Web presentation for ArchiCAD

Do we need it?

- Communication with client
  - Present the design
  - Communicate the design changes
- Marketing/Advertising
  - Showcase the important projects
  - Attract clients

Presentation taxonomy:

- **Dimensionality:**
  - 1D - text - not really useful as the information needs to be communicated visually!
  - 2D – Plans, Visualizations
    - § Images
    - § Animations
    - § QuickTime VR panoramas
  - 3D - model visualized directly on user computer
- **Interactivity:**
  - Static (images, animations)
  - Dynamic (AC reviewer, QTVR, interactive 3D)

Text + Images + Animations on the Web page

- Even a simple Web page for presentation is better than nothing
- Do not fear HTML and Web creation – get a visual HTML editor and do it yourself! It is easy.
- Components to combine:
  - Images - floorplans, sections, elevations, visualizations,…
  - Animations
  - Text
  - Navigation – most editors include a good support so you do not have to do it manually
  - Interactivity – Macromedia Flash (may require more experienced people to develop)
- Similar to publishing PDF brochure (in fact the Web publishing can potentially be replaced by publishing PDF documents – however it not advisable to do that as the navigation in PDF document on the Web page is not perfect).

Publisher/Reviewer

- Built-in tool of ArchiCAD
- Generates Java-based HTML pages automatically based on the data in ArchiCAD project (project reviewer) – client accesses the data by simply launching their web browser application

- Fully integrated into ArchiCAD in terms of workflow (Navigator palette, Views,…)
- Allows the presentation of both design and visualization - items you publish include Floor Plan views (Stories), Sections/Elevations, Details, 3D views and Lists.
- Good interactivity (zoom, pan, layers, …)
- Redlining + collaboration functionality (email,…) – allows the user draw simple elements to the design to communicate the ideas (lines, circles, text,…)

QuickTimeVR

- Immersive "cubic" QuickTime VR movies potentially spanning 360 degrees
- High quality presentation as they are based on photo-rendered images
- Good interactivity – user can manipulate the camera direction himself
- Great for interiors (both rendered and photographed)
- Walkthroughs possible through hotspots
- Difficult for product presentations/exteriors – smooth navigation is not possible, size is very significant.

Interactive 3D – Shockwave3D – ArchiShock3D

- Let the user decide what he wants to see – interactive 3D, rendering of the 3D model in real time directly on user computer
- Fully integrated into HTML Web page
- Presentation based on Macromedia Shockwave3D technology (Macromedia Director)
- ArchiShock3D:
  - Exports 3D model (geometry, materials, lights, cameras) from ArchiCAD to Shockwave3D format (ArchiCAD add-on)
  - Layers, Background, multiple cameras and camera animation supported
  - Bundles exported model with pre-defined presentation template for one-click presentation solution
  - Resulting presentation can be integrated into ArchiCAD reviewer Web project

Comparison

	Benefits	Limitations
Floor plans Photo renderings	Relatively easy to create, byproduct of architects work	No interactivity, limited spatial information
ArchiCAD Reviewer	Covers 2D output completely, project reviews + redlining	No interactive 3D limited spatial info
QuicktimeVR Panoramas	Interiors, good image quality	Walkthroughs via hotspots only, only camera rotation
QuicktimeVR Object movies	Objects, Exteriors, good image quality	Very limited navigation, huge file size
Archishock3D	Interactive 3D	Higher client requirements