

# BOOJEE: SCENTED CANDLES & VESSELS



## PROJECT OVERVIEW

This project involved creating high-quality 3D visualizations of scented candles and vessels, designed to serve as key visuals for the brand's fictional website and the efforts of finding investors for their startup company. The process began with 3D modeling the products, focusing on detailed representations of the candles and their intricate vessels, including challenging materials like glass.

Art direction played a crucial role, guiding the selection of materials, colors, and props to visually communicate the scents and evoke specific feelings. This was followed by high quality rendering to capture realistic lighting, reflections, and textures, particularly in the glass elements.

Finally, post-processing was applied to enhance the overall visual impact, ensuring that the images effectively conveyed the elegant and inviting essence of the brand, aligning with the project's goals of storytelling and emotional connection.



**3D modeling:** I meticulously modeled the candles and vessels, paying close attention to the details of the materials, surface textures, and finishes. The goal was to create realistic visuals that would accurately present the products and could be used as silo's.



**Staging, Lighting & Rendering:** To enhance the visual impact of the 3D renders, I carefully staged each scene, thoughtfully positioning the candles and vessels to create harmonious and visually engaging compositions. I adjusted lighting settings to intricate details of the products, alongside with the glass material which had to look as realistic as possible. The rendering process brought all these elements together, resulting in high-quality visuals, perfectly aligning with the brand's identity and appealing to potential investors.



**Art Direction:**

The art direction was a dynamic process that involved extensive testing and refinement to achieve the perfect balance of materials, colors, and props. A significant focus was placed on the glass materials, as its reflective properties added complexity and depth to the visuals. We experimented with various combinations, carefully observing how they interacted with light and reflections in different environments. Similarly, we tested a range of color palettes, exploring how different tones and hues worked together to evoke the desired emotions and elegance.





The image above shows the complexities of working with the ribbed glass vessel, managing UV maps and textures while ensuring accurate reflections and transparency.

The image below represents the first stage of element placement within the scene. This step involved strategically positioning the candles, vessels, and props to create a balanced and aesthetically pleasing composition.



The image above is the final result of those carefully planned steps, in close consultation with the brand owner. We refined the materials and textures, distributions, lighting and props. After fine-tuning each details and testing different combinations, we arrived at the final composition. This visual not only captures the elegance and variety of the product line but also subtly communicates the distinct scents through the thoughtfully selected props.