

# Architectural Visualization

Produce accurate, beautiful, high-quality architectural renderings



*“Having such powerful tools places more focus on us to do the best job possible through creating alluring moods and lighting spaces more effectively.”*

Ben Rappell, FKD Studio

Autodesk 3ds Max enables architects, designers, and visualization specialists to fully explore, validate and communicate their creative ideas, from concept models to cinema-quality visualizations. A comprehensive 3D modeling, animation and rendering solution, 3ds Max delivers powerful lighting simulation and analysis technology, advanced rendering capabilities, and a faster, more integrated workflow.

3ds Max provides a powerful way to sharpen your competitive edge, visually communicate your client’s proposed designs, and beautifully tell their story with realistic elements and details.

Bring architectural visualizations to life – with everything from interior walkthroughs to exterior environments, fully populated with roads, buildings, and landscapes, and animated with cars, people, and natural elements.





## Why you'll love 3ds Max

### TRANSFORM TECHNICAL TO VISUAL

3ds Max offers a rich and flexible toolset to model premium architectural designs, allowing full artistic control to translate technical drawings into visual stories.

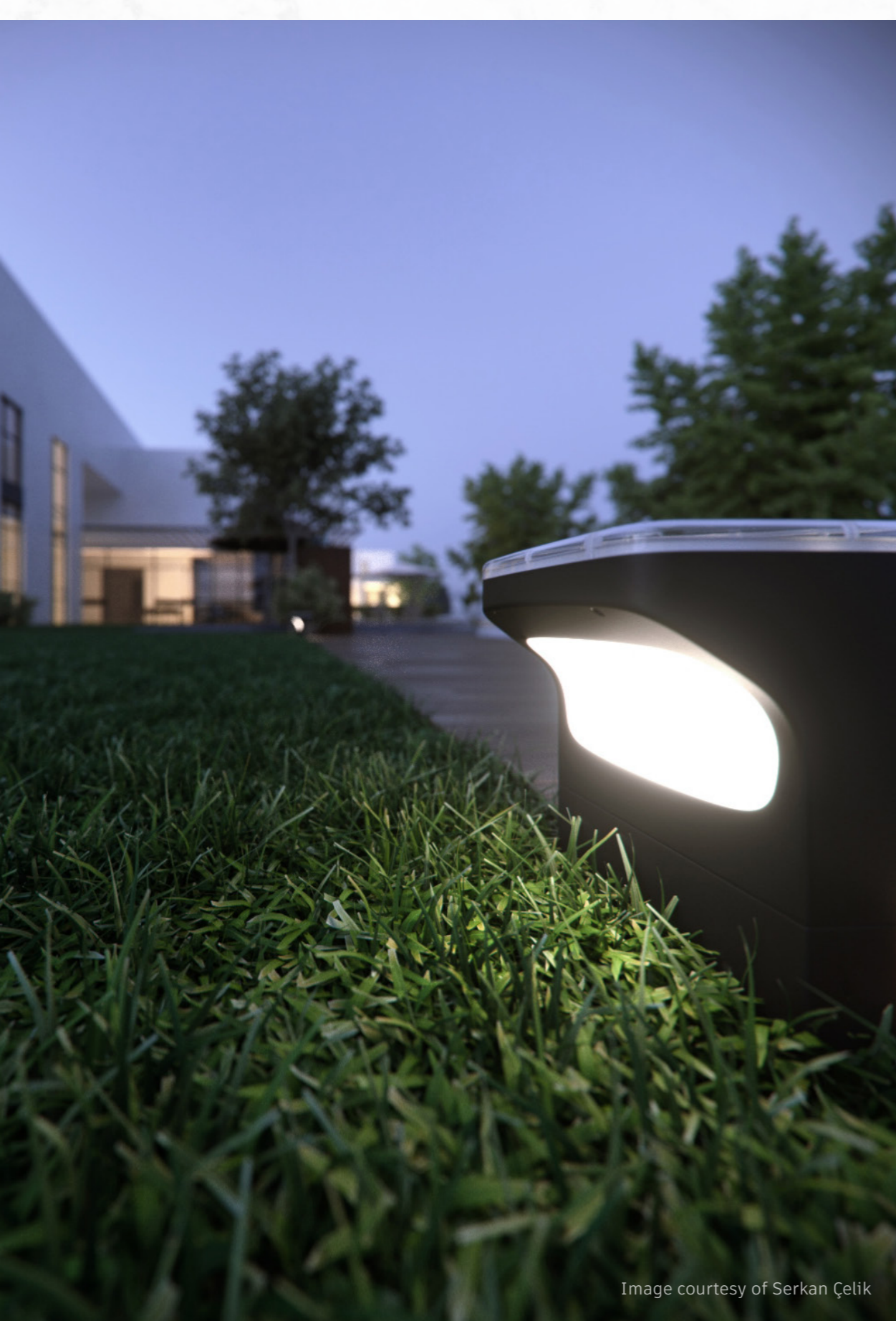


Image courtesy of Serkan Çelik

## Key benefits

Inspire, communicate, and sell your vision with detailed environments, objects, and embellishments.

### HIGH QUALITY IMAGERY

Advanced tools in 3ds Max give you the built-in rendering power to create the highest quality photo-real visualizations and create a premium experience for clients to envision their future investment.

### EMBELLISH EVERY DETAIL

3ds Max allows you to bring to life fine-tuned extra touches such as cars, people, and vegetation, for an enriched and engaging experience that enhances the architecture and its surrounding landscape.

### MEET YOUR DEADLINES

Quickly explore and accommodate design alternatives, handle client changes responsively, freely test concepts – and know in advance whether they'll work.

### COMMUNICATE YOUR VISION

Present your work to colleagues and clients early in the design process. 3ds Max allows you to communicate your creative vision from rudimentary design intent to photorealistic final.

### IMMERSE CLIENTS IN THEIR SPACE

With 3ds Max, you can tell a visual story of how people will interact with and experience your designs, and attract prospects with marketing material that conveys an aspirational vision before the project is built.

# The tools you need

## POWERFUL MODELING

3ds Max offers a robust platform with powerful modeling toolsets. Best-in-class procedural modeling handles some of the most difficult tasks with ease.



# Key features

3ds Max offers for architectural visualization.

## REVIT IMPORT CAPABILITIES

Revit® Architecture building information models can be quickly and accurately imported into 3ds Max, including geometry, lights, materials and cameras.

## FILE LINKING

The File Link Manager allows you to work in both 3ds Max and another design application such as Revit and AutoCAD® while maintaining a single design database. Get your files to render earlier, and any changes made in other applications will automatically appear in 3ds Max, for an efficient collaborative workflow.

## AUTOCAD IMPORT

Start quickly by importing your AutoCAD® file into 3ds Max and use it to create the general structure and enhanced details of your 3D building.

## POPULATE

With a click of two buttons, give your characters more convincing walking, jogging, passing, turning, and seated behaviors, making your crowds appear more realistic and truer to life.

## CIVIL VIEW

Automatically populate parametrically generated details such as road markings, animated vehicles, and shrubbery, to scale within your environments.



Image courtesy of Valentin Studio



### PHYSICALLY BASED LIGHTING

Simulate and analyze sun, sky and artificial lighting, to accurately portray how light and shadows will interact with your building.

### INTERACTIVE RENDERING

Interactive rendering allows you to see and make changes in your scene in near-final rendering quality, displaying in the render frame window while you work.

### EXTENSIVE MATERIAL EDITING

Create any material finish such as transparent glass and marble, and build custom libraries of your favorite materials, colors and textures – then share them all with teams and studios.

### SEAMLESS VR/AR WORKFLOW

With the FBX Export plugin, a one touch round-tripping journey between 3ds Max and Unity automatically mirrors changes you make to your 3D assets in Unity, meaning faster iteration, greater productivity and more time savings.

### PLUGINS

Access hundreds of industry leading 3rd party plugins from our extensive community.

### FLUIDS & ANIMATION

Create realistic liquid behaviors directly in 3ds Max to add effects such as water fountains, kitchen fixtures, weather effects, and pools.



Image courtesy of Valentin Studio

## **3** AUTODESK® 3DS MAX®

### **SUBSCRIBE NOW**

3ds Max puts powerful 3D capabilities into the hands of you, the design professional. Explore what 3ds Max can do for you.

#### **TECHNICAL SUPPORT**

Get access to support specialists, remote assistance and online resources

#### **UP-TO-DATE SOFTWARE**

Receive instant access to the newest features and performance improvements

#### **FLEXIBLE SUBSCRIPTION PLANS**

Use 3ds Max as long as you need it from one month to multiple years

For more information visit: [www.autodesk.com/subscription](http://www.autodesk.com/subscription)  
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