1. CREATION BACKGROUND

While isometric cities are not widely used anymore it still strongly visualize the materials and displaying render quality. Isometric is a very interesting angle of moving image that not many cases are used. Its less represented and only in niche videogames. Isometric can also be used to display a layout especially in a sense of miniatures.

The project is created because the author is given an opportunity in the internship to express their artistic expressions. Brainstorming for an idea to create in the internship the author thought about making an interesting logo for the studio because the studio wanted an animation to show its 3D animating capabilities and identity.

Project medium is going to be a 3D animation. The environment will be the main focus of the subject for example smaller details like the buildings, texturing, and traffic of cars in the city to make it seem to be a living area. Alongside containing cars but also allow to showcase human scale cities making the projects fundamentally about city planning and transport with arterial road hierarchy.

Digital media since 2020 has become more diverse with the aids of 3D, 2D animation, and other creative process, therefor this paper will be covering about 3D and its uses in modern digital media. The author currently is assigned to create a 3D isometric logo for Let's Start Production. The animation will be used for the studio advertisement of their 3D department.

1.1 PROBLEM FORMULATION

How to design and process a 3D isometric logo for Let's Start Production studio's logo? The research scope will be limited to isometric design, modeling, urban design and road layout.

1.2 CREATION OBJECTIVE

Main objective of the project is to showcase the design and process of the 3D isometric city Let's Start Production logo.