Video Project | Self-Healing Network

3D Illustrated Conceptual Renderings

DUKE ENERGY®

Stylized Realistic Illustration

This illustration style is complementary to the linear/iconography style. It is used when more complex illustrations are required to visually convey ideas. The overall style is realistic but not photographic.

Object Details

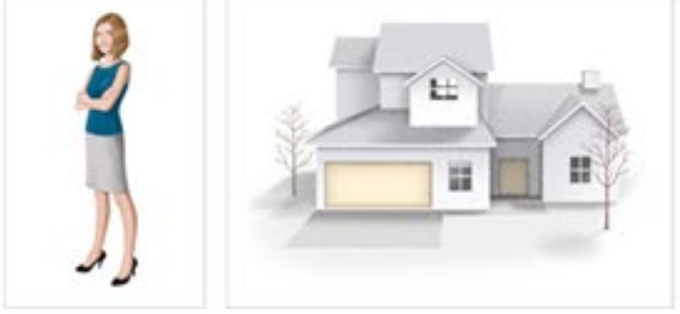
- Illustration elements are three-dimensional, using two or three-point perspective.
- Shapes are rendered using minimal gradients and cast shadows. Highlights, shadows, and mid-tones should blend smoothly, creating distinct tones. However, there should be no abrupt transitions from light to dark.
- Overall colorization should be minimal and colors should be muted.
- Elements should not be outlined.
- Individual elements should be illustrated from a 30-degree angle when possible to allow individual elements to be combined into more complex illustrations.

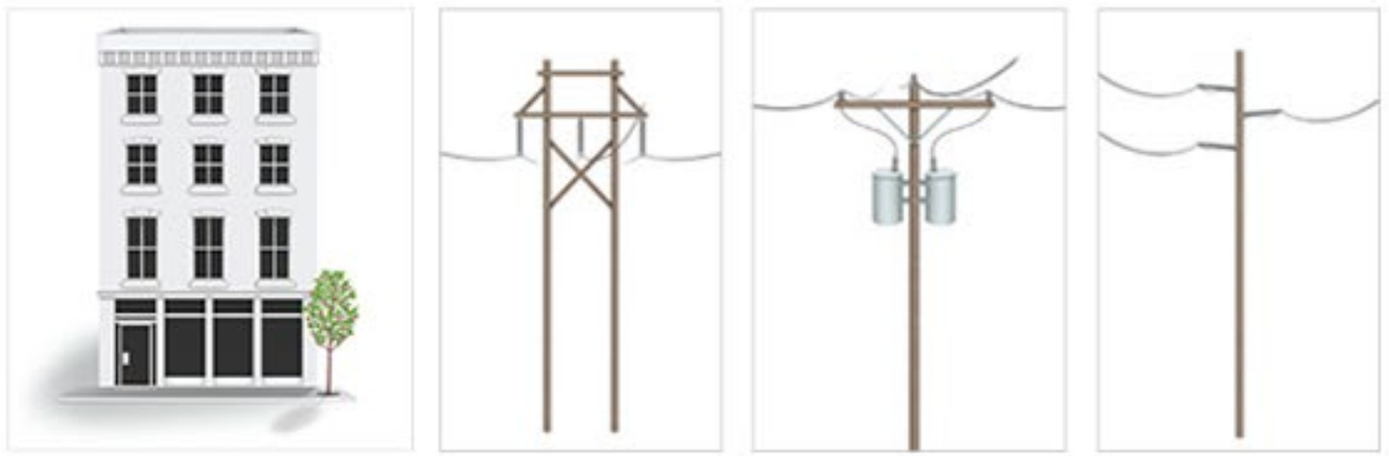
Figure Details

- Figure should be rendered with realistic proportions (no exaggerated, idealistic or stereotypical features).
- Lighting should be from a three-quarter angle, illuminating the front and one side of the figure.
- Total number of colors used should be limited and they should be muted, but slightly brighter than those used for physical objects.
- Faces should be rendered and lit to show dimensionality, rather than flat shapes.
- Clothing should be simple, with no distracting patterns or unnecessary details.

Technical Details

- The illustrations should be created in Adobe Photoshop or 3D application etc. They should be rendered at 300 dpi, and the largest dimension (width or height) should be approximately 24”.





DAY VIEW

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Local Hospital Renderings

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EVENING VIEW

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Local Shopping Center Renderings

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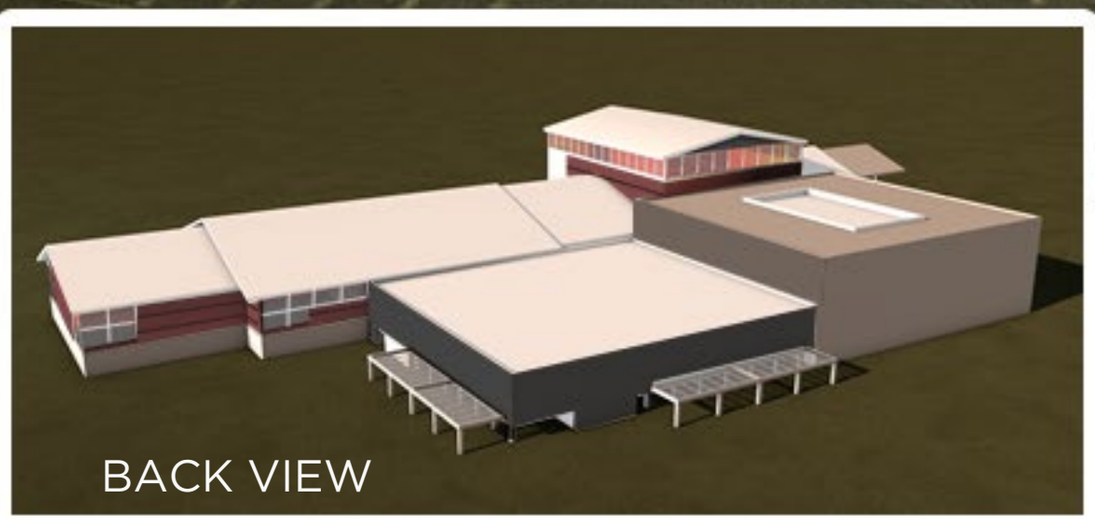
EVENING VIEW



Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Local School Renderings

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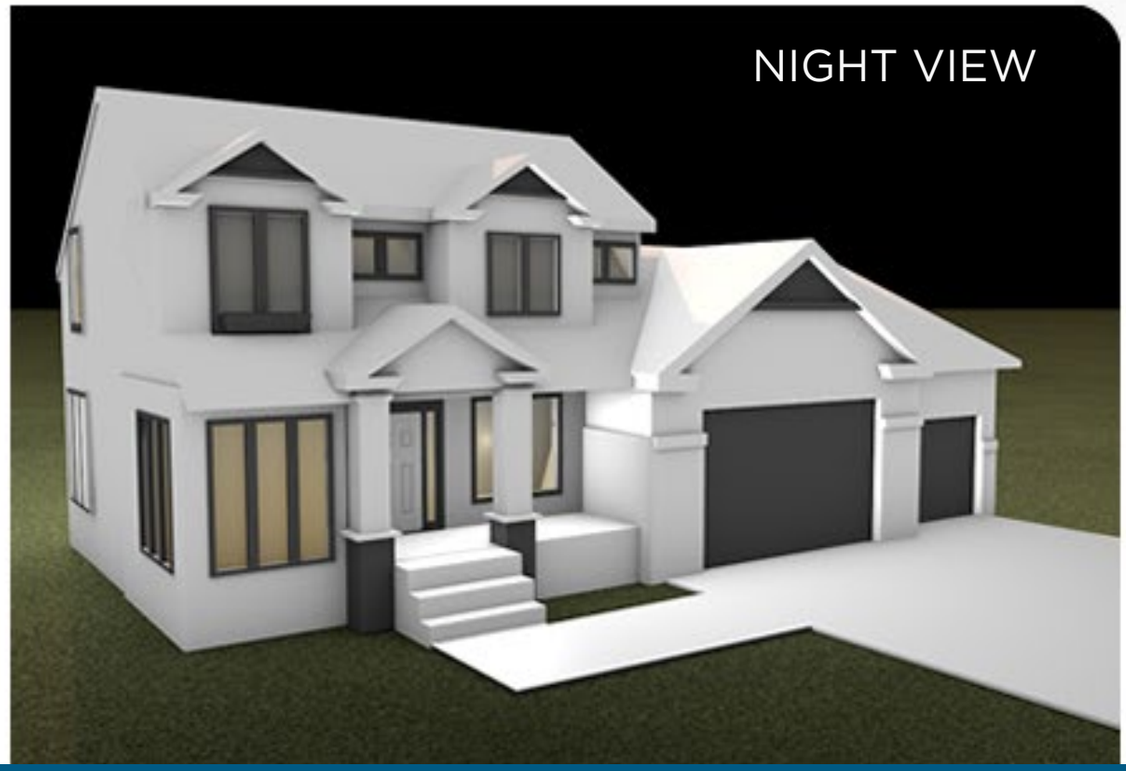

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House Renderings

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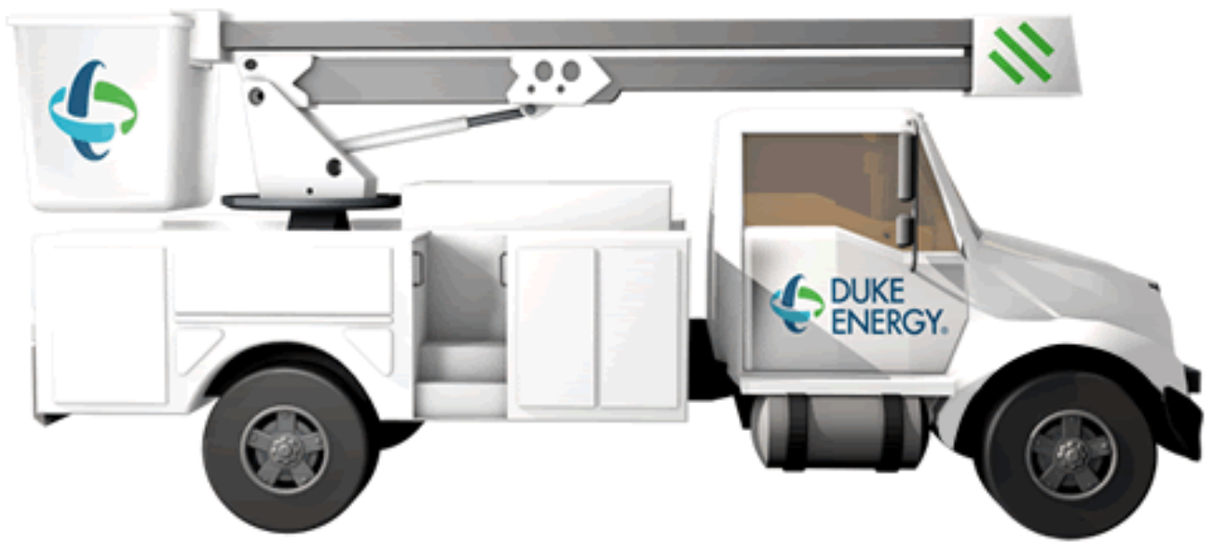

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Bucket Truck Renderings

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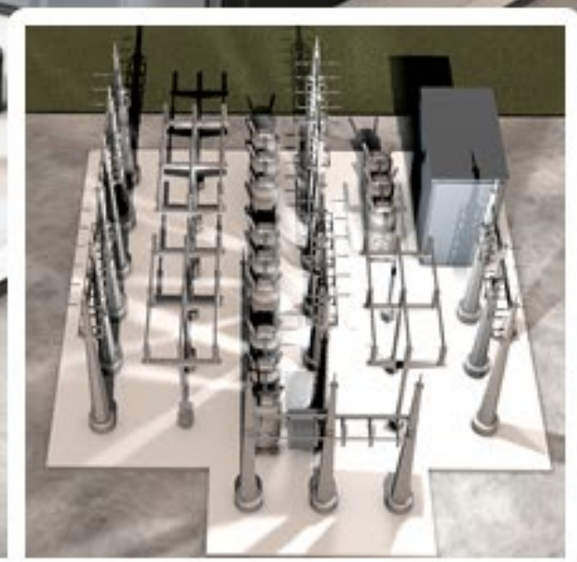

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Power Substation Rendering

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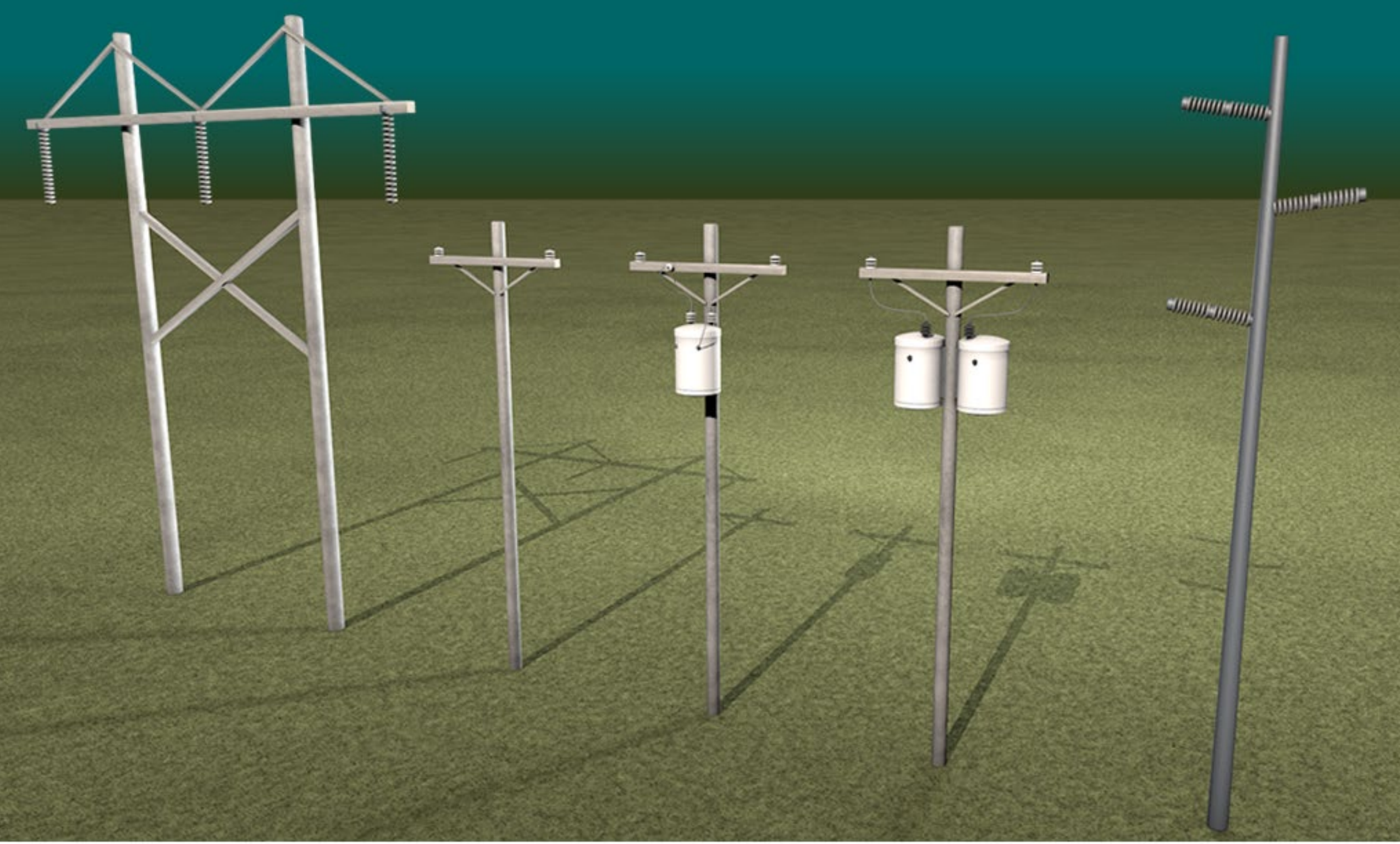

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Powerline Poles Renderings

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Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Tip-Over Tree/Down Powerline Renderings

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Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Orchard City Layout Concept Rendering (1st draft)

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School

Hospital

Adjacent Substation

Data Center

Miller Street Substation

2015 | After

2009 | Before

Stylized Realistic 3D Illustrated Assets | Self-Healing Project

Orchard City Final Layout Rendering

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