

**LAIAD**

Los Angeles Institute of  
Architecture & Design

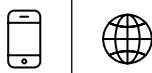
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**LAIAD**

3D MODELING AND  
VISUALIZATION WORKSHOP



MAKING ORDER VISIBLE



LAIAD.com

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**CONTACT**

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**Tel.**

US: +1 213 251 4500

**Email**

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# LAIAD

## 3D MODELING AND VISUALIZATION WORKSHOP

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### 3D MODELING AND VISUALIZATION WORKSHOP

This workshop is for

Today's modeling software makes it possible to create and document architecture in 3D digital files. 3D modeling platforms are able to accumulate CAD data on a massive scale and it is easier than ever to cooperate on architectural projects using various software. These intense workshops will help you realize your design ideas with 3D modeling tools and render 3D models to a professional level.

We will create projects with following software in this course:  
[each software workshop could be taken separately]

Sketchup  
V-ray for Sketchup  
Adobe Photoshop  
Rhino 3D



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# CURRICULUM



Vray for Sketchup Project By Our Faculty

### 1. 3D modeling in Sketchup

SketchUp is a powerful 3D drawing, modeling program that is becoming increasingly popular. SketchUp offers faster performance and intuitive design tools for beginners to master the 3D design process. This workshop will cover the user interface of the software, creating complex objects, drawing in 2D and 3D space, applying textures, efficient workflow and exporting 2D and 3D files. Additionally, we will go through scenes and camera functions for rendering in Vray.

### 2. Visualization with V-ray

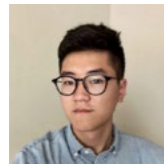
V-Ray 3 for SketchUp is one of the most powerful visualization engines available. V-ray features smooth workflow and fast feedback that allows users to see results immediately during the design process. In this workshop, our faculty will introduce rendering workflows and will help you to visualize the project created in the Sketchup workshop. This session of the workshop will help you to master this rendering tool and go through the basics to present your design ideas with professional quality. In addition, the workshop covers the render elements and export options for further editing in Adobe Photoshop.

### 3. Basic Retouching in Photoshop

In this workshop, we will discuss the workflow for retouching an architectural rendering from V-ray for Sketchup. You'll learn how to manage different types of render elements and how to use masks to further improve editing efficiency. The workshop will cover the basics of perspective and how to use the perspective techniques to present architectural features. This part of the workshop will help you with everything you need to know to highlight your architectural ideas.

## LAIAD 3D MODELING WORKSHOP

# LAIAD FACULTY PROFILE



Dechen Zeng  
Adjunct Design Faculty

Dechen Zeng has a recognized background in design and is currently an Associate and Design Lead with StreetStudio.LA. Mr. Zeng graduated with Overall Studio Design Award from the University of Southern California in 2017. Before joining StreetStudio.LA, Mr. Zeng was an Architectural Design Intern with Heyday Development and Evolo Design where he assisted with production drawings for multiple housing development in Los Angeles.

### Areas of Expertise:

Rhino 3D	Grasshopper
Sketchup	Python for Rhino
Vray	Adobe Photoshop
Keyshot	Processing



### ARCHITECTURAL PROJECTS



CALA Museum  
Sketchup/Vray/Photoshop



50 Mary St  
Rhino/Sketchup/Vray/Photoshop



Oakview Dr Residence  
Sketchup/Vray/Photoshop



## LAIAD 3D MODELING WORKSHOP

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# TUITION

## 3D MODELING AND VISUALIZATION WORKSHOP

Workshop For 2-5 Students

For group price and other details  
please contact

**1. 3D modeling in Sketchup**

10 hours [5 sessions]  
1-2 sessions per week  
\$500 USD per student

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Email: [admissions@laiad.com](mailto:admissions@laiad.com)  
or  
Phone: +1 213 251 4500

**2. Visualization with V-ray**

6 hours [3 sessions]  
1-2 sessions per week  
\$300 USD per student

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**3. Basic Retouching in Photoshop**

6 hours [3 sessions]  
1-2 sessions per week  
\$300 USD per student

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Evening and daytime  
sessions will be available

\*Laptop and software is required



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