Zoila Donnesy, J Comput Eng Inf Technol 2015, 4:2
http://dx.doi.org/10.4172/2324-9307.C1.002

OMICS International
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2nd International Conference on
Computer Graphics & Animation
September 21-22, 2015 San Antonio, USA

3D projects perceived in commerce

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This presentation outlines different methods to design 3D images based on 2D elements using projective geometry with some of the latest computer programs. The use of 3D images can engage the human visualization of any particular project. However, this presentation will emphasize the use of 3D scenes in consumer industrial areas such as food, agriculture, heath care, cosmetics, and pharmaceuticals. The way I will approach this study and its effects on human object perception using 2D images and projects using 3D scenes will be presenting different students and personal Industrial advertising Projects. The audience will appreciate the different techniques and possible purposes to manipulate 2D images in 3D scenes for specific commercial purposes. This presentation's ultimate goal is to present commercial and human perception reasons as to why there is increasing demand of 3D projects in education and marketing. It will be achieved by manipulation of 2D into 3D images, and comparing students and historical commercial projects.

Biography

Zoila Maria Donneys, is Associate Professor of Visual Arts in Lone Star College- Texas. She has earned a Bachelor of Arts degree in Graphic Design from Belas Artes University in Colombia, South America with an emphasis on Advertising Design. She also holds a Master of Arts degree in Literature from Saint Louis University. She has worked as a Professor in Saint Louis University in Missouri for more than 12 years. She was employed for more than fifteen years as a general manager for B&C Advertising Company and as art department Director for El Pais Newspaper Company.

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