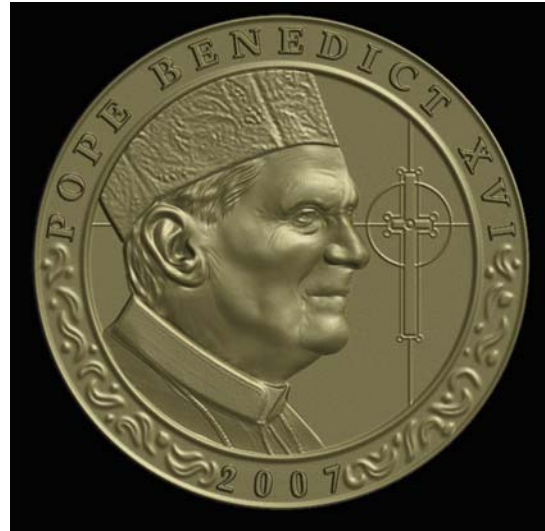




FormIdeas applies engineering, industrial design, and artistic expertise to the task of form creation in the digital realm.

Pope Medallion Design Development Process Using the FreeForm system:

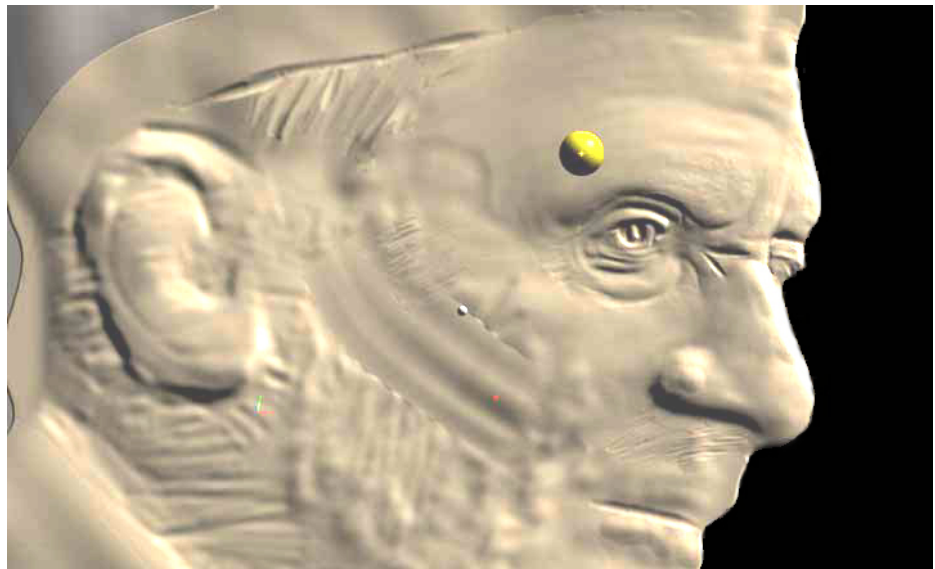
1. The development of this medallion began as a design brief that included photographs and other reference materials. Using these materials, the artist developed a series of original sketches and layouts that met the design intent criteria. Once a sketch had been refined and approved, it was imported into the FreeForm modeling system for sculpting.



Rendering of medallion design

2. Using the FreeForm system, a revolved shape was created and used as a dimensionally accurate basin that became the underlying structure of the sculpted piece. The approved design sketch was then imported into the FreeForm system as an image plane and scaled to fit the basin.

3. From this point on, the creative process relies on the experience, training, and the favorite FreeForm tools of the individual artist. For this design, the artist initially roughed in the bulk of the shapes using *Smudge*, *Attract*, *Carve*, *Tug*, and *Smoothing* and constantly referred to the image plane and used measuring tools to maintain design and engineering constraints.



4. As the sculpt proceeded, the artist reduced the digital clay coarseness and made additional fine-tuning adjustments using the previously mentioned FreeForm tools as well as *Shape Clay*.



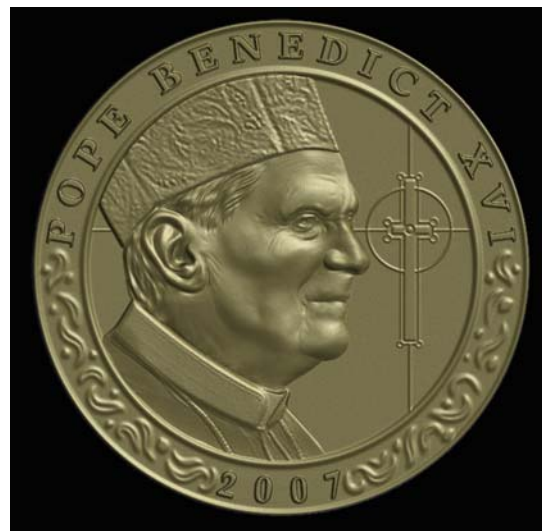
5. Text was incorporated using imported 2D outline curves in the *Wire Cut* command.



6. Multiple design variations were modeled quickly.



Design variation 1



Design variation 2

