MULTI-PLATFORM DELIVERY
Using RT-3D pipeline

Animated series for TV, digital platforms

3D Print & Merchandise

CHEAPER
FASTER
BETTER

AR / VR character, animated in real time

Live virtual performance & interaction

EXPERT USER STUDY

PARTICIPANTS

The group's employment sectors were Education and Scientific & Technical Activities. This included researchers, Ph.D. students, lecturers, directors, consultants, graphic designers, and CEOs.

ADVANTAGES IDENTIFIED

One of the significant benefits identified by the group was the use of natural movement for animation and the technology's overall ease of use, for example;

"As part of a complete pipeline, it could allow for quicker pre-visual and broadcast-quality animation."

"It feels more natural, like drawing or physically sculpting with physical materials (e.g., stone or wood), than drawing with a mouse. I also like that it encouraged me to stand up while working, which I feel is healthier than constantly sitting at a desk."

"The integration of the 3D model with Unreal or Unity and the motion capture suit appears very easy and will lead to a more rapid workflow. The motion capture suit is more portable than traditional approaches that use many cameras to track the actor."

EXPERT USER STUDY

What are experts' opinions on using contemporary animation, 3D modeling, and motion capture technology in practice?		
Previous Knowledge & Experience	**Advantages & Disadvantages**	**Future Requirements**
Themes		
• Industry, lab-based, and educational knowledge • Commercial software as well as custom-built software experiences • Familiar with the presented technologies • Had applied similar techniques in practice	• Natural movement • 3D from conception • Real-time visualization • Low entry usability • Comfortable to use • Faster data collection • Lack of training • Equipment hygiene • Accuracy of the data	• Financial investment • Upskilling • Follow industry trends • Learnability • Usability • Provide robust data • Classroom to stage education pipeline • More use-cases
Examples		
"I am experienced in using Maya, Cinema 4D, Unity for 3D modeling and animation." "We build 3D reconstruction algorithms and do markerless motion capture." "I worked as a 3D animator." "I have knowledge of this technology from the gaming and movie industry."	"One of the major benefits is the use of natural movement for animation and also the ease of use." "It can be good to think and create in 3D." "You need someone familiar with the tech on hand." "Lack of external camera tracking/noise of the sensors."	"Creative ideas on how to use it." "A good training course would be useful." "3D modeling software which allows not only artists but other enthusiasts." "Virtual production will need further development."

NOVICE USER STUDY

PARTICIPANTS

The group comprised of students from IADT - The National Film School of Ireland. We had a mix of first year students from Design for Film, IADT and third year students from 3D-Design, Modelmaking and Digital Art, IADT.

ADVANTAGES IDENTIFIED

One of the significant benefits identified by the group was that the VR software was very intuitive and easy to learn compared with traditional digital content creation software like Maya or 3ds Max, for example;

"It's a lot of fun and you get details you wouldn't be able to translate easily on regular digital modeling"

"It is easy to use and could allow for a wide range of people to get into it"

"Cost-efficient, fast and safe, easy to save, like when you do a physical project someone could easily break it. Easy transportation."

"Modelling and contextualising is much quicker"

NOVICE USER STUDY

What are novices' opinions on using 3D animation and modeling technology in the classroom?		
Previous Knowledge & Experience	Advantages & Disadvantages	Future Requirements
Themes • Mostly none • Blender, Mudbox, Solidworks, 3DsMax, Auto CAD, Procreate, and Dragon Frame • Experiences in the 3rd Year with 3D Design, Model-Making, and Digital Art	• Cybersickness • Usability • Fun • Novel • Industry-specific • Learnability • User experiences	• Ubiquity • Accessibility • Existing technology integration • Learning materials • Improved usability • Scalable UIs
Examples "I have had no previous experiences like this." "No VR knowledge. I've used Mudbox, Solidworks, 3DsMax before." "Animating in Procreate and Dragon Frame."	"Some students may get headaches or feel unwell after using VR." "It's a lot of fun, and you get details you wouldn't be able to translate easily on regular digital modeling." "The industry is very much digital heavy."	"More VR headsets and a designated VR area." "ZBrush, Screen Tablets should be supplied…" "It should have a simpler interface." "Better layout structure and button configurations."

RT-3D INTERACTIVE CONTENT CREATION FOR MULTI-PLATFORM DISTRIBUTION

https://show.ibc.org/exhibition/ibc-accelerator-media-innovation-programme/

rt-3d-interactive-content-creation-for-multi-platform-distribution