



SYNTHETICA

Architectural Visual Stories

We at **SYNTHETICA** are thrilled to have the chance to work with you and we thank you for considering us for your illustrations.

In order to provide you the best service possible we will try to describe our workflow and the necessary material we need you to provide.

Project workflow

. CONTACT

From the start of the process is very important that a contact person is defined. A contact person has to be authorised to make decisions and to be available as a project manager for the exchange of the information until the finalisation of the images.

. PRELIMINARY DOCUMENTATION

For starting the process, we need the following basic data for the visualisation:

1_ A 3d model that will be the basis for the visualisation with the following characteristics:

- when the output file is not coming from 3ds max we need an exported format .fbx where possible. Other suitable export files are .dwg or .3ds;
- a layer structure inside the file sorted according to construction components (e.g. walls, glasses, slabs) would help the process;

In case a 3d modelling session is requested on our side we need an updated construction documentation (exported in 2d .dwg format), information concerning the functions of every space and a description of the materials.

2_ A set of architectural and landscape drawings (if necessary) that can be used to complete the modelling process and locating the project's site. In case of different construction phases is crucial a complete planning description.

3_ A small document that brief us about the materiality of the project, the scope of the illustration and precedents of design and illustrative mood. Is very important you can highlight the key points of your vision that you need to express in the illustration. This document can incorporate also the views and a material palette that you think can better describe the design. Illustrations from our portfolio can be used to clarify the main style and mood direction.

4_ If necessary a set of high-resolution photos in case is not possible for us to go on site (at least 4000 pixel width and in a lighting that corresponds to the desired result).

. ILLUSTRATION PROCESS

Once the preliminary documentation is delivered and we had the time to go through the material we would like to schedule a meeting in order to deeper discuss the final scope of the illustration and how we suggest proceeding for the best result.

The full illustration process takes an average time of 1 week, Every illustration process can deliver 1-2 images maximum depending on the complexity of the project. The illustration process is divided in major 4 phases. Every phase is subordinate to the approval of the previous one. The phases are described as below:

_ Phase 01:

During this phase we set up the material provided completing the modelling where necessary and creating the scene key elements. At the end of the phase we will be able to deliver one or more camera proposals with illumination and materials. The images created are raw render with the scope of lock the point of view and the illumination. In order to be as flexible as possible the vegetation detailing and the scene activation will be done on phase 03 after all the major elements are locked in.

Phase 01 feedback: Once you have received the raw images you can choose the preferred views and send us them back marking up the necessary amendments and additional comments we will use for the finalisation of the process.

_ Phase 02:

During this phase we address your comments and we work on detailing the scene where requested in order to start the high-resolution image calculation. When this phase is concluded any amendment on the 3d model and major materials can lead to a delay on the agreed delivery timeframe (where possible on both sides) and a resulting variation on the final fees as described on the initial agreement (attached to the quotation).

_ Phase 03:

During this phase we create the final illustration. This part of the process involves a post-production of the high-resolution image calculated where we activate the scene with the main narration and the mood direction.

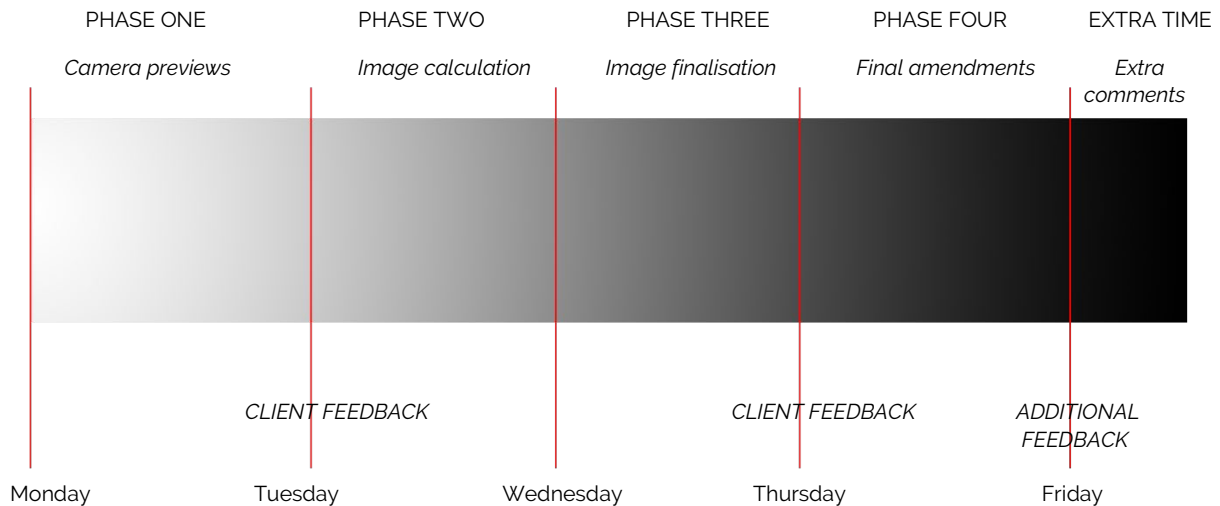
Phase 03 feedback: Once you have received the final image you will have the chance to mark up the illustration with your comments. As mentioned before if 3d model and major materials amendments are needed we could have a delay and an additional fee surcharge.

_ Phase 04:

During this phase we address your final comments on the image and deliver the revised final illustration.

After completion, the image will be made available to you in .jpeg/.png file format with an image resolution of at 5000 pixels along the longer side (unless differently requested or limited). The final illustration will be uploaded online providing you the access of the online folder for download or later transfers. With the acceptance of the images as contractually compliant, you will subsequently obtain the right to use the images within the context of the initial agreement.

ILLUSTRATION PROCESS TIMELINE



The above timeline is an example of a 1 image delivery timeframe. The variation in number influences the timeline and every phase's timeframe. During the initial meeting or at latest during Phase 1 we will clarify the actual schedule necessary to produce the requested illustrations.

We thank you for your collaboration and If anything is not clear or you need more info you can reach us:

on the phone at +61 478985248

or

hello@sntha.com for general enquiries

admin@sntha.com for administrative enquiries

luca@sntha.com for production and artistic enquiries