

## What is 3D rendering?

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Some technologies such as 3D rendering seemed like an impossibility a few decades ago. But they're now at the heart of visualizing innovations in many business spheres. To get more news about design rendering services, you can visit <https://www.madpainter.net> official website.

The application of 3D rendering is primarily used by companies to help customers and investors see their products and ideas in near real-life form with the help of 3D visualization.

With 3D rendering, what was once an expensive endeavor in visualizing creative concepts without going through the expensive process of real-life prototyping. This process is now accessible, inexpensive, and much faster.

What is 3D rendering?

3D rendering is defined as the automatic process of creating a 3D image using computer software. The idea of 3D rendering is not new and has been in existence as far back as four decades ago. At the time, however, though the concept was there, it had not evolved to the extent that it has today.

Today, through advanced technology such as better computing power and high-resolution printing, the technology is applied in various creative spaces where it can help further visualize a designer's concepts.

How Does it Work?

Well, one might wonder why they need a computer or software to render an image when they can easily use a camera to obtain a picture of the same object. There's some correlation between photography, cinematography, and 3D imaging.

They both involve staging scenes, lighting, and production of images. However, a camera is limited to

photographing existing objects, and even then, there's a huge creative limitation since one can't manipulate the camera or image enough to create elements that are not there, which they would like to be included in the picture. 3D rendering software essentially allows a designer to bring their concepts to life within a digital image with excellent detail, and inexpensively compared to real-life prototyping of various scenarios.

An architect designing a simple or complex building can bring to life the concepts in his design using 3D imagery in order to help a client to see and understand their work.

The client can see how the complete image of the house would look like from all angles; the front, the back even the aerial view. The image can include immaculate details of the home such as the lawn, parking, swimming pool, and garden.

The same software can also show amazing details of the interior design from the living room and kitchen designs to the floor plans as well as wall colors and general color schemes to consider for the home interior.

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