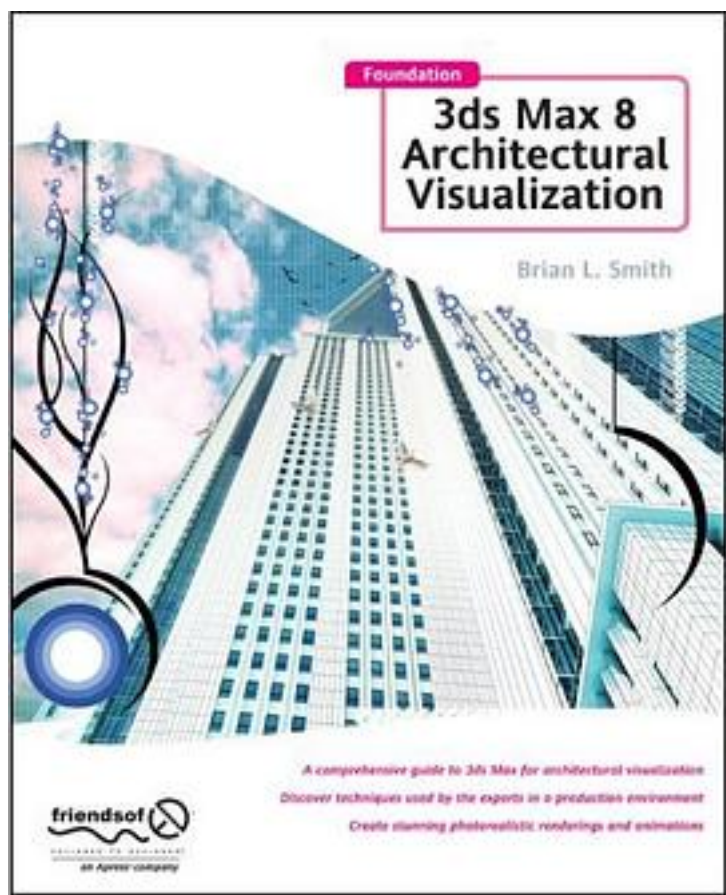# Foundation 3ds Max 8 Architectural Visualization

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{Book Description}
In this book you'll learn:

* How to model an architectural scene and create stunning materials that breathe life

into your projects

* How to use real-world photometric lights and global illumination to achieve photorealism

* Efficient project workflow and scene assembly

* Tips and tricks for the production environment that would take years to learn the hard way

* How to market your services to prospective clients

Welcome to the world of 3D architectural visualizations using the most powerful and versatile 3D software package on the planet: 3ds Max. In just the last few years, the visualization industry has arguably become the fastest-growing 3D industry, and may soon overtake all others in total number of users. Just as the use of CAD became the norm for nearly all architectural, engineering, and construction firms in the 90s, 3D visualizations have become standard practice today. This book takes you through the challenge of learning one of the most complex computer programs ever created, by way of easy-to-follow tutorials and instruction. It specifically focuses on those parts of the program you need to know to produce stunning architectural visualizations. The intent is not to show you every possible way to accomplish a task, but rather some of the fastest and most efficient ways. At the end of the book, there is a guide to marketing your services, as well as 20 top tips that took the author almost 10 years to learn in a production environmentsometimes the hard way. 3ds Max is a large and complex applicationbut by learning just the features that apply to visualizations, you'l be learning everything you need to know to get ahead in the industry in the shortest possible time. Summary of Contents:

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o Chapter 1 Navigating the 3ds Max Interface

o Chapter 2 Working with Objects

* PART 2 MODELING

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o Chapter 3 Modeling Basics

o Chapter 4 The Critical Compound Objects Types (Loft, Boolean, Terrain, and Scatter)

o Chapter 5 The Critical Modeling Modifiers

* PART 3 MATERIALS

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o Chapter 6 Material Basics

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