3D Rendering and Virtual Product Presentations

*This is an individual assignment.

Specifics:

Part One: Rendering Development
1. Students will develop personalized lighting, background, and camera settings to create 3D renders of their garments:
    1. Choose 3 different designs from the previous assignments and appropriately render them. Submit in 1 PDF.
    2. Add appropriate closures (i.e., buttons, zippers, etc.).
    3. Choose an appropriate fabric choice with some sort of texture or print added to the surface.
    4. Choose appropriate lighting and presentation method.

Part Two: Reading Response
2. Read the following articles to gain a better understanding of how 3D rendering and virtual product presentations are being used throughout the fashion industry:
    a. According to the Sourcing Journal article, list and explain three benefits of using 3D design software such as CLO.
    b. How are 3D renders/assets being used throughout the industry and how is customer interaction with 3D product presentations affecting sales?

Competencies: 1) task management and completion, 2) spatial visualization

Activity Resources:

- Advantages of Using 3D Design Software - https://sourcingjournal.com/topics/technology/clo-3d-design-virtual-apparel-prototyping-supply-chain-samples-216374/
- Fashion Brands Embrace 3D Design (PDF in Drive)