

## 3D ADVERTISEMENT ABOUT OUR CAMPUS

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### ABSTRACT:

The project aims to create accurate and detailed 3D models of our College buildings using specialized 3D modeling software and visualization techniques. The project will involve creating 3D models of various types of buildings, including residential, commercial, and industrial buildings, and visualizing them in a virtual environment.

The project will begin with the collection of data, including architectural drawings, photographs, and measurements of the buildings. This data will be used to create a detailed 3D model of the building using specialized 3D modeling software. The model will include details such as the building's exterior and interior features, textures, and lighting.

Once the 3D model is complete, the visualization process will begin. This will involve using specialized rendering software to generate a realistic representation of the building in a virtual environment. The visualization techniques will include lighting, texturing, and animation to create an immersive and interactive experience.

The project will be of great value to architects, engineers, and real estate developers, as it will enable them to visualize the buildings in a realistic and accurate way. It will also be useful for urban planning and environmental analysis, as it will enable the visualization of the impact of new buildings on the surrounding area.

The project will be completed over a period of 2 months and will involve a single person . who model , texture and render the project. The project will be evaluated based on the accuracy of the 3D models and the quality of the visualizations

## **INTRODUCTION:**

3D advertisement refers to the use of three-dimensional imagery, animation, and effects in advertising campaigns. 3D advertisements are created using computer-generated graphics and animations that offer a more immersive and engaging experience for consumers. Here are some key components of 3D advertisements:

1. **3D modeling:** A 3D model is a digital representation of an object or scene that can be viewed and manipulated in three dimensions. In 3D advertising, 3D models are used to create products, characters, and environments that are used in advertisements.
2. **Texturing:** Once a 3D model is created, it needs to be textured with colors, patterns, and other visual effects to give it a realistic look and feel.
3. **Lighting:** Lighting is an essential component of 3D advertising. By adjusting the brightness, shadows, and color of the lighting, 3D models can look more lifelike and realistic.
4. **Special effects:** 3D advertisements can also include special effects like explosions, smoke, and fire that add drama and impact to the ad.

**Advantages of 3D Advertising:**

- Immersive Experience: 3D advertising creates an immersive experience for the viewers which attracts them and engages them more.
- Better visualization: 3D advertisements offer better visualization and understanding of the product and its features as they can be presented in a more realistic and dynamic way.
- Attention-Grabbing: 3D ads are more attention-grabbing and memorable than traditional 2D ads due to their high-quality graphics and visual effects.
- Customization: 3D advertisements can be easily customized to suit the needs of different audiences and markets.

**Disadvantages of 3D Advertising:**

- Cost: Creating 3D advertisements requires specialized skills and expensive software, which can make it costly.
- Time-consuming: Developing 3D advertisements takes more time compared to traditional 2D advertisements.
- Technical limitations: Some technical limitations exist, and not all advertisers have the technical knowledge to produce high-quality 3D ads.
- In conclusion, 3D advertising offers a unique way to showcase products and services to consumers. The immersive experience, better visualization, and attention-grabbing qualities of 3D advertising can make it a highly effective advertising strategy. However, it requires a significant investment in terms of time, money, and technical expertise to create high-quality 3D advertisements

- **PROJECT METHODOLOGY:**

There are three main stage of production pipeline.

**I. Pre-Production Process:**

- Plan
- Take reference
- storyboard

**II. production process:**

- Modelling
- Texturing

**III. Post-production process:**

- Editing
- Add music

**Plan :**

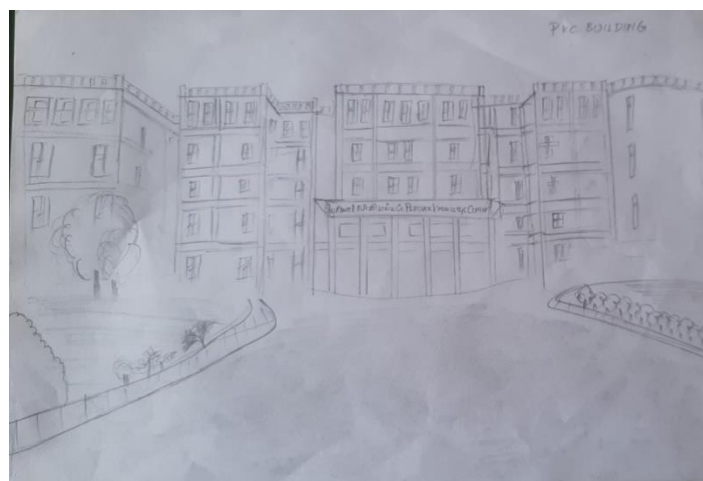
In the first step of this final Year project, I Prepare the best plan for the project. I want to make an unique concept for the project and I want to contribute some things t my Animation Department. So I decided to Do a 3D model about our department located on the PKC building.

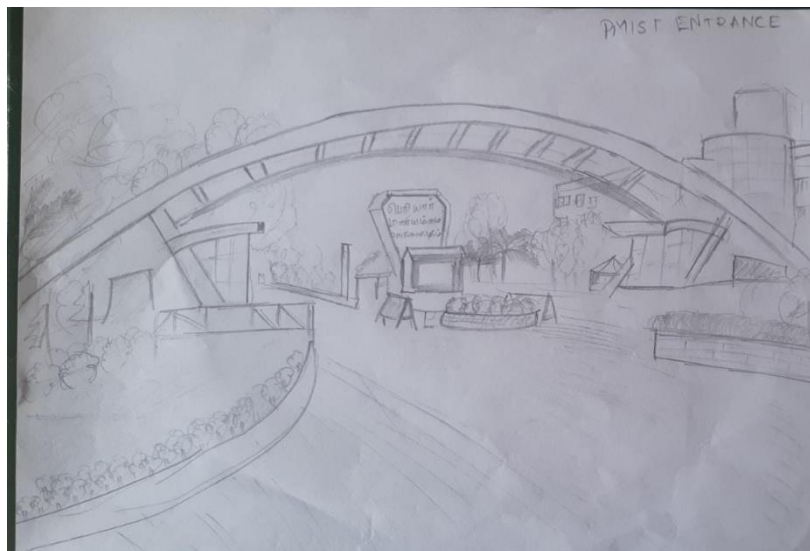
**Take Reference :**

For modelling our campus and our department , I took the refernce images of every corner from our college. So that I can easily model the project and give the details to the project.

**Storyboard :**

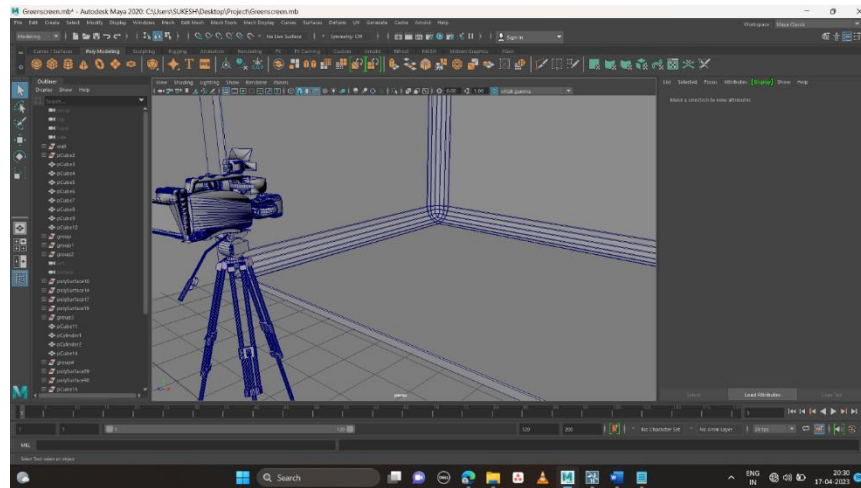
- I create Storyboards about our college , So that easily I can model the campus, because it gives all the such details the storyboard.





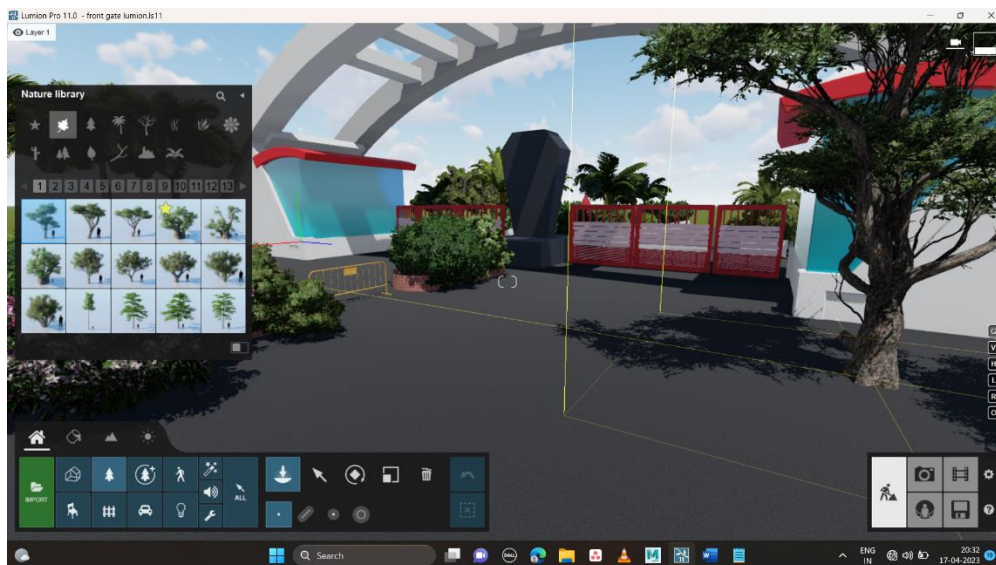
#### a. Props Modelling:

For example of this props model I provided the image of the green screen and camera created in maya software .



## Environment Design:

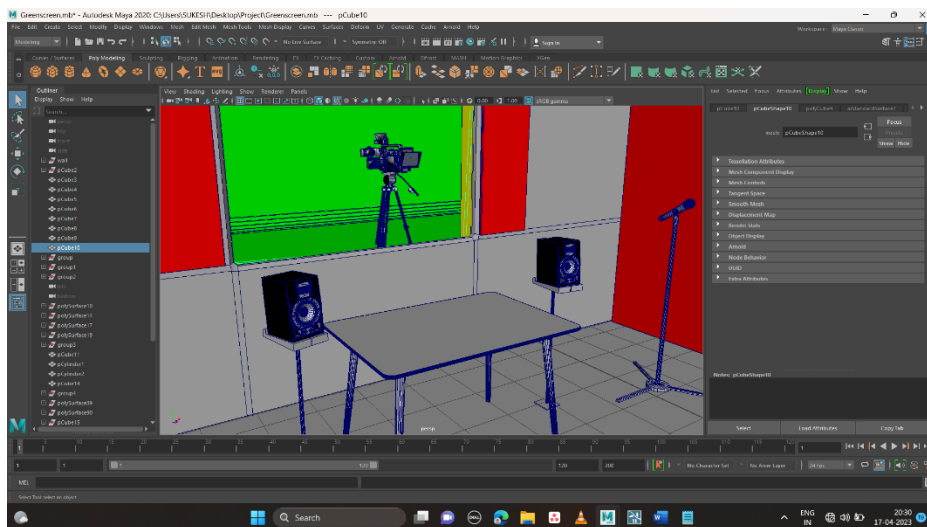
For the Environment Textures, I use the Lumion Software presets which Clearly Gives the nature feel around our building models. Its just created to visualize the way in more realistic way. It has the set of presets which has more divisions of nature like Plants, trees, grass, leafless tress and more detailed plants etc... For shrubs and bushes Same using the Lumion software..



## Texturing:

- Texturing is art of colouring an 3D object.
- In thus project there are different shaders each shader will reflect differently.

- To assign new material by holding right click select assign new material in Arnold shader click on aiStandardSurface,
- In Maya software, I just give a sample texture or color to define or to classify the objects in the set of forms. By adding multiple colors to the objects it divide the objects in individual sets, So After importing the file in lumion, It automatically divides and helps us to apply textures in every single detail of models.



### Animation:

- 3D Animation is known as moving the object in 3D work space.
- For thus project animation is done by key Frames. It is more straight forward.
- First set start and end keyframe at frame 1 by pressing S then move the frame slider to frame 60 then select the object move where the bee wants to go again set the Keyframe at 60 by pressing S
- Play the animation to see preview the animation
- Adjust the Keyframe if it necessary
- Now add in-between frames

### Lighting:

- Lighting is very important in 3D rendering or the scene will be dark
- In thus project there two types of light are used area Light, and spot light.
- A spotlight is a powerful source of light that is focused and directed onto a particular area or object to highlight it or provide illumination. It is often used in theater, photography, film, and other performance arts to draw attention to a specific person, object, or area of the stage. Spotlights can



also be used in outdoor settings for security, advertising, or decorative purposes. They are typically designed to be adjustable, so that the intensity and direction of the light can be changed as needed. In general, a spotlight is a highly directional source of light that can be used to create dramatic effects or simply provide visibility in a darkened space. Direction light is used for extra light for the scene which controls the light direction.

- An area light is a type of lighting fixture that produces diffused and even illumination across a large surface area. Unlike a point light or directional light, which emit light from a single point or direction, respectively, an area light can cover a much larger area and provide more uniform illumination. Area lights are commonly used in photography, film, and video production to simulate natural lighting and create a soft, shadow-free look. They can come in various forms, including large softboxes, umbrellas, and flat pan

### **Camera Angles and Techniques:**

In Camera angles to visualize, I use Lumion Software. I want to decide and show in what way the scene should be visualize to the audiwnce. Rendering is the final stage of Production process. It's a time-consuming process in 3D animation.

### **Render Settings**

After setting the keyframes and visualize the video render the video in required quality you want. Render timing may be differ based on the system RAM and Graphics card.

Time took to render: More than 5 hrs

Frames : More than 4000 frames



The final out look like:



- Open file then import image by locating the rendered images select the first image then enable the image sequence to import the images in order.

### Music and Foley:

- Adding natural trees and leaves sound for the environment of college.
- Adding background music of the advertisement which will engage the audience

### Editing and Final Output:

Final editing of the 3d campus advertisement

- Edit the image that composite and edit it to sink to the music
- In-between cuts add different transition like dip to black, jump cut

### CONCLUSION:

In conclusion, the 3D animated model of our campus is successfully created and visualize on a 3d way

## REFERANCE:

1. <https://youtu.be/O0uJnaTFSsE>
2. <https://youtu.be/eulgJLPjM2I>
3. [http:// pmu.edu](http://pmu.edu)
4. [https://www.youtube.com/watch?v=Lo\\_FS21ALZw](https://www.youtube.com/watch?v=Lo_FS21ALZw)
5. <https://www.youtube.com/watch?v=15sPoh3rIZA&t=16s>