

CATEGORY

3D Design

PRESENTER

Hridyanshu

TEAM

Codex Giga

OPTIMUS PRIMA

A Novel Project linking Realism and SciFi culture into a flying marvel. Breaking the boundaries of how we perceive SciFi and Hard Surface Modeling in product development



Executive Summary

Instead of waiting for perfection, run with what you do, and fix it along the way

The following presentation is divided into the following sections; Concept, Methodology, and Marketing Strategy

Perfection is not attainable, but if we chase perfection, we attain excellence

Concept: This section delves into the idea and philosophy behind the visualization and design.

Methodology: This section shows the pipeline for the project, wireframes, and different renders.

Marketing Strategy: This section explains the product options, material science, and business development with renders.

Product Development

01

Modeling Principle

Hard surface modeling essentially deals with machinery and mechanics to model the intricacies involved in a vehicle or machine to give it a realistic visualization. The same has been followed here with beveling, retopologizing, developing meshes, and SciFi components. In further slides, you will see how assets were conceptualized and placed to achieve an unrecognizable aircraft, the main theme of the competition.

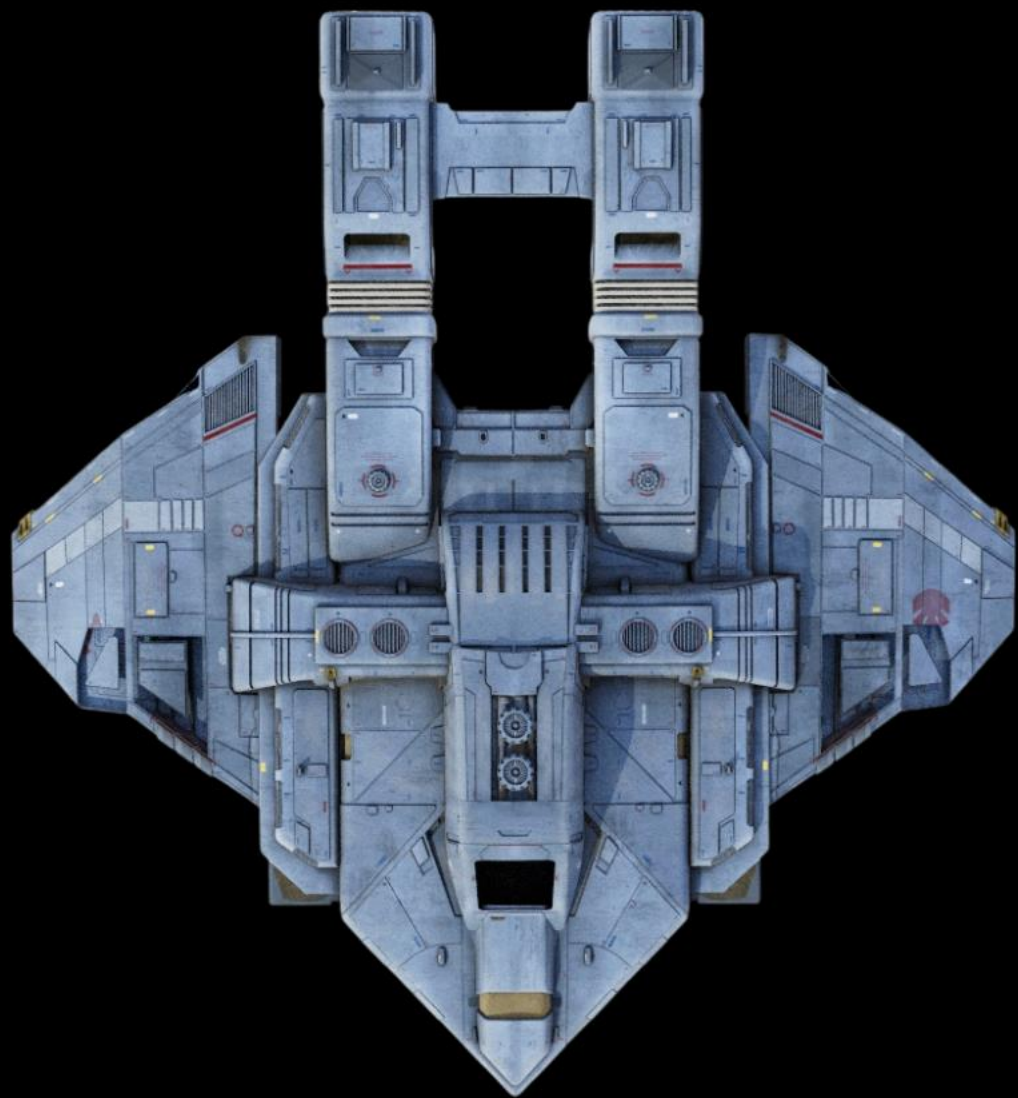
02

Colour and Texture Scheme

The main color is metal blue (semi rusted) with grey and black car metal material used. The blue color gives a calm yet harsh metal look with grey and black shades supplementing it. This gives a futuristic feel with subtle realism on how the machine rusts and looks. In specific places, red boundary and yellow color has been used to avoid a monotonous dark shade scheme. Yellow and red shades give a vibrant taste to the UFO.



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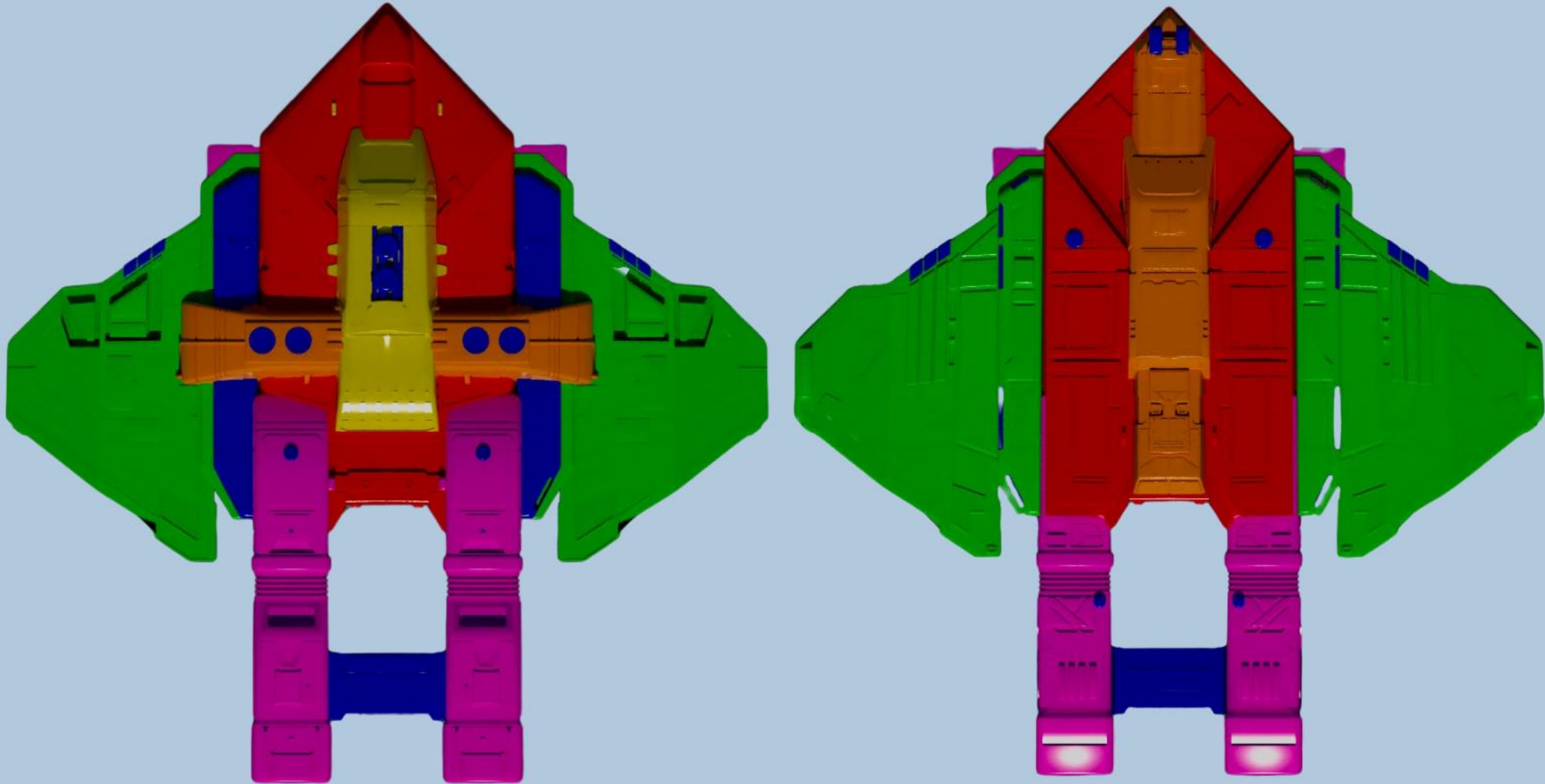
Top View



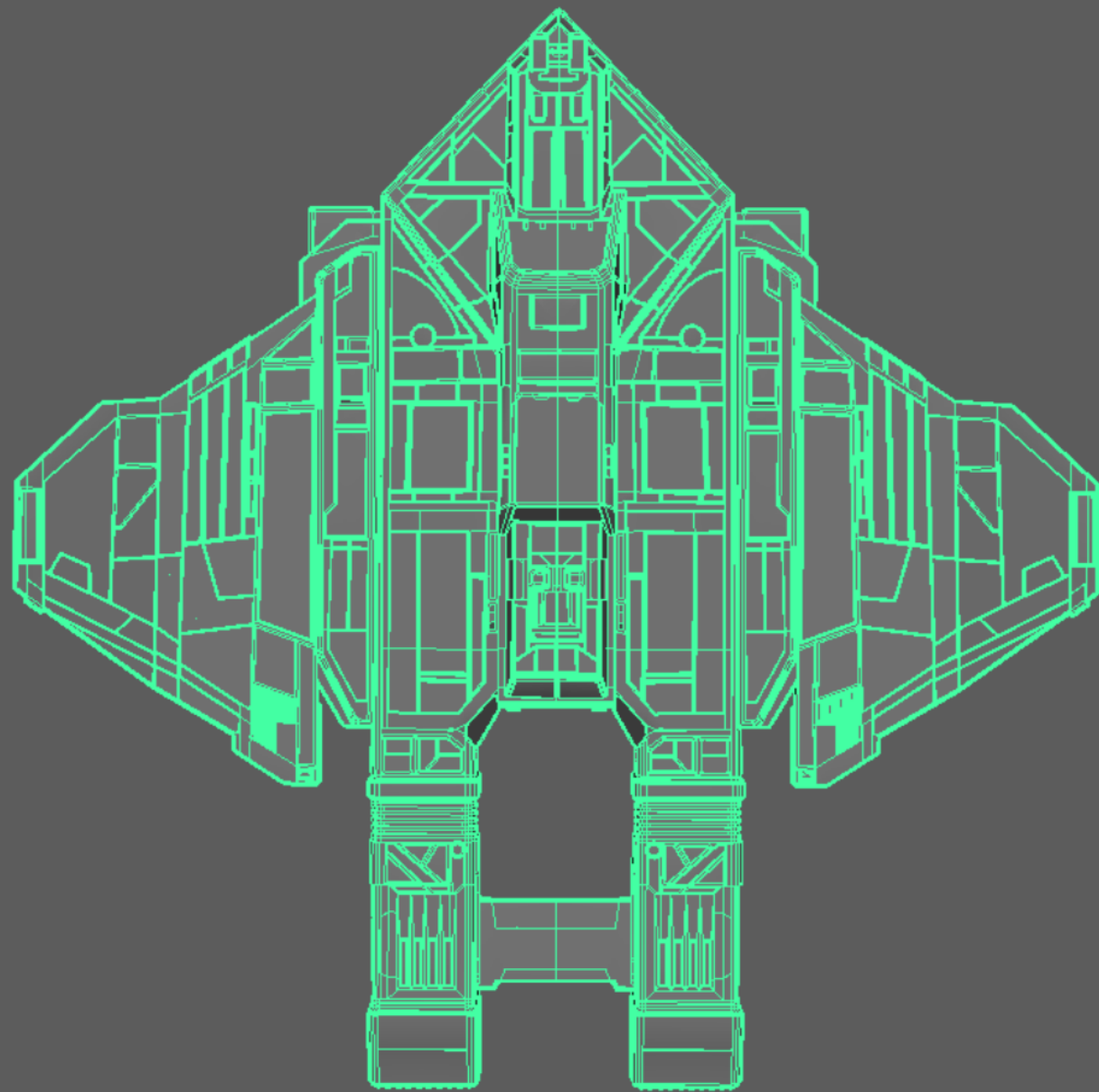
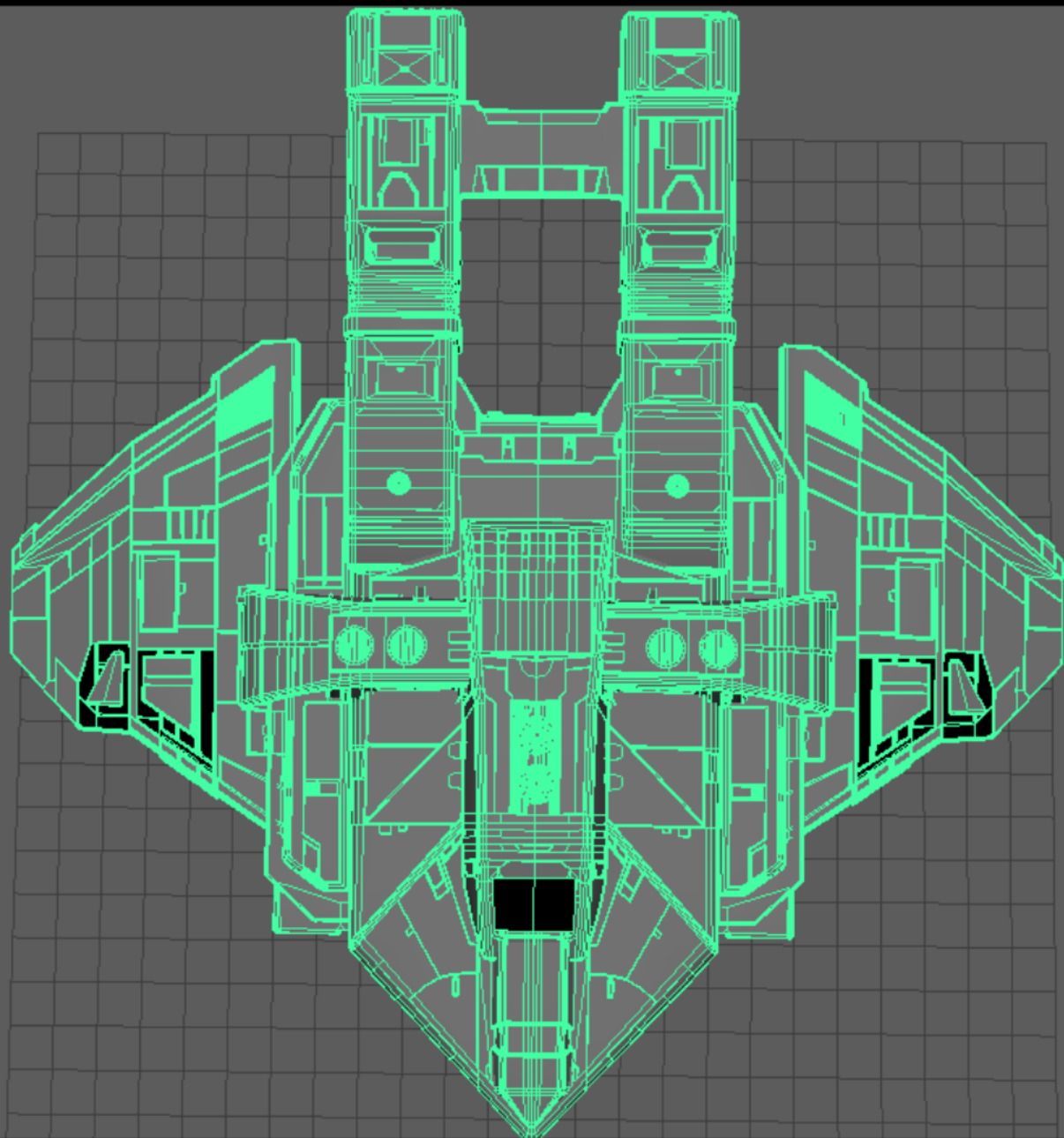
Bottom View

05

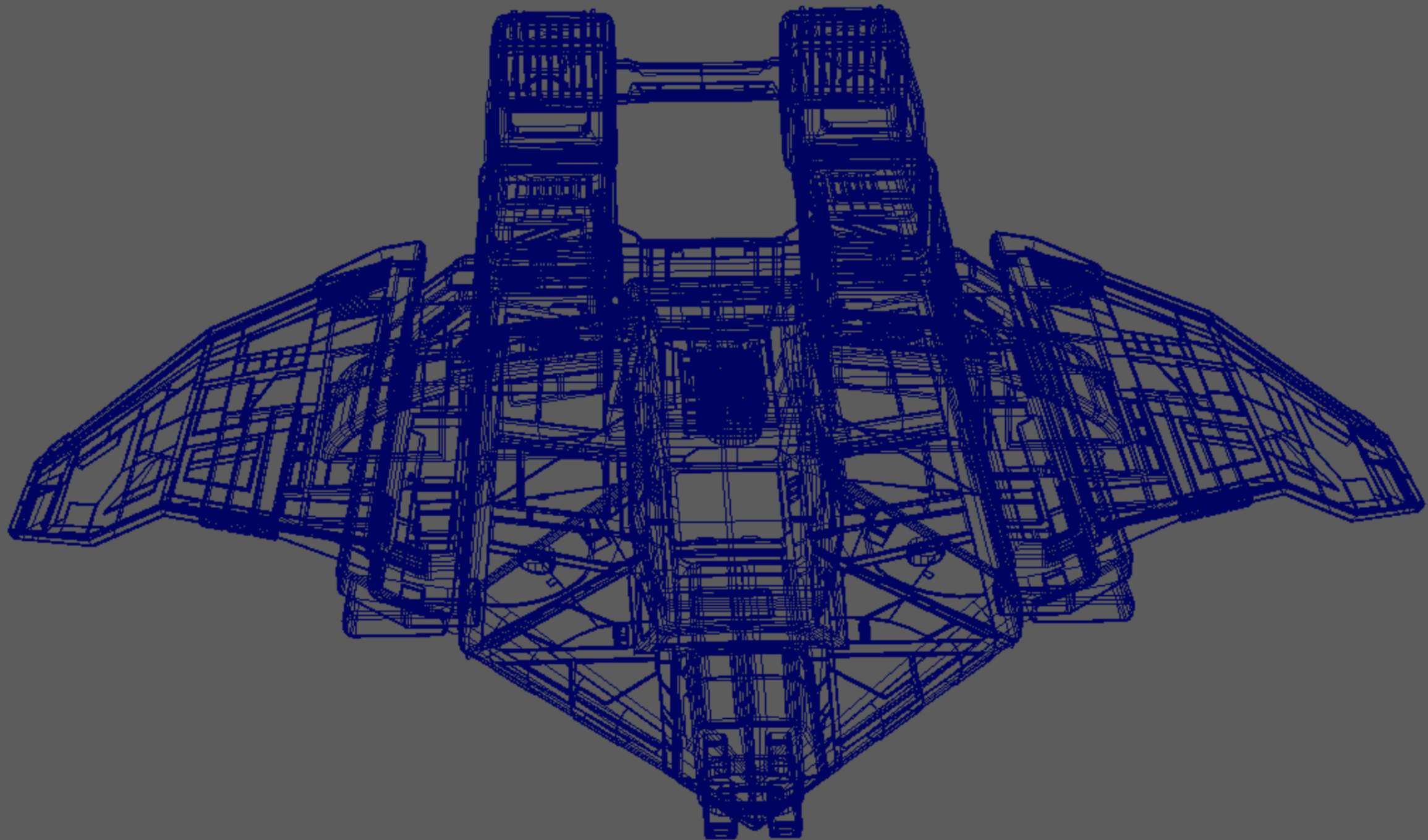
- Front Cockpit
- Living Quarters
- Connection Parts
- Extra Assets
- Thrusters
- Wings



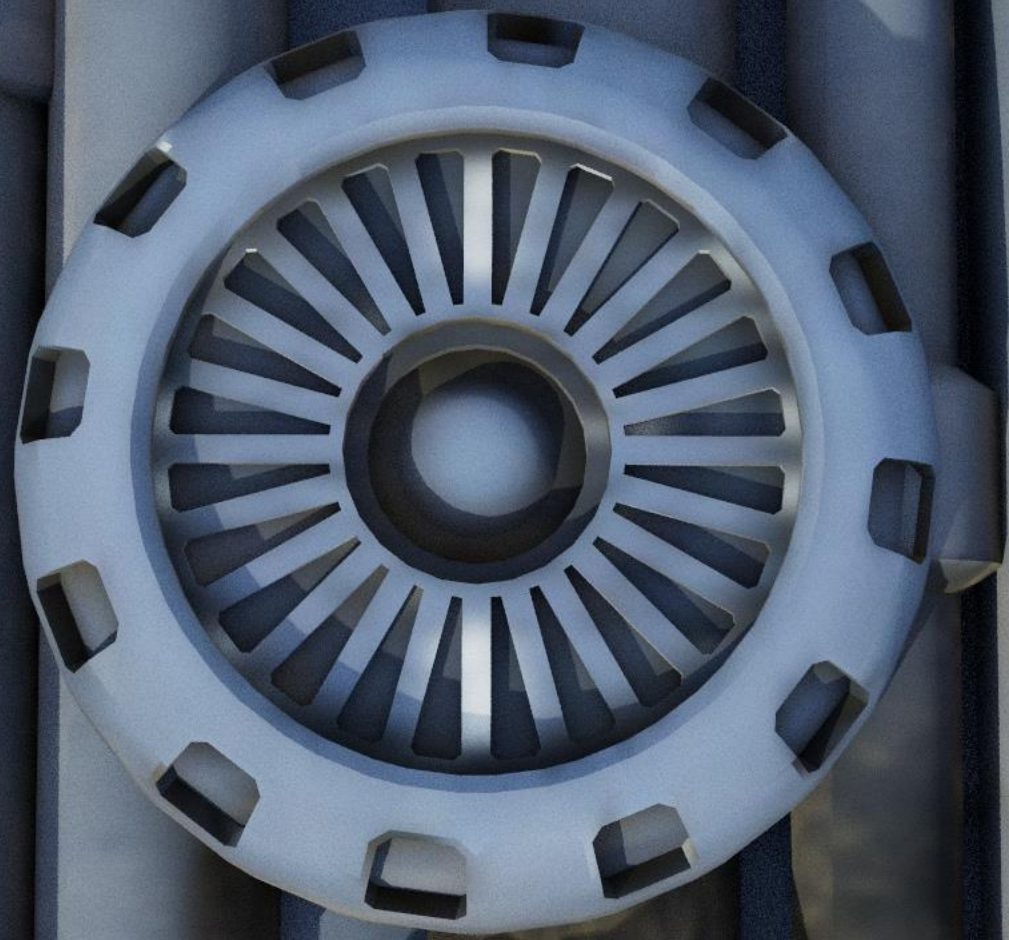
Components' Dissection



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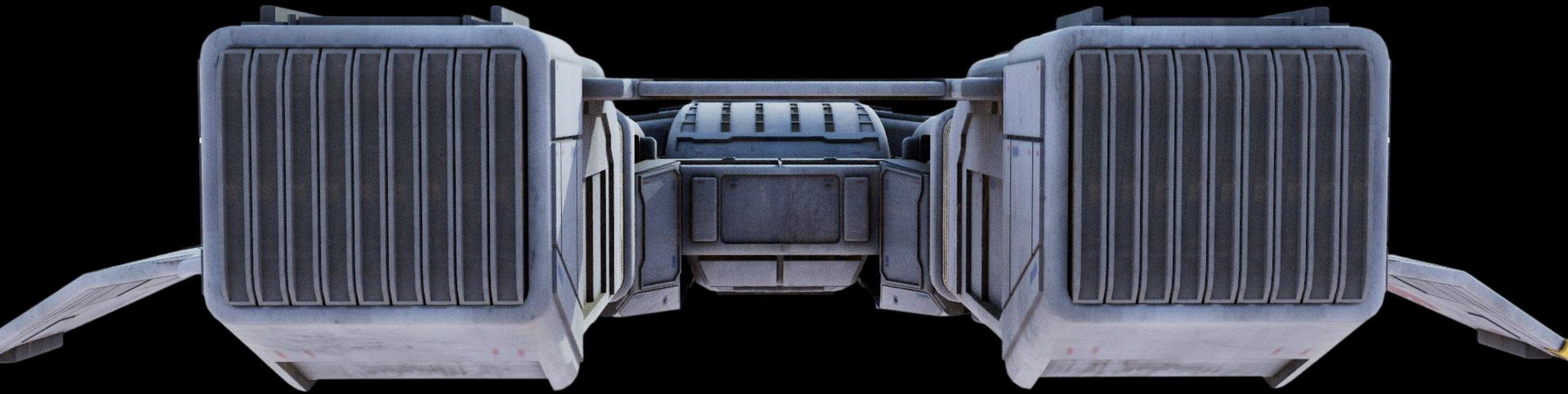


















Pipeline

01

Modeling

Autodesk Maya was used as the main modeling tool with Fusion360 and Autodesk MudBox for specific detailing and components that needed curves and deformations. All assets were modeled in Autodesk Maya and edited in the above mentioned software

02

Texturing

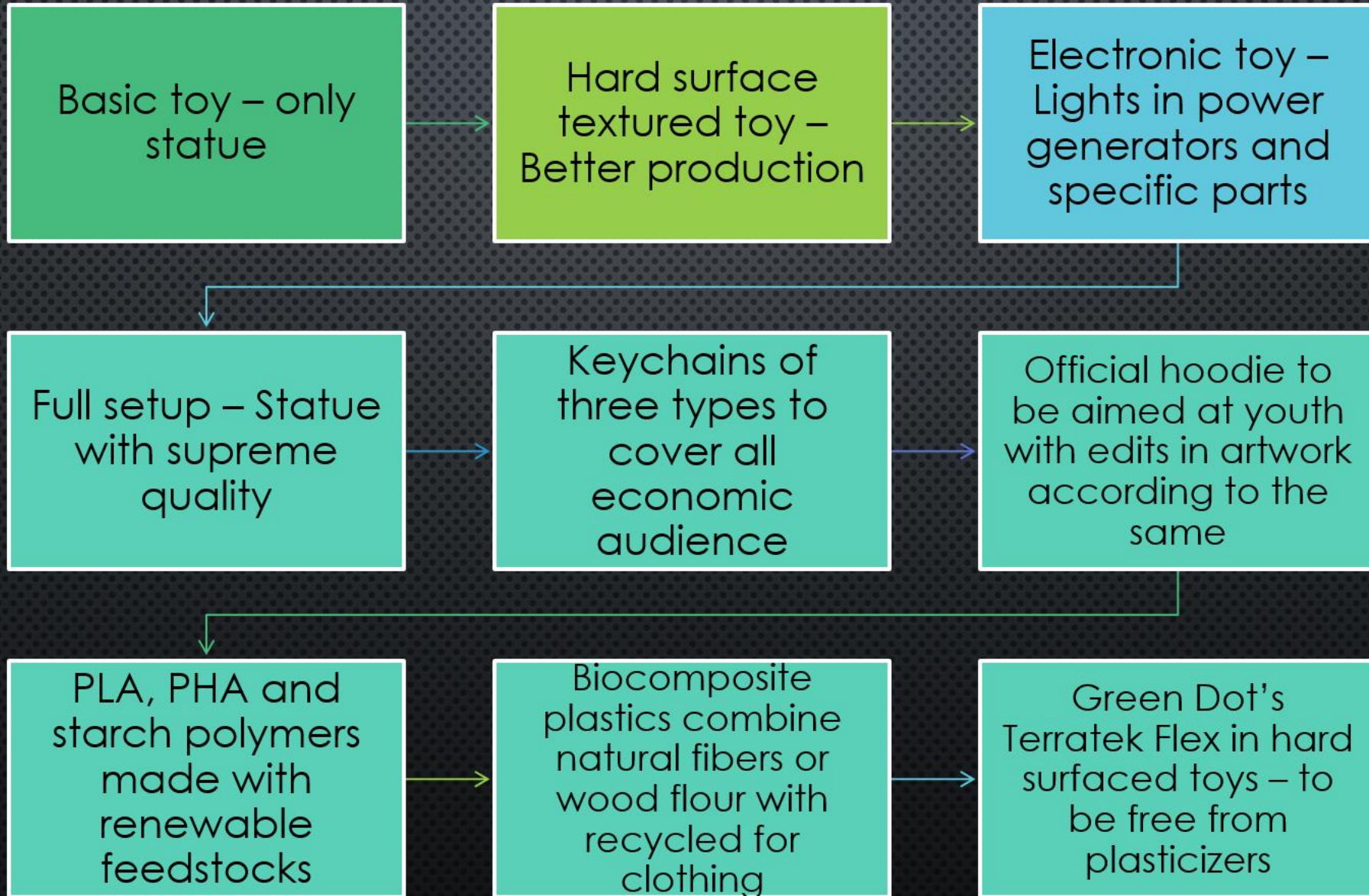
Several textures were downloaded from Texture Haven (Royalty-free) and Textures.com (Royalty-free) with edits in Adobe Illustrator and Arnold. Additional dust and grey spots were applied by using Adobe Photoshop

03

Rendering

Arnold was the rendering software with HDRIs (spiaggia de mondello, bismarckturm hillside) from HDRI Haven (Royalty-free). Denoise Optix (GPU Based) was used with image edits in Adobe Photoshop.

PRODUCTION STRATEGY



Thank You

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