



## Using storytelling to create compelling experiences with 3ds Max

Ian Hooper & Kelcey Simpson – Autodesk

**AV3167** Autodesk 3ds Max Design software is a great tool for generating high quality visuals, but today's audience expects more. This class introduces the art of storytelling as a means to create compelling experiences that communicate (and sell) design intent and meaning. In our increasingly competitive and visually-oriented society, sophisticated presentations are more important than ever before. Learn how to reconcile the persuasive goals of a presentation with the indulgent demands of the modern audience. Starting with an understanding of the language and repertoire of storytelling techniques, this class guides you through a basic knowledge of rendering and animation features to more complex workflows with characters and real-time ready assets within a narrative framework. Discover the storytelling secrets of Hollywood and Madison Avenue to sell your designs using 3ds Max

### Learning Objectives

At the end of this class, you will be able to:

- Understand the elements of a narrative framework and storytelling fundamentals
- See how storytelling can be used to sell your designs
- Learn tips and tricks for importing CAD models, adding context and bringing your scene to life.
- Understand how to use lighting, cameras, materials, movement and other cinematography techniques to make compelling presentations

### About the Speakers

Ian is a Principal Interaction Designer for Autodesk working on 3ds Max currently, and Showcase before that. He has degrees in Fine Arts and Industrial Design, with an emphasis on crafting mediated, multi-sensory experiences. Professionally he has worked on everything from 'video anywhere' solutions to 3D CAD and virtual reality tools. He has been an active participant in the UX community for over 12 years.

Kelcey Simpson is Lead Product Designer for 3ds Max. She started at Autodesk as a Technical Specialist, promoting best practices, tips and tricks to customers throughout the US. Prior to Autodesk, Kelcey did her time in the game industry, in areas of Art Direction, Technical Direction, Modeling, Animation/Mocap, and Pipeline Development, as well as other work in print, commercials, visualization, and 2D animation.

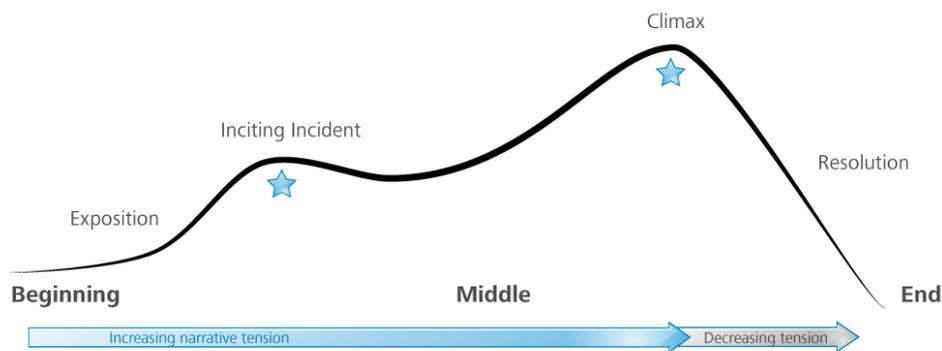
### Storytelling fundamentals

Human beings are naturally attracted to stories. Something that has a narrative structure is more engaging and persuasive. Understanding how to build a story around your design using

the techniques used by the film and advertising industries will enable you to make more compelling presentations.

To get started it is important to understand what is a story, plot and narrative. A story is nothing more than a select set of events that are specifically chosen to communicate some meaning. The plot is the essence of what that meaning is. It is the 'why' and 'how' of the events in the story. The narrative derives from the way you tell the story. It is the emotional layer that both comes *from* the story and plot and also feeds *into* the understanding of the story and plot.

Classical narrative structure:

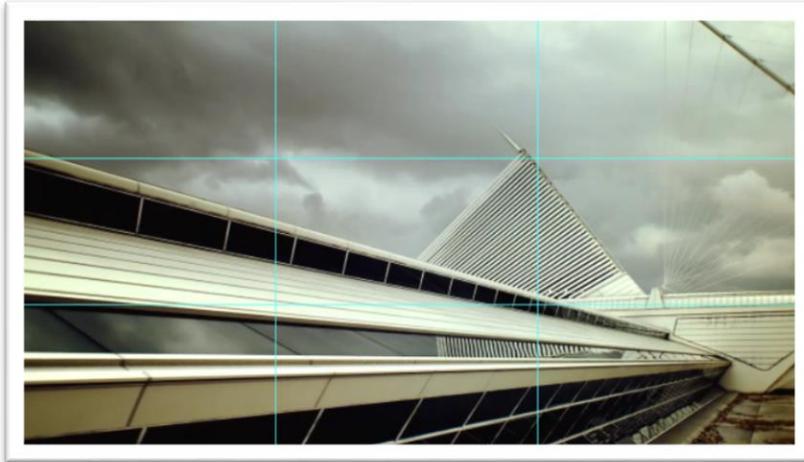


## Building a narrative

In a typical design animation (i.e. an architecture, industrial design or engineering presentation), there are no characters reciting spoken dialog, so you might wonder how you can tell a story. One good place to look is in the advertising industry. People producing commercials know that you need a good story to sell your product or service, and they use many different tricks to do this – many of which are completely non-verbal.

The primary tools for building a narrative are (see the presentation for examples):

- Cinematography (camera shot, movement)
- Lighting and color palette
- Editing
- Special Effects
- Sound



### Bringing it together

The process for creating a cinematic presentation is as follows:

1. Understand your audience: what is your design brief?
2. Create a storyboard: sketch out the major plot points. Think about your edits and composition
3. Prepare your model for visualization: a little planning and preparation with Revit will make the experience in 3ds Max much easier
4. Build the virtual set: establish your setting
5. Show it off: set camera position, movement and focus
6. Add style: adjust the mood and atmosphere of the presentation through the composition, the color and lighting of the shot
7. Post-processing / finishing: composite, color, effects and sound

