

Visual Communication Design
Teach Yourself Series
Topic 1: Rendering (Units 1 & 3)

SAMPLE

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Rendering-

Rendering is a process where designers enhance the surface texture of their artwork to create realism.

Three dimensional rendering relies on effective use of the design elements. When we see Two-Dimensional objects rendered effectively - we interpret them as Three-Dimensional images. We believe in the effect of depth so strongly, we refer to such drawings as three dimensional.

There are many ways to create the effect of three dimensions on paper. Some of these include elements use such as the use of scale, texture, line and colour.

Designers usually enhance their drawing and develop **form (design element)** and with the application of **tone (design element)**. The variation of tone on different parts of a drawing creates the effect of light falling on an object. The designer usually has a specified **light source** to create this third dimension, a light source is usually above the objects and shades of various colour or tonal depth, darken as they progress further away from the light source.

RENDERING EXAMPLES FROM EXAMINATION REPORTS:



Source: 2017 examination report



Source: 2016 examination report



Source: 2015 examination report

MONOCHROMATIC CUBE
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Completed example on page 9

Rendering Example Review Questions-

1. **Render** the perspective drawing below to show the materials indicated.

Emphasise the form of the bird house by using one consistent light source and **rendering with tone and texture.**

The materials used to construct the bird house

- The base is made of coloured shiny plastic.
- The walls and rim are made of wood.
- The cylindrical pole and roof are chrome metal.

(12 marks)

