

As I venture further into 3D art, I wanted to find out more on how it is used in the professional workspace. I am lucky enough to have someone very close to me that works in a professional industry that has 3D art breaking into it. I got to sit and talk with Vince Sirico about how 3D has found itself within his past and current projects. Vince first broke into the scene as a photographer from Chicago, he now takes on other job roles such as Creative Director, and Production lead. He has worked with companies like adidas, nike, reebok, finishline, and even celebrities such as Selena Gomez. Vince was a perfect interviewee for this topic and I learned so much during this interview.

To begin, Vince and I spoke about how many projects a year he implements 3D into. 3D is not his profession, however, in his lead roles the work does fall under him. Most importantly he has to communicate with the 3D artists to make sure their vision aligns together. When I asked him what are the drawbacks of working with 3D he said it was communication. Vince mentions "Having to be so dialed in on the communication, it's a heavy amount of communication." This was really interesting to hear, yet it makes a lot of sense because 3D is very tedious. Being a 3D artist myself I can understand that making something for a project could be difficult due to art direction. With 3D you have so much ability to create what you want, so narrowing in on a specific art direction could be difficult. I wanted to explore other drawbacks of 3D and what Vince's thoughts on them were. Another main point he brought up during this section of the interview was the cost of hiring 3D artists. He stated "It's expensive to tack on." When talking about how he finds 3D artists he mentioned that if an artist has a big following then "They could be a lot more expensive". Hearing this, I assume that a lot of project leads are most likely looking for people with small followings, so they can give them their first shot. It was inspiring to hear to say the least.

On an uplifting note, Vince has some really great things to say about 3D and its potential to influence the media. As stated earlier Vince began his career as a photographer, doing on-site photos and studio work. This has given him the knowledge of all things photography, from setting the shoot up to executing it. So when I asked him "What obstacles do real life photography and video lack, where 3D excels?". He went on to talk about lighting and how influential lighting is when shooting photos. "Control over lighting itself is the biggest thing." On-site you have the sunlight, possibly some other external directional lights, and that's all. Vince states "When you're on location you can only control so much lighting." This was fascinating because he went on to explain how with 3D you can do whatever you want with lighting. Which is very true. If you have a 3D model in any 3D software you can light it however you want. Using a HDRI you can capture the lighting of any interior or exterior place. Then you can use area lights, a simulated sun, or even spotlights. I fully understand why Vince would say this, it is revolutionary what 3D can simulate for a photoshoot. The points Vince brings up throughout this portion of the interview were so informational, and I could not see myself learning about this any other way.

To wrap up, I wanted to know Vince's general thoughts and opinions on 3D. There is a field in the 3D world called photogrammetry. According to NVIDIA.com photogrammetry is "the process of capturing images and stitching them together to create a digital model of the physical

world.” Since Vince is a photographer I had asked him if he had any interest in ever scanning a real world object into 3D using photogrammetry. He hadn’t had any real interest, but had sent some photos to a studio for them to use for this exact method. Bringing an end to our conversation I asked Vince if he had general thoughts on 3D. One of my favorite quotes from the interview came from this question. Vince says “If it’s done right in 3D, it’s done amazing.” I loved to hear this from him. It inspires myself so much to hear that the creative director of these projects we see everywhere is loving 3D. This interview was so beneficial to myself, and it has driven me so much to go do more with it. I could not be happier with the information I extracted and learned. Can no wait to see where 3D goes in the professional space and I can not wait to be apart of it.