

## THE MAIN PRINCIPLES OF PHOTOREALISM USED IN PRODUCING 3D RENDERED IMAGES FOR INTERIOR DESIGN

**Petyo Budakov**

New Bulgarian University, Bulgaria

**T**he main goal of this article is to illustrate the fundamental photorealistic principles used by the CGI (computer generated images) designers in order to develop effective 3D rendered scenes. CGI has a strong and essential impact on the interior designer's workflow. Today's clients have very high expectations and very short attention spans. Thus, the interior designers face a challenge to constantly improve the quality of their projects. In order to achieve the expected results, the practitioners should optimize the time they spend to enhance their performance as well as reproducing fairly the realism of their projects. Being aware of the abilities that the contemporary 3D software and its related plug-ins provide will significantly facilitate the relations between interior designers and their clients. Hence, it is crucial for the designers to be completely aware of the main photorealistic principles and how they could be applied into their 3D projects in order to enhance the level of realism. This paper considers the application of those principles through the large number of tools provided by 3D Studio Max. The findings of this article would benefit the design workflow in terms of producing 3D images of interiors with a high level of realism and accuracy.

### Biography

Petyo Budakov Graduated from the New Bulgarian University, Bulgaria with PhD in Digital Technologies and Visual Communication in December 2012. He is a Faculty at the NBU, Department "Cinema, advertising and show business" and a Visiting-Professor at Brand Academy, Hamburg, Germany, Kazakh British Technical University, Almaty, Kazakhstan, Beijing Normal University, Zhuhai, China, Zhejiang Wanli University, China, Peter the Great St. Petersburg Polytechnic University, Russia, Higher Colleges of Technology, Dubai, UAE, Tallinn University, Tallinn, Estonia. Most of his research has been devoted on the 3D digital media, brand identity development as well as designing and delivering effective information design. In 2016, he was awarded with a research grant by the German Academic Exchange Service (DAAD) at HMKW Berlin - University of Applied Sciences. He was selected as a Finalist for the Falling Walls Lab Finale at the Falling Walls 2016 in Berlin. He was privileged to give a talk to a large, high qualified audience, consisted of faculties from Stanford, Humboldt, Oxford and etc.

office@bfstudio.eu