

Product Visualization: Air Purifier 3D Model & Commercial

Creative Work: Animation



Abstract

Using Autodesk Maya and Substance Painter, I created a high-fidelity 3D model of an air purifier, with an emphasis on realistic texturing and precise detailing. The goal of this project was to explore advanced product visualization techniques, blending materials, lighting, and textures to create a polished, photorealistic result. The animation showcases the purifier's sleek design and functional features, with special attention to its logo and branding. To bring the product to life, I employed various animation techniques, including motion paths, parenting, and strategic keyframe placement, creating dynamic camera movements that effectively highlight the product's aesthetic and functionality.

Product Visualization (:30 .mp4)



Garrett Moore

Driven by a passion for digital media, Garrett Moore is a dedicated animation and interactive design student committed to creating captivating and immersive works of art. His roles as lead artist for ECU's College of Nursing, quality assurance play tester for Grover Gaming, and art educator at CVA have significantly deepened his understanding of the design process, fostering both technical proficiency and a keen awareness of how education can ignite creativity and drive innovation. His goal is to become a skilled practitioner and dedicated educator, inspiring future generations of artists to create groundbreaking immersive and interactive experiences.

