WEB 3D

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For most of its life, the Web has been a two-dimensional medium, with pages consisting of text and images. Now, however, Web 3D is about to take off, thanks to the rollout of broadband Internet access and a range of new technologies being made available to Web designers. This book shows the cutting-edge work currently being produced. It looks at immersive 3D worlds which allow users to chat and move around virtual environments; the use of 3D technology as a navigational metaphor for sites; 3D representations of merchandise on e-commerce sites; and animated 3D work, for example, on sports Web sites. In-depth case studies highlight the cutting-edge of current Web 3D, for example: Habbo Hotel, Lego, Mini, Spacelounge, and B3D Music Videos. Each case study will describe the project and the technology used to create it, with commentary from the designers. The book ends with thought-provoking predictions for the future of Web 3D.

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搬砖手册

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