

Client: Automation Technology, Inc.
Industry, Texas

Product: ATI is a world premier designer and manufacturer of valve automation products and solutions.

Project Description: Working from CAD drawings, create quarter-sectioned cut-away models of the company's four actuator products, to show their functioning components. Then, build semi-transparent models of three types of industrial valves and connecting pipelines; attach three of the actuators to the valves; animate the opening process for each combined unit and create a short video loop to play at trade shows.

Art Usage: Trade show video animation, website and brochures.

Software: Autodesk® Maya®;
Adobe® Photoshop® & Illustrator®.

Solution: Working from emailed PDF's and DWG (CAD) files of the basic product views, we created profiles in Illustrator and imported them into Maya to begin making the 3D parts. We chose a combination of:

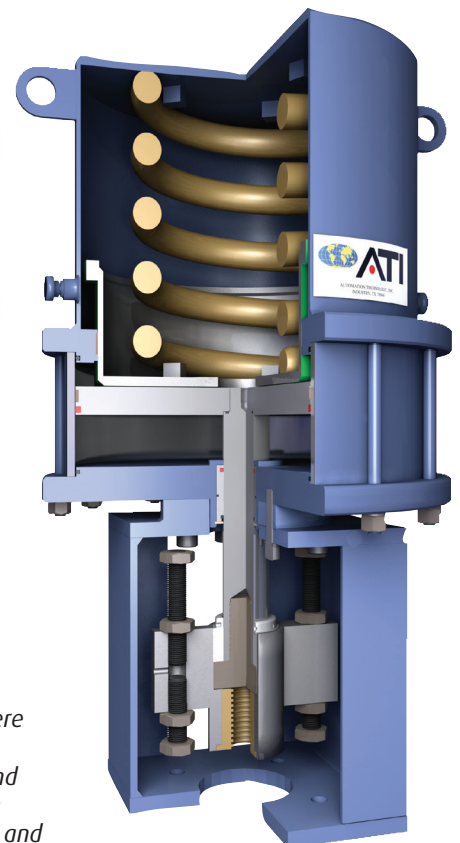
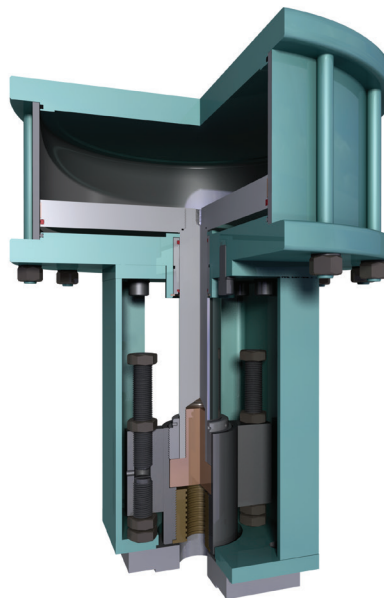
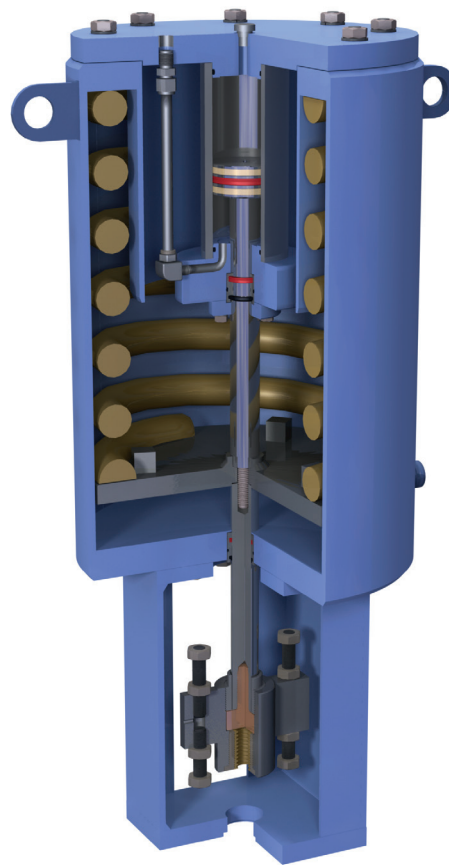
- 270° sections for all the actuators, to show as much of the actual product look as possible, while still seeing all the inner workings; and
- semi-transparent valve bodies and pipelines with solid plugs, to show the automation process and fluid movement best while keeping more attention on the ACTUATORS, since that is what we were selling, not valves.

Finally, we created the animation, adding 3D ATI logos and fading in descriptive text to the 17 second loop. Art was sent to the client and to his local web/graphic designer on time to meet our contract's trade show deadline, on budget.

Timeframe: Under 3 months

Client Statement: "Linea Forma was able to take very limited information and apply their technical expertise, not just in graphic design, but in engineering subjects to accomplish a timely, well thought-out product for our trade show. Our animation continues to be a highlight of the website."

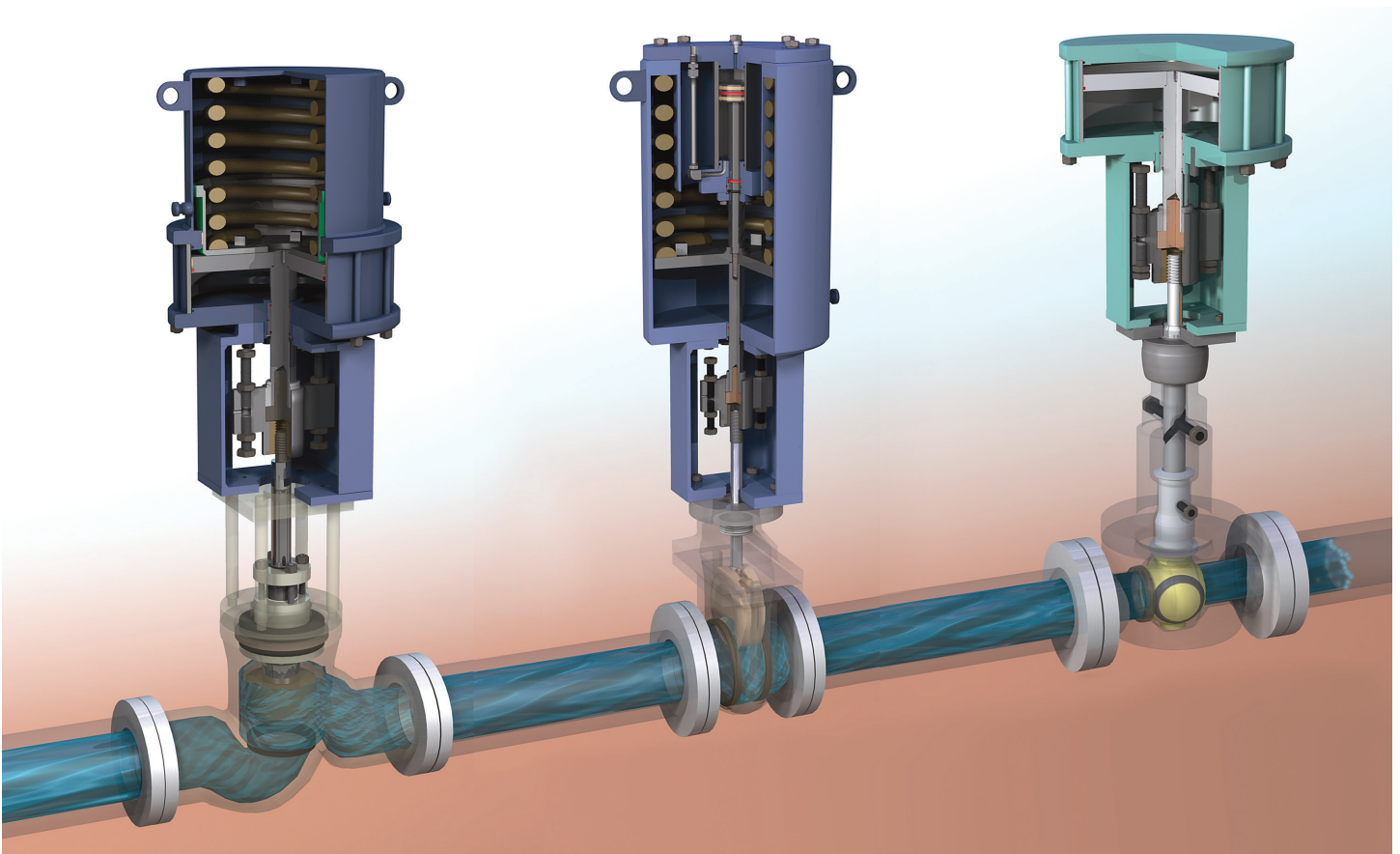
Cooper Etheridge, Vice President



The Actuators.

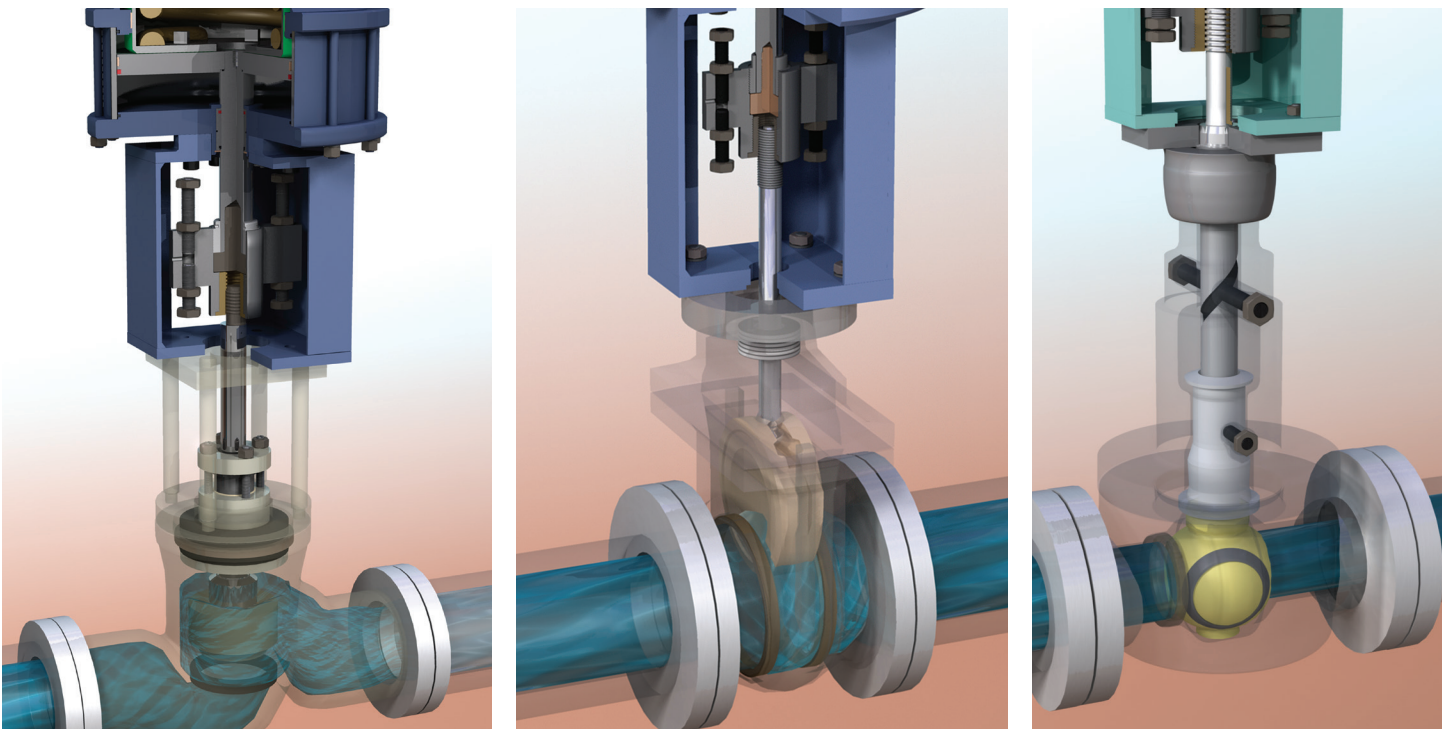
Quarter sectioned cut-away models were chosen to best show the working and design details of the four pneumatic and hydraulic actuators in the ATI line. Each actuator took about 20 hours to create and finalize after engineering reviews.

ANIMATION DETAILS



Animating the process.

Three-quarter sectioned actuators, mounted on three types of semi-transparent valves (globe, gate and rising stem ball) and the pipeline.



Details

We kept the detailing simple on the valves. We weren't selling valves. The detail is on the actuators. Level of detail is... as far as you want to take it, and as real as you want it to look.