



The original proposal was to construct a new 5-unit development on part of the site, and to utilise the model internally to convey from the technical department to the Sales & Marketing team what was envisaged and thus maximise the value potential for the dwellings.

However, during the Peveril design process, it became evident that the potential sales values anticipated were not sufficient to warrant the scheme originally envisaged. Hence the actual scope for the project changed during the design phase, which is common to almost all developments at the early stages.

The information provided to Ethan was normal for CGI artists, but with the specific instruction to avoid providing too much detail, as this would create too great an emphasis on minute details in preference to the proportion and massing for which the task was intended. The principal concern was whether this type of media could convey with sufficient accuracy the proportions of the new scheme, and the relative impact both from and to the surrounding houses.

Summary

In terms of what was achieved by the current composition, we have established the following:

1. The level of detail and extent of modelling of the surrounding area was much greater than originally envisaged, but this has provided a much greater context to the new scheme.
2. Having reviewed the existing survey data and referencing to Google Streetwise (plus live attendance on site) we believe the massing of the surrounding properties is reflecting of as built and should enable a true reflection of the visual impact.
3. The variation in the level of detailing between existing dwellings and the new properties makes it simple and is ideal for this purpose.
4. We particularly liked the flexibility in the model to amend and move components, which is usually very costly and time consuming in CGI commissions. This is probable most apparent from a scheme of 5 No. to a scheme of 13 No. units during the works.
5. We encountered several I.T. issues during the process, some of which are still ongoing, to enable the importing of the actual model into a commercial environment. Much of the software used are not mainstream architecture of business related and as such are not deemed as 'safe' for a commercial network.
6. The ability to export the model and move around the scheme in both V.R. & Non-V.R. has provided a much greater scope to share the information with other parties, without the nervousness of Virtual Reality use.
7. The on-screen selection of viewpoints makes it much simpler for novices to manoeuvre round the layout.
8. The later additions of the 'planning mode' switch creates a very beneficial function to explain what buildings are proposed, but with it turned off it shows simply how the development sits within the locality.
9. The Addition of Peveril Homes Logo and Site title brings a greater context to the business and enables a wider audience to view the results

Conclusions

The assignment has created a product which has exceeded the original expectation, we are currently in discussions with the Local Authority planning department as to how this specific information can be included into the formal submission for this site, currently utilising screen shots of various views but aiming to progress to more (pending their I.T. abilities and security arrangements). We are also reviewing the option to utilise the modelling of other larger schemes going forward at this stage to aid the design process. This project has identified a huge benefit to the possibility of a simplistic 3D design method, which though available in some Architectural software (i.e., Revit) is not truly utilised as it becomes too complex, time consuming and detailed.