

Did you know that photos can greatly reduce the time required to create 3D visuals?

In the regular course of business, Textual Creations is often asked to provide quality rendered 3D visuals of display fixtures or environments containing specific products.

More often than not, suitable 'flat' graphics are not available for the project, but a decent graphic representation is still required for presentation.

Because there is usually little allotted time to create the product visuals, especially when it comes to time to recreate complex product graphics, improvisation is necessary to get the task done.

This is achieved by photo editing existing product photos and wrapping them to 3D objects that mimic the actual product. The result is not great for close-up inspection but it is great for a product in an environment overview.



A user will require image editing software to help manipulate the acquired product images. Don Cheke uses Photoshop CS5 for such purposes.

The process that is about to be presented works best with cylindrical objects but is definitely not limited to that, as will be seen on the last page of this TurboCAD tip.

Photos are best taken by oneself or gathered from the respective company's media files (if available) to avoid copyright issues. However, those used in this TurboCAD tip were just snagged from the internet (Haagen Dazs via Google search, Jones from the Jones web site).

Keep in mind that head-on shots work best.

Let's look at the steps involved to edit the images and to create the models.

1. Image is brought into Photoshop.



2. Background is removed.



3. Image is adjusted using the Warp tool.



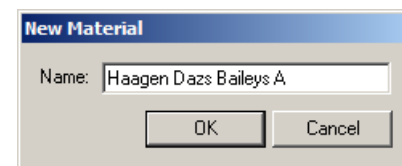
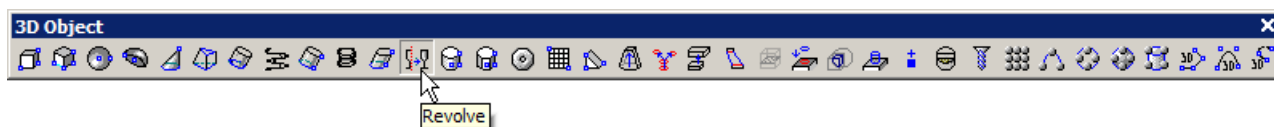
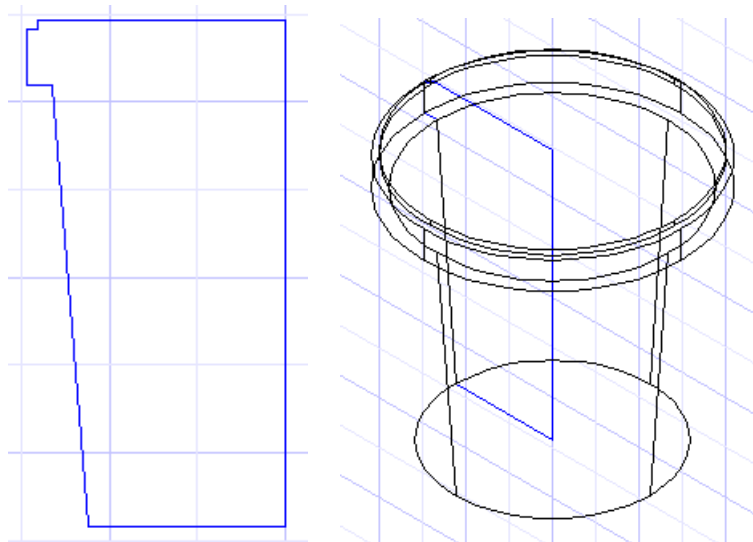
Note that images can be prepared in sections to ensure that critical areas are not stretched too far. Layers and the Clone tool are key to good results.



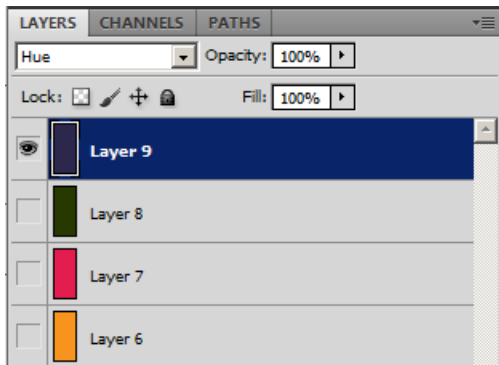
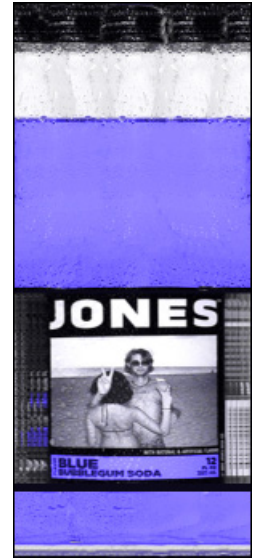
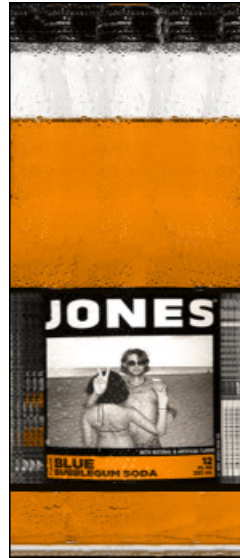
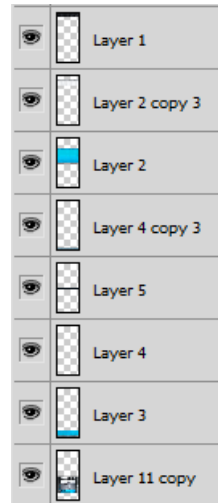
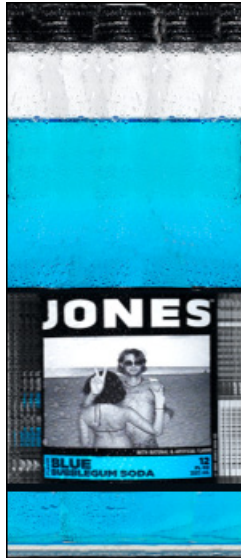
4. Original image is brought into TurboCAD, scaled, and a half profile is created.

5. The profile is then revolved into a 3D object.

6. Materials are then applied.



Sometimes a more intense image editing process is required, as was the case with the Jones bottle.



The bottle was cropped and the background was removed. Numerous layers were created with the various sections. The Clone tool was then used extensively to create a rectangular image half the circumference of the bottle.

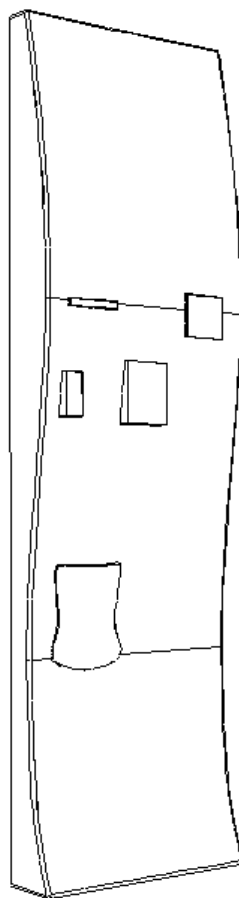
Various colors were created in Photoshop by creating a color-filled top layer rectangle and setting the Blend mode to Hue for each color.

The same procedure to create the 3D Haagen Dazs ice cream container (revolved profiles) was used in TurboCAD to create the Jones bottle.

Depending on the view that will eventually be used within the render, a user may need to create a separate material for the top panel of the product



On page 2, it was mentioned that the photo wrapping process was not limited to cylindrical objects. Below, it can be seen that a flat photo graphic was edited and then wrapped to a 'box' shaped object in TurboCAD to create the right panel of the vending machine. The image and model were aligned in TurboCAD to ensure that the raised portions of the panel were in line with the image before wrapping.



If deemed necessary, a user can apply materials to specific facets of objects to hide image wrap stretching that can be apparent with this method.

If you found this TurboCAD tip helpful, please consider purchasing a full Textual Creations TurboCAD project tutorial that will lead you through an entire project, keystroke by keystroke. You won't be disappointed! Visit the [Textual Creations Shopping Page](#)