

## 5. CONCLUSION

In summary, the environment design of a city is influenced by multiple conditions. The layout of a city can consist of many factors especially when the city decides to preserve its original morphology. Alongside the isometric angle in the project creates a bird's eye view of the scene showcasing all of the city road and building layouts. It creates a neat visual style affiliating with scale models or miniatures. Different techniques of city development results in different looking cities.

In the process of applying urban planning theories into the environment design for the logo animation it reveals the complexity that wasn't apparent in the research phase. While the human scale urban theory and arterial road hierarchy provided essential frameworks for creating a proper city environment, translating these principles into isometric projection requires significant adaptation. The fixed 45-degree angle combined with the constraints of polygonal modelling for animation efficiency, means that traditional urban planning hierarchies had to be exaggerated and simplified to maintain visual clarity. Through this iterative design process was an understanding that isometric city design is a unique style between architectural visualization and abstract graphic design. The research highlights the challenge of designing the environment for Let's Start Production's 3D animating department that has to demonstrate the technical side of 3D while remaining smooth and simple for brand recognition. Therefor the strain between the complexity of urban planning and clarity drives the modelling decisions and successful logo environments that require not just theoretical knowledge but also the practical understanding of how the viewers will process geometric information in motion.