

PHOTOMONTAGE PROCESS

PHOTOMONTAGE PRODUCTION.

By accurately combining a 3D rendered visual of a proposed development with a photographic representation of its existing context, Photomontage views explain the location, massing, degree of visibility, architectural form and choice of materials of a proposed development. Photomontage views, in their most sophisticated form, give a very useful impression of how a proposed development would look in its environment.

VIEW POINTS / PHOTOGRAPHY

Key viewpoints have been selected as being representative of the character and quality of existing views of the site. These viewpoint locations are originally identified with the client and with an understanding of the possible impact of the proposed development within the site. For each agreed photo viewpoint, photographs are taken with a digital SLR camera. The photo location is recorded for each photo.

3D MODEL

A detailed 3D Model of the proposed development is created within our CAD package from final agreed architects drawings (As per Figure 1).

ALIGNMENT & RENDER

The 3D Model is brought into our 3D Visualisation Software, cameras are created which match the photography location and camera focal length. The 3D Visualisation Software produces "rendered" images showing the proposed development from the camera location points.

CONCLUSION

The resulting photomontage can give us an accurate representation of how the proposed development will look from the specific view location point, although a photograph can never truly capture the human visual experience. All images are interpretations, photomontage views are simply a much closer interpretation to what will actually be seen in reality than an artists impression as the image is produced in a way that controls the scaling, position & orientation of the proposed building relative to the cameras position.



Figure 1



PHOTOMONTAGE LOCATIONS VIEWS 1 - 2





















