

Bringing Ray Tracing to Designers

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Rendered in Dimension by John Godfrey

Why is 3D relevant to Creative Professionals?
...and why Photorealistic 3D?

28%

of graphic designers tried learning 3D, but got stuck and didn't continue

42%

of Photoshop users are at least comfortable doing basic things with 3D, and anticipate 3D being a required skill in their role within the next 2 years



Adapting stock vector template:
13 min. 58 sec.



Compositing with stock image:
28 min. 56 sec.



Make paper mock-up:
28 min. 34 sec.



Adobe Dimension CC:
2 min. 7 sec.



Studio Shoot: **44 min. 29 sec.**



Adobe Dimension CC: **11 min. 53 sec.**

More efficient design workflows mean
lower cost and/or more iterations





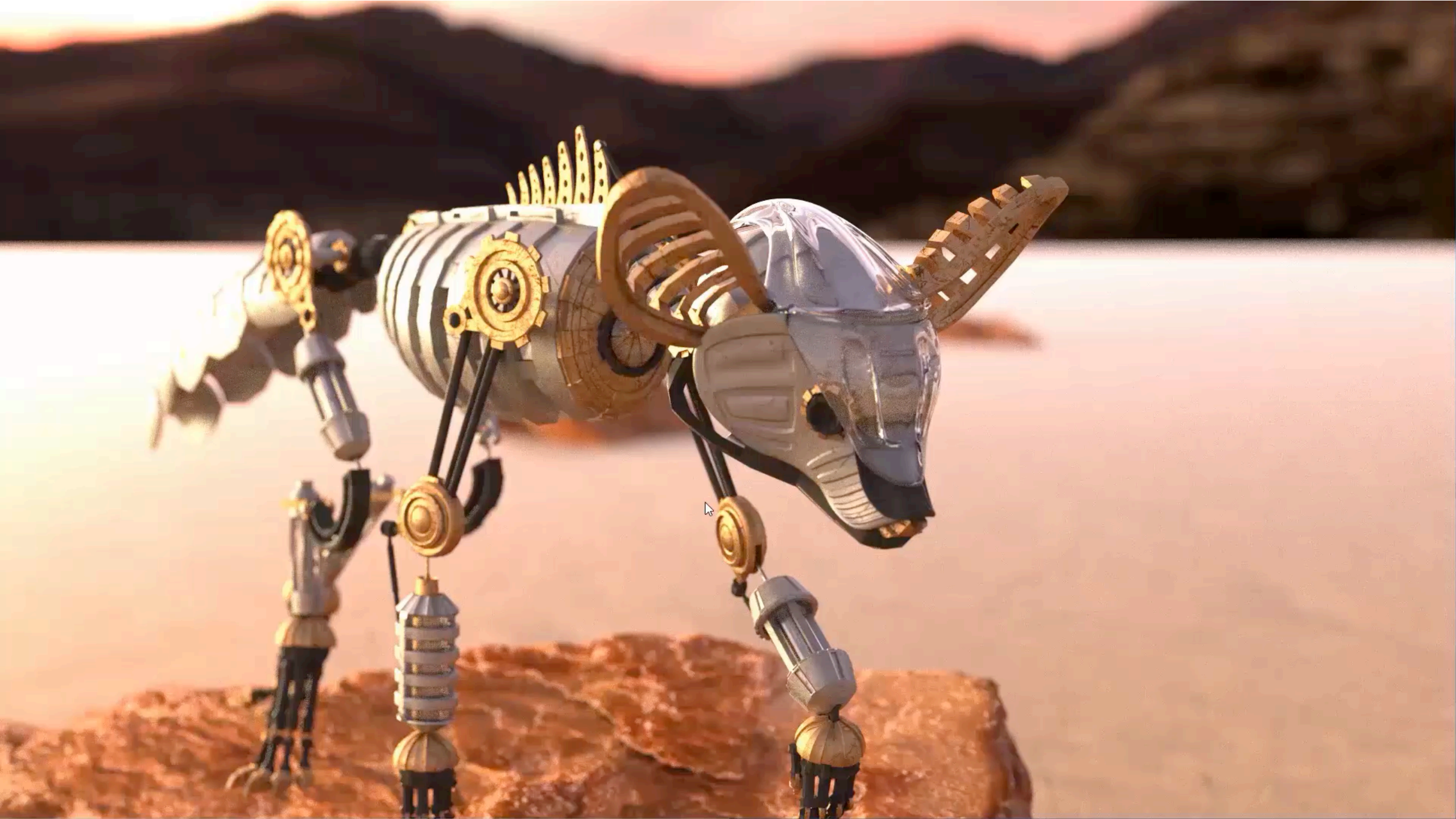




Adobe Dimension + RTX









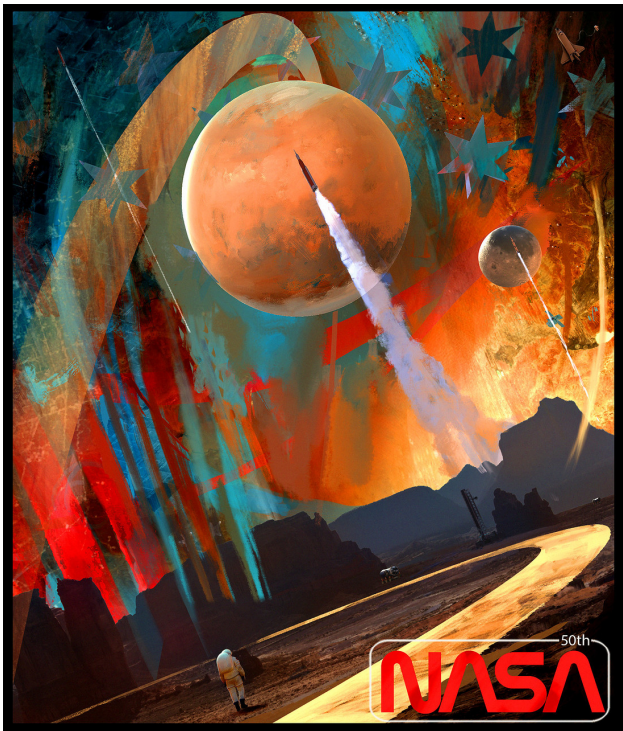
Accelerate your workflow



Dustin Knotek



Kervin Brisseaux



Clarity of design intent



Outmode the photoshoot





Learn more:

<https://adobe.com/dimension>

See it live:

Tech preview of Dimension on RTX at the Dell booth in the Expo Hall

Work with us:

Reach out anytime, mckegney@adobe.com