MOTION MECHANICS: PART 1. PRODUCT VISUALIZATION MODELING AND TEXTURING

INTRODUCTION

Step into the world of high-end product visualization, where every curve, bevel, and reflection tells a story. In this hands-on course, you'll learn how to model and texture a robotic arm with the precision expected in commercial product shots and studio advertising. Guided by industry professionals, you'll follow a real product workflow - from block out to production-ready surfaces - learning not just how to create clean hard-surface models, but why certain techniques matter for rendering, animation, and marketing visuals.

This course is designed for intermediate 3D artists, aspiring product visualization specialists, and anyone who wants to elevate their hard-surface quality to professional standards. By the end, you'll have a polished, studio-grade asset ready for animation and final rendering.

WHAT YOU WILL LEARN:

○ Build clean, accurate hard-surface geometry for product shots

○ Apply professional UV workflows for metal and plastic components

○ Create polished materials suited for product advertising

○ Prepare your model for rigging, animation, and cinematic rendering

○ Understand product visualization standards used in VFX and commercial studios

Difficulty Level: *Intermediate*   Requirements: *Maya, Substance 3d Painter*

Duration: *3 days*   Material Included: *Reference images*

COURSE STRUCTURE

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○ **RESEARCH AND REFERENCE GATHERING**

Learn how studios collect and analyze references for product visualization.

○ **FOUNDATIONS OF PRODUCT MODELING**

Blockout, scale accuracy, and product-photography logic.

○ **HARD-SURFACE DETAILING**

Clean booleans, panel cuts, bevel logic, mechanical articulation.

○ **UVS FOR PRODUCT VISUALIZATION**

Efficient unwraps for clean, sharp textures.

○ **TEXTURING**

Learn PBR professional workflow in Substance painter.

○ **EXPORT TEXTURES**

Export textures and adjust materials for further work in Maya

○ **FINAL RESULT**

In the end you'll get a fully modeled and textured robotic arm ready for rigging, animation, and cinematic rendering.

CLICK TO SEE THE FINAL RESULT