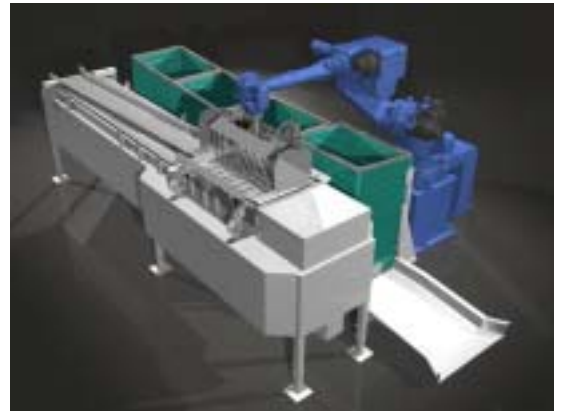
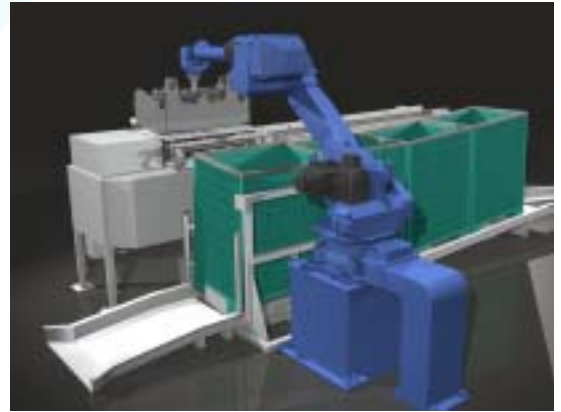


## Herberts Packhouse World CD

The brief for this final year personal project was to produce a promotional interactive CD as a sales aid for Herbert's packhouse product range with information and supportive pictures on the main products. This will also include an informative 3D animated model showing the key parts and concepts of a typical packing line, due to the time limitations only the robotic pick and place cell is modeled. The CD will have a title page where you can choose different topics to delve deeper into the Herbert's packhouse world. The client will be able to access information on the company and the machinery it builds for this specific market area. (Note because of time limitations only the robot pick and place machine will be working in the product page of this multimedia prototype.)

### Reasons for the nomination:

This student has successfully presented a stimulating presentation package of a rather mundane subject. His enthusiasm for the project, in depth research and direct liaison with the manufacturer has led him to produce a highly detailed robotic model. In order to fulfill the requirements of the brief not only had he to fully utilise **form•Z**, but also the many other media types available to him for the final presentation, The student therefore had to become adept with a multitude of software packages. In support of the illustration and graphics work, all the video and photography used in the presentation was created by the student. For the multimedia presentation, all the model data was transferred to "Lightwave" for final animation prior to being creatively incorporated with video and graphics utilising Final Cut Pro and Macromedia director. He succeeds in presenting the key parts of the packhouse robot in an interactive and detailed manner. Small bites of information are fed to the user through a well designed user interface. Although the final prototype presentation is not complete due to time restraints, the focus on the robotic arm serves to demonstrate his ability to creatively engage the user, whilst presenting information on a complex production process. This student is now employed in the Aerospace industry engaged in 3D modeling and Multimedia.



## VISUALIZATION AND ILLUSTRATION

### Richard Bettinson

Blackpool and The Fylde College  
Blackpool, Lancashire, UK

3rd year  
Advisor/Instructor: Mike Tully

School of Art and Design  
Technical and Information Illustration

