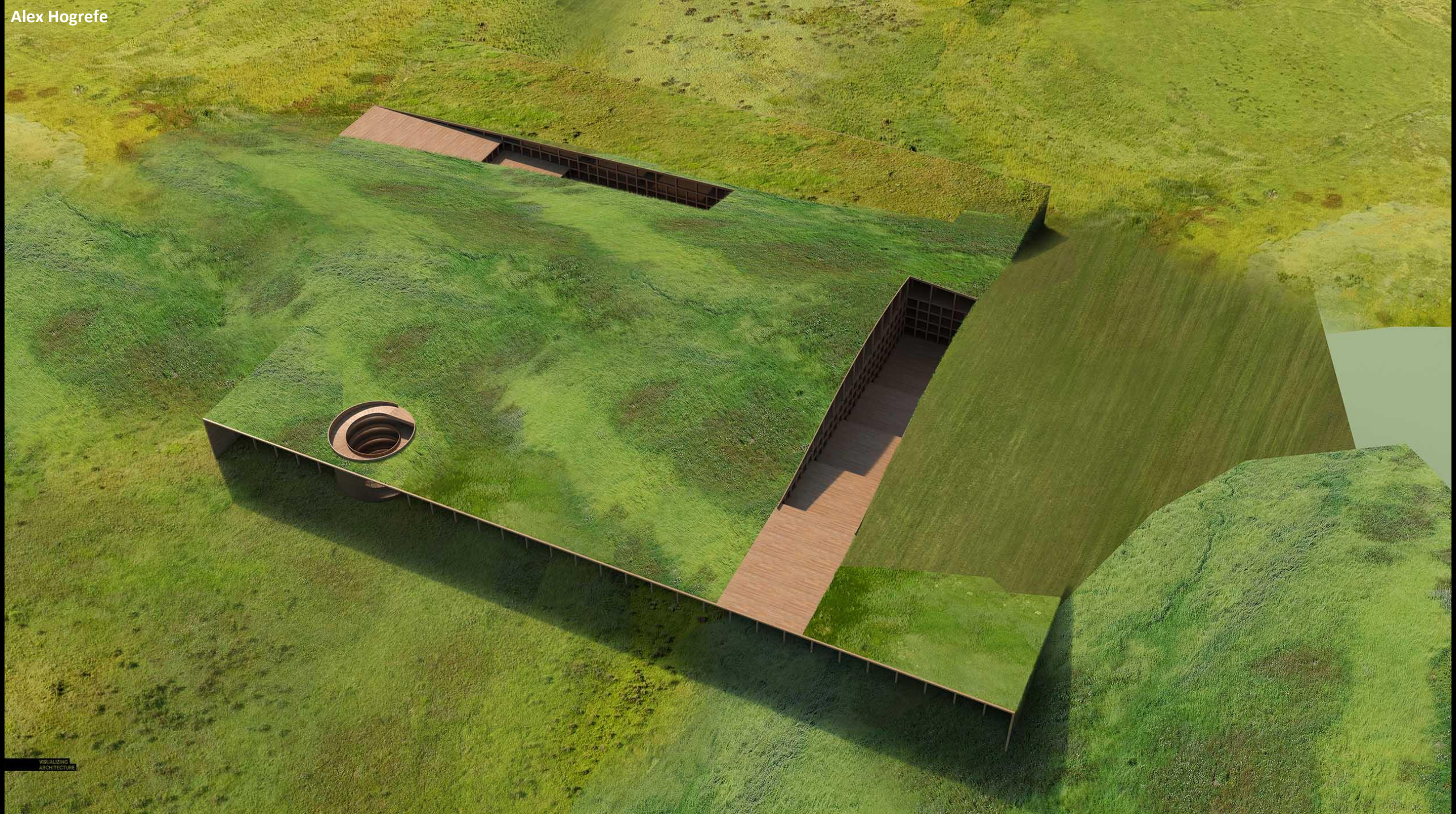


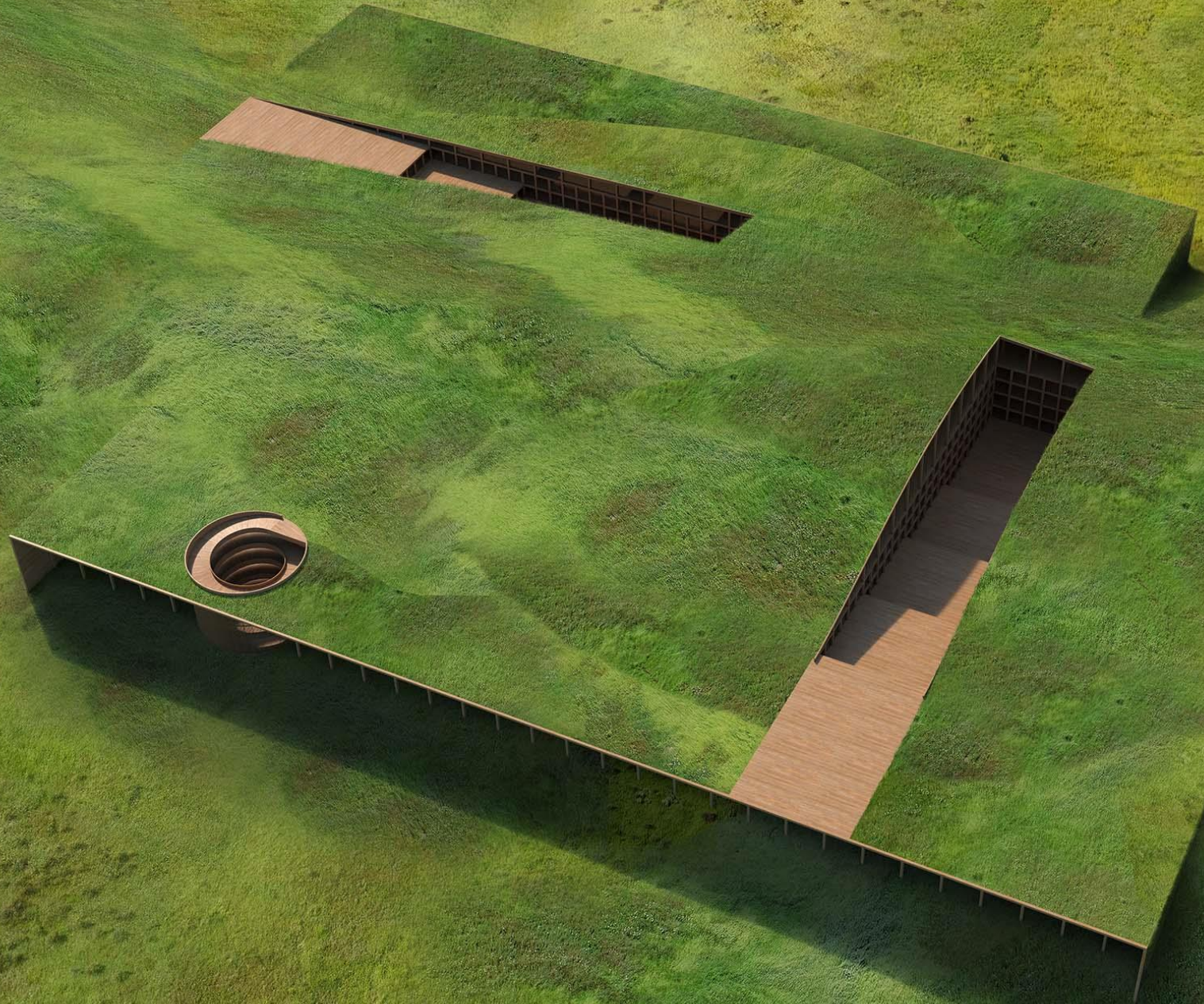
Alex Hogrefe – Before and After

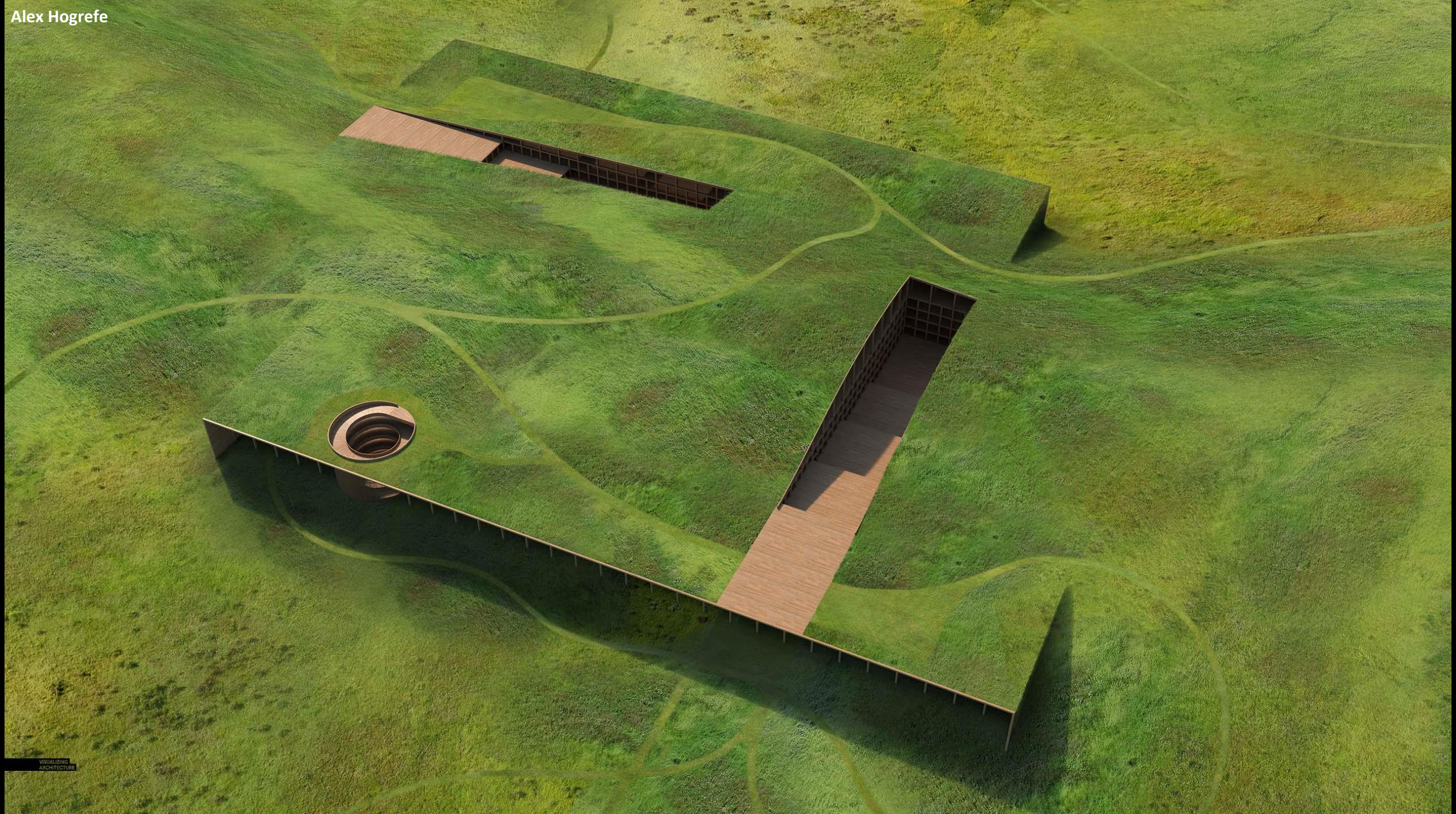


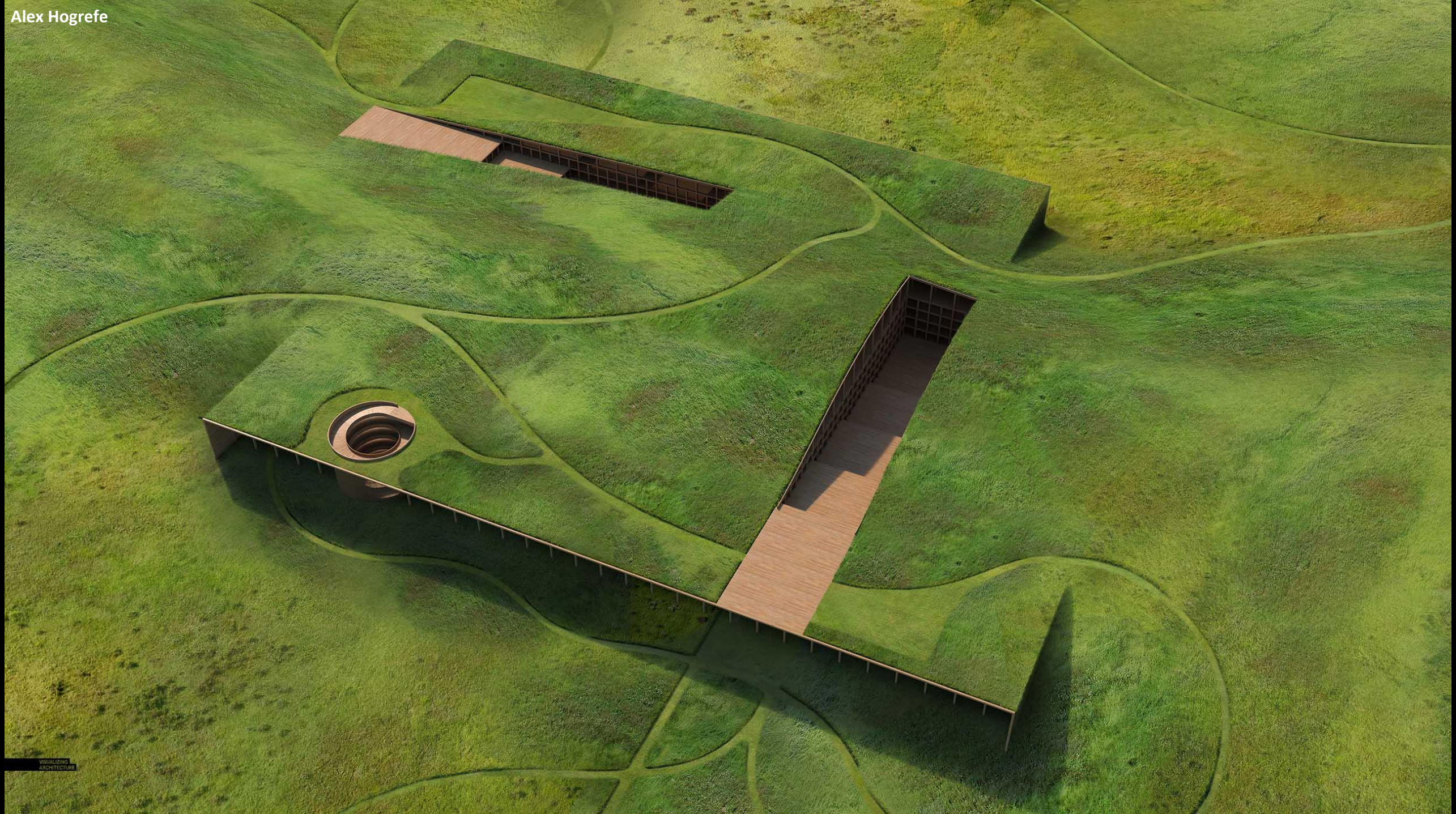




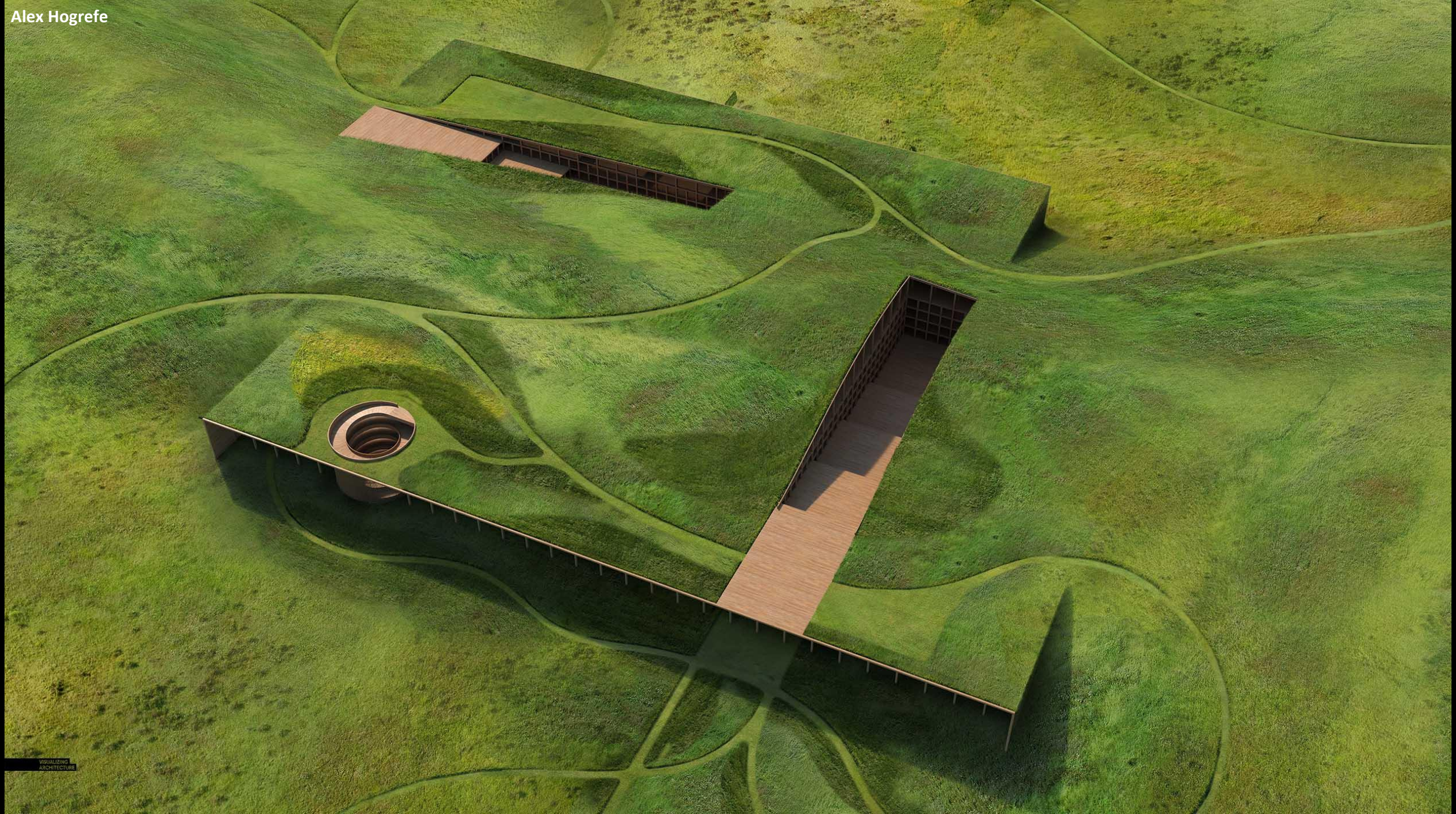


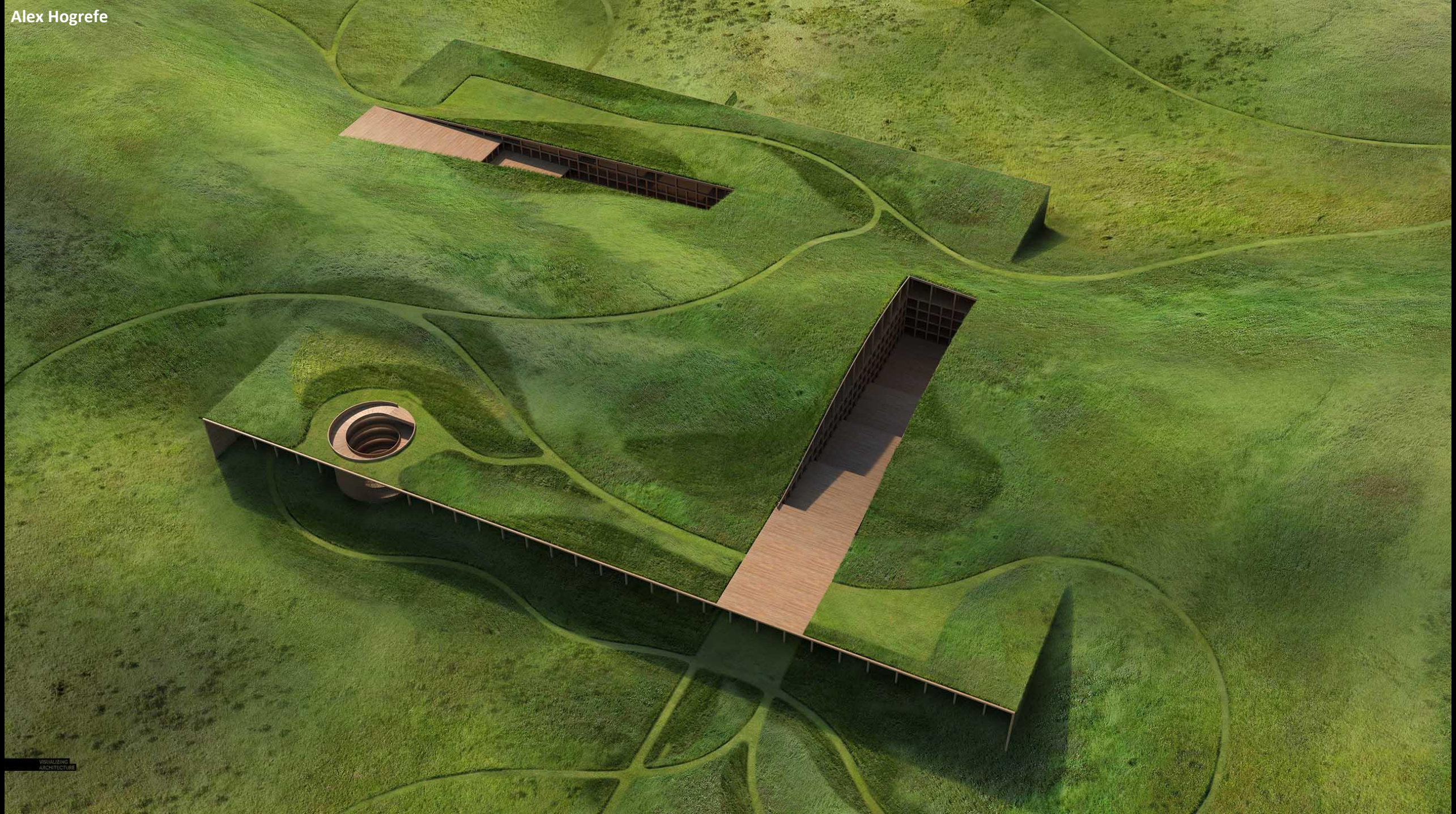




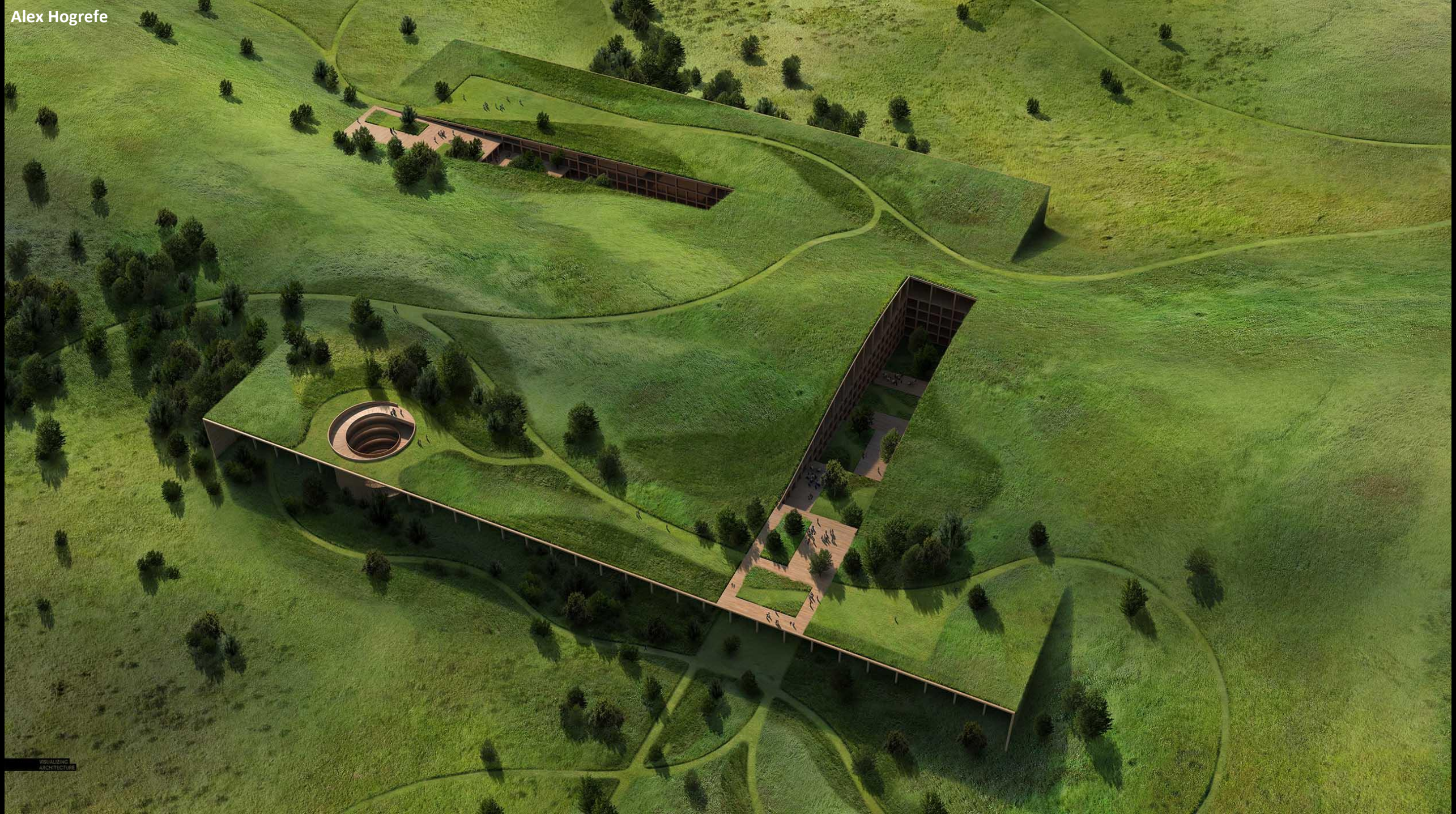






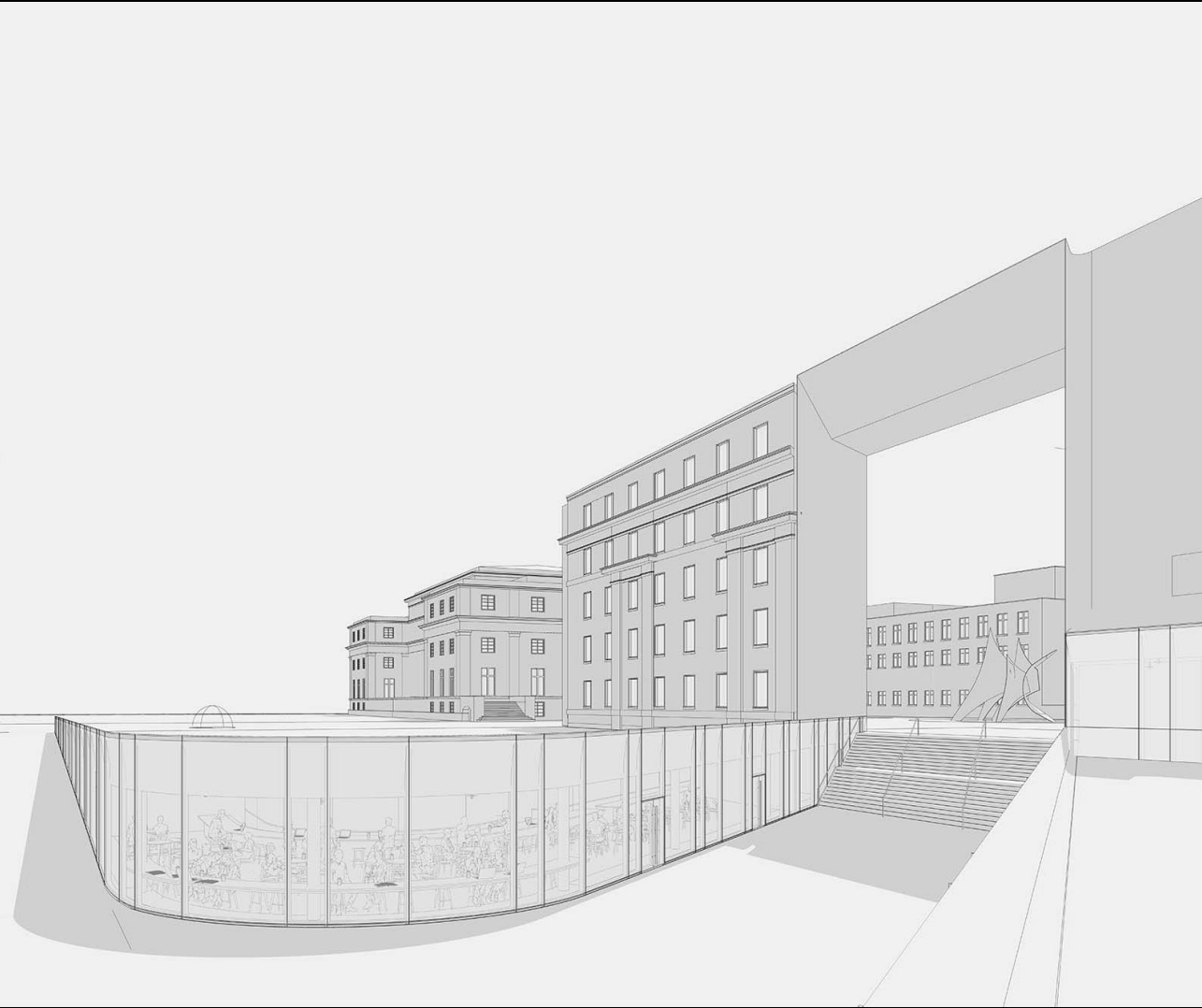




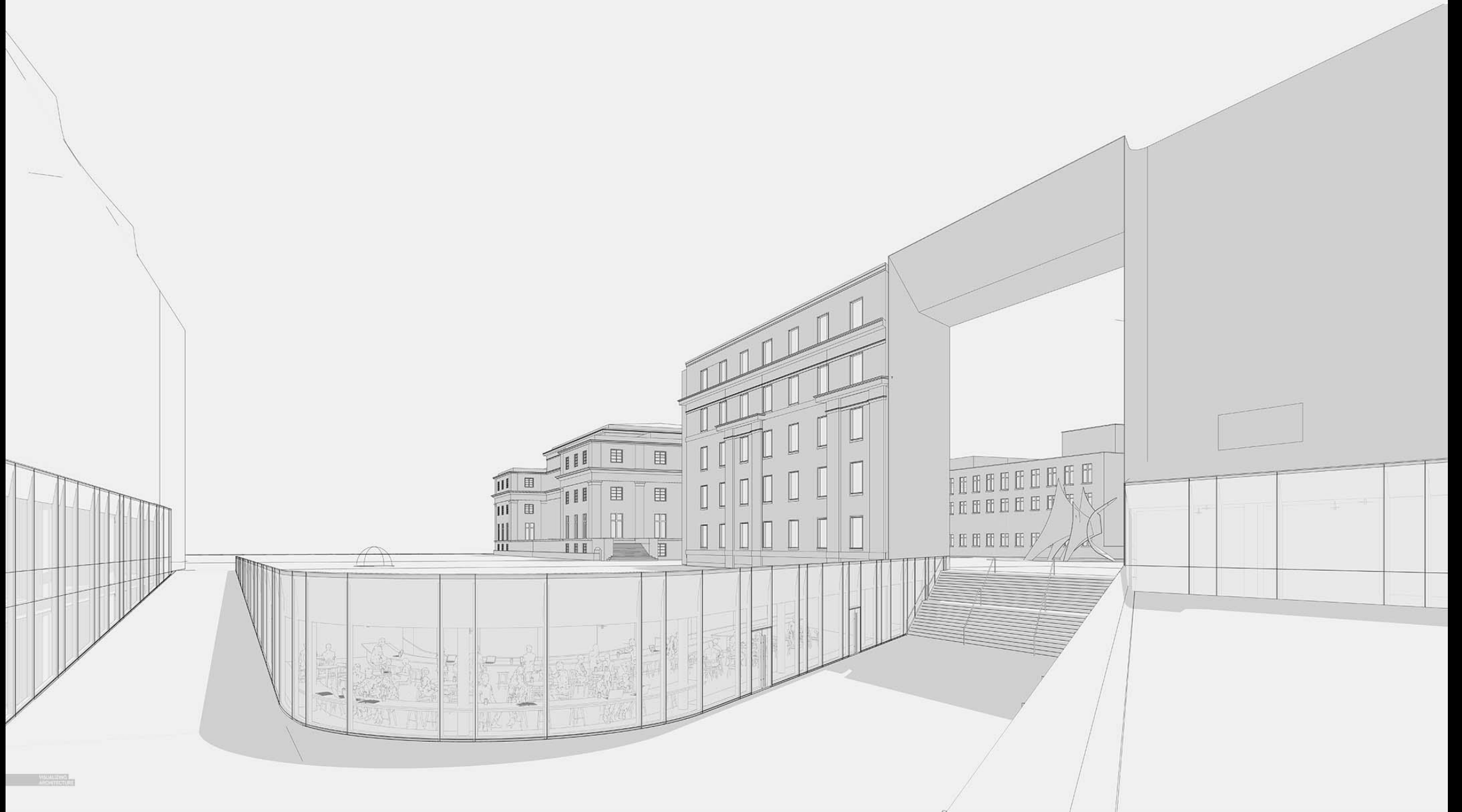


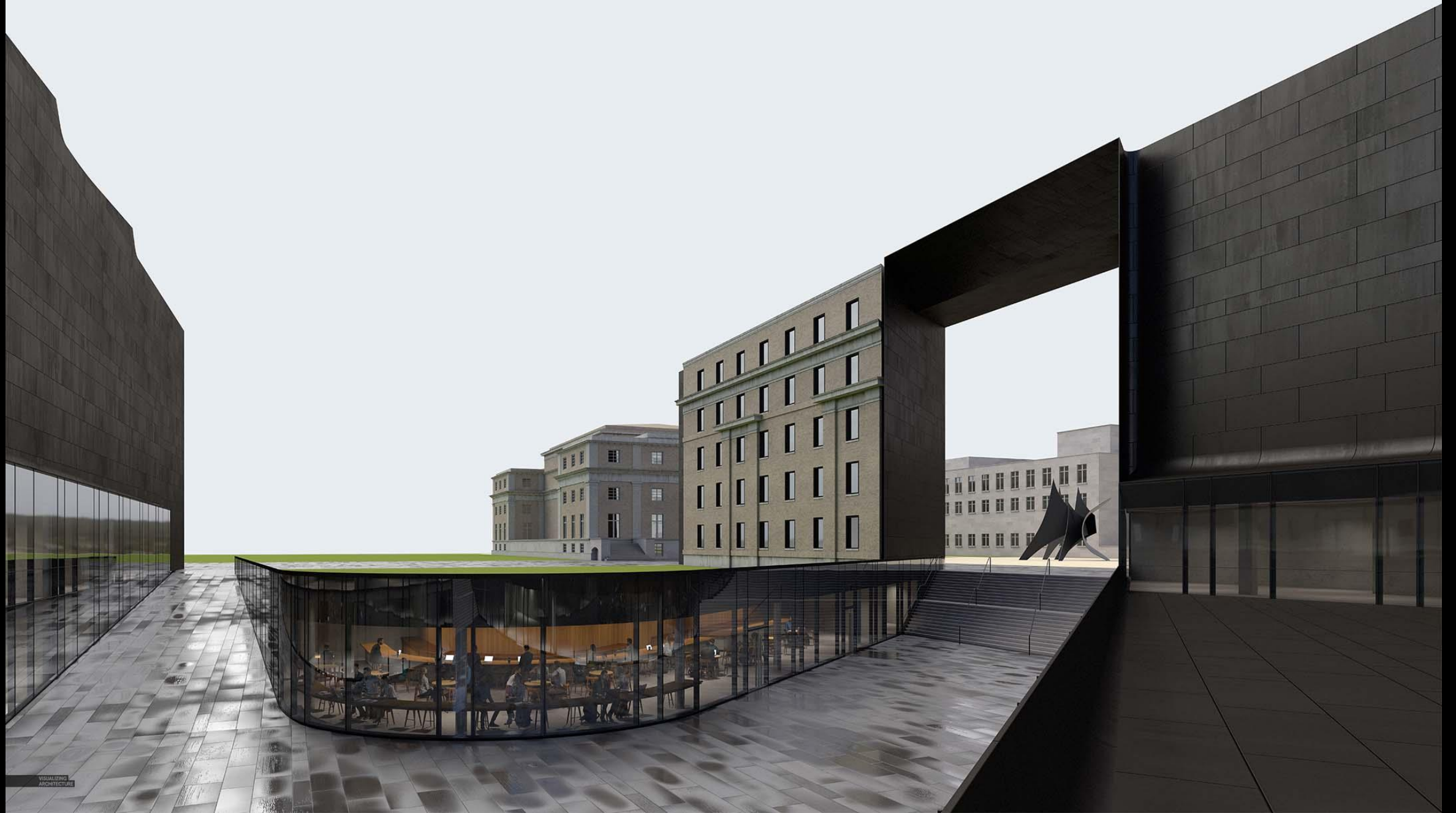


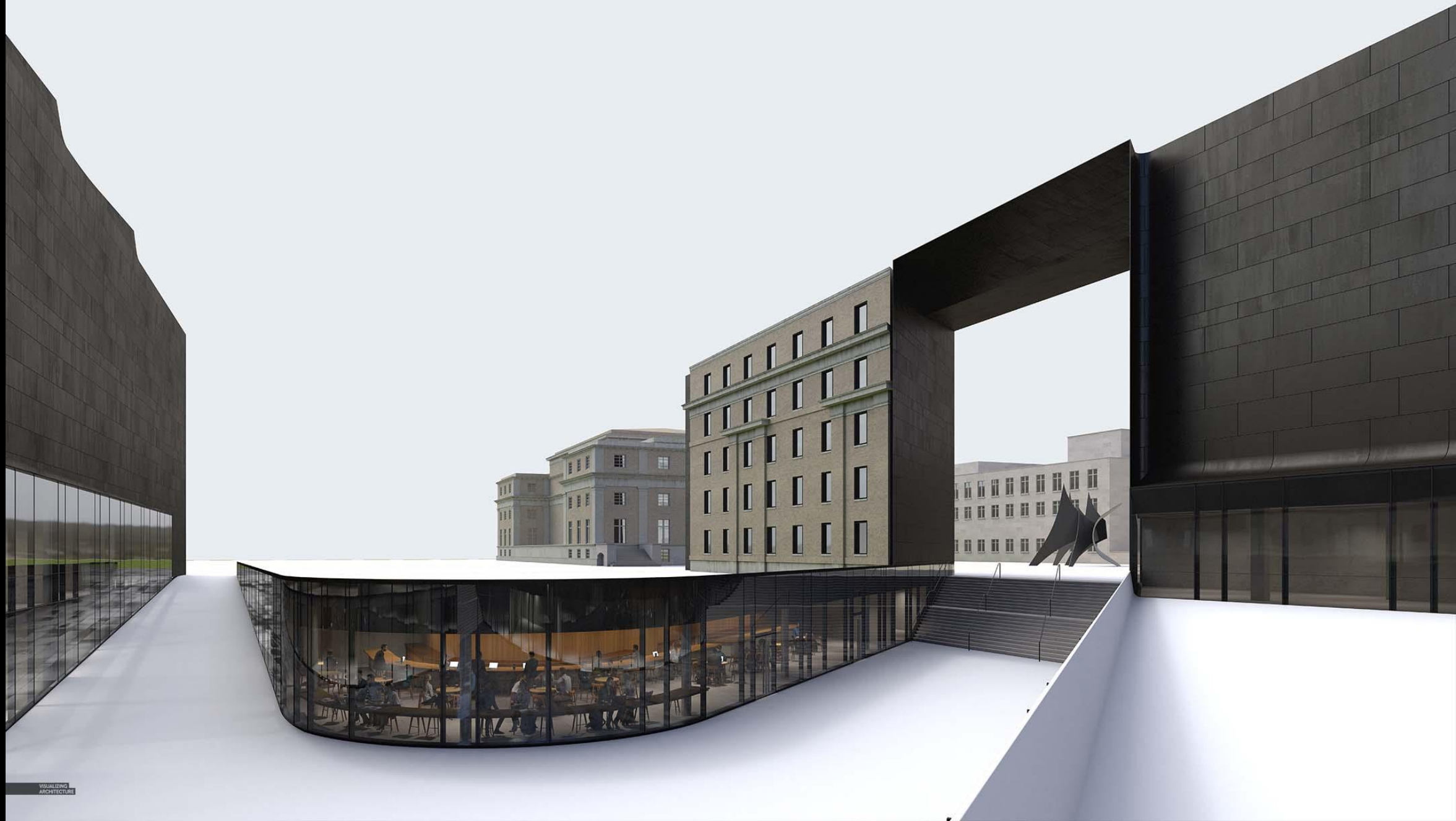




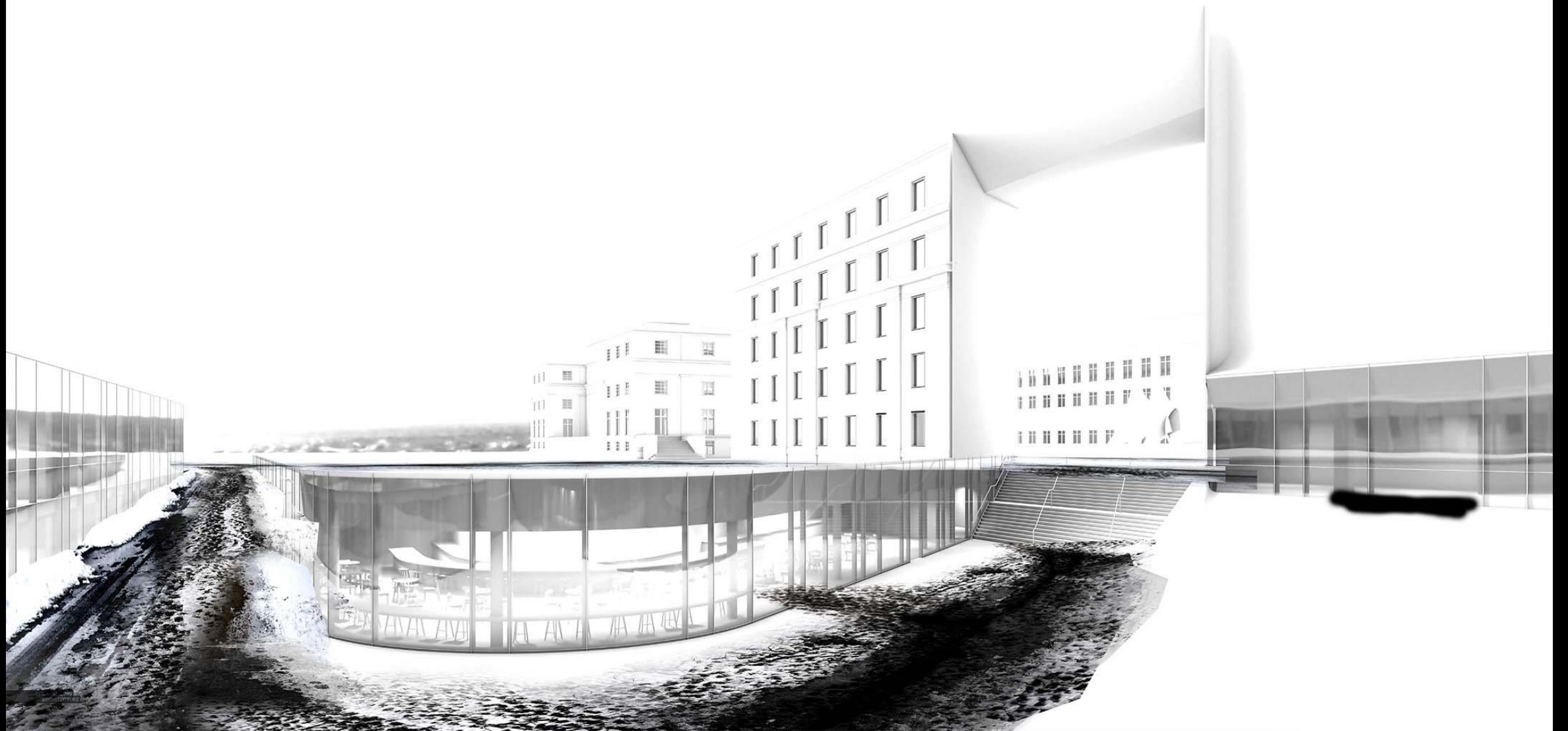
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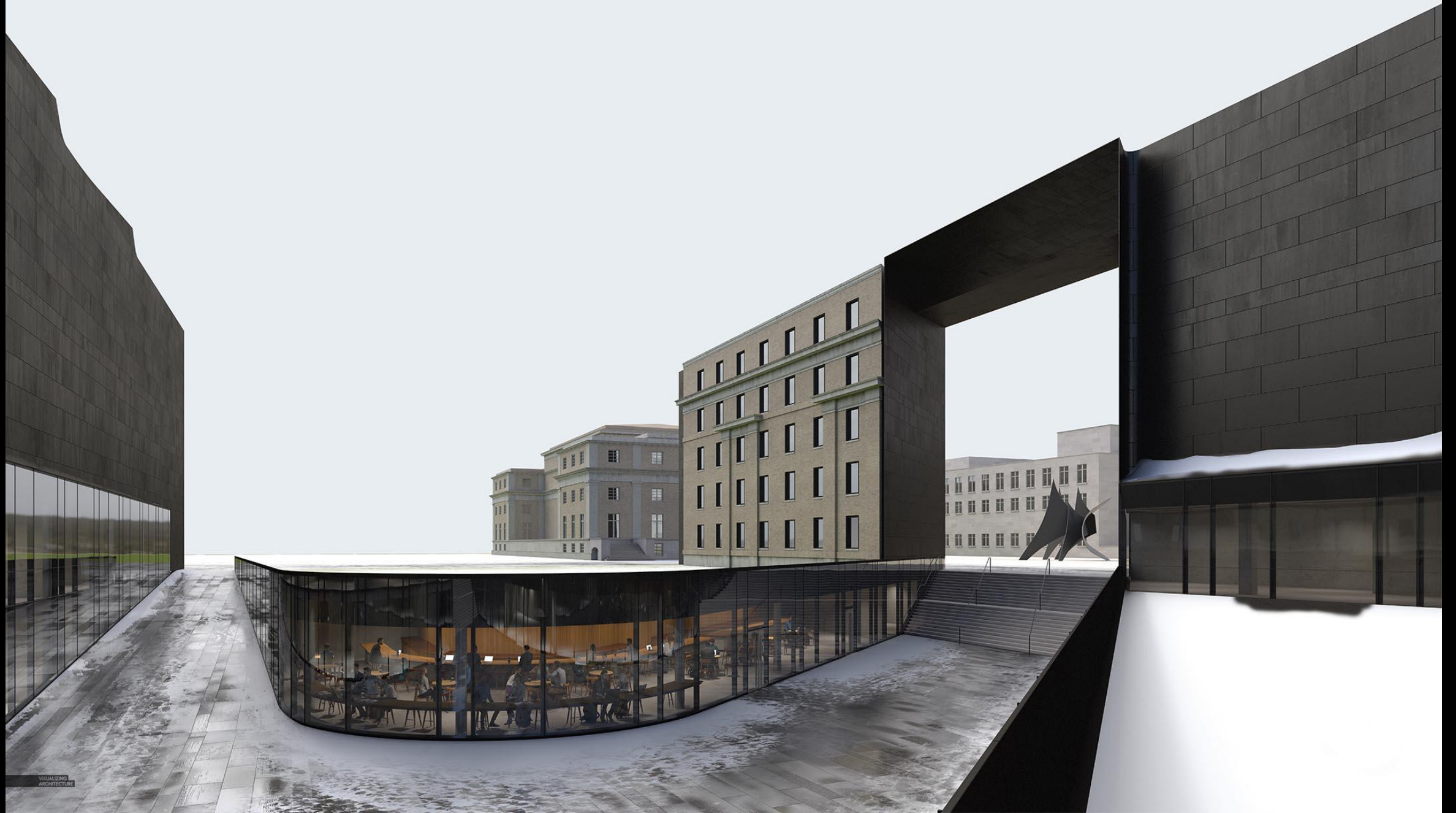
















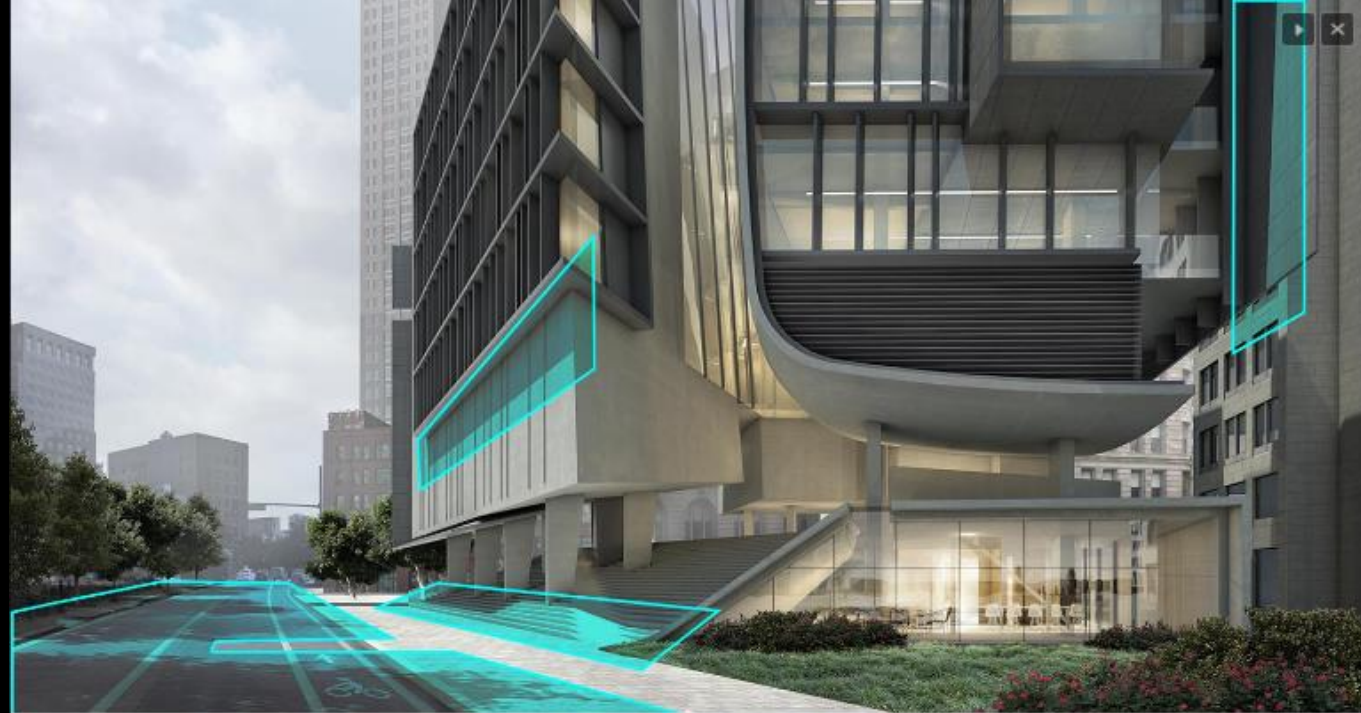






Alex Hogrefe – Before and After

















Visual by Arqui9

