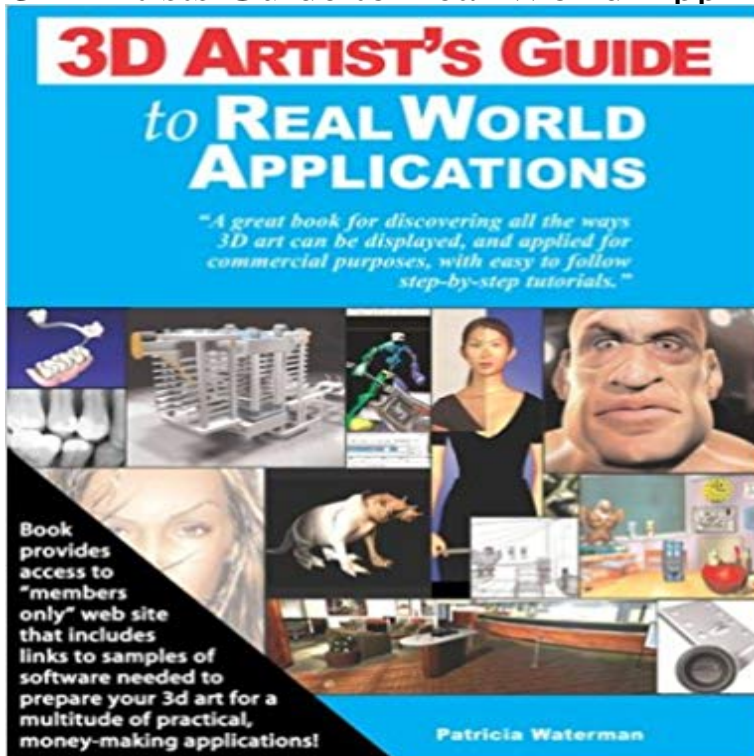


3D Artists Guide to Real World Applications



Who Should Read This Book The 3D Artists Guide to Real World Applications is for 3D artists of all levels of expertise, as well as art directors, marketing managers, and entrepreneurs. This is not another book on how to model, texture, light, compose or animate in 3D. Instead, this manual will shed light on the vast array of options available for showcasing 3D art, as well as provide quick and simple tutorials on how to prepare 3D artwork for these formats. And, for every method shown on how to display 3D art, examples are provided on practical, real world uses for them.

What This Book Can Do For You With over a decade of real world experience, and extensive research in the area of 3D art application, the author shares with you the most exciting, professional-looking, and most easily applied ways available today, for the presentation of 3D art. The 3D Artists Guide to Real World Applications will make you more marketable, by providing you with more expertise to offer an employer or a client. The tried and true presentation methods taught in this book will help make your 3D artwork, or your clients products stand out above all the rest! Through exciting, and new presentations that catch the target audiences attention, you will get more job offers, more sales, and more green lights for your projects! This book will open your eyes to the vast array of innovative and highly effective ways of applying your services as a 3D artist in the business world that are not readily thought of. You will learn about untapped areas of application that are not already overly saturated with other competing 3D artists. Making a living as an illustrator or an animator has never been free of tough competition, and it still is not. But, equipped with an arsenal of fantastic ways of presenting your visual material, you will surely have a competitive edge over the rest!

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