

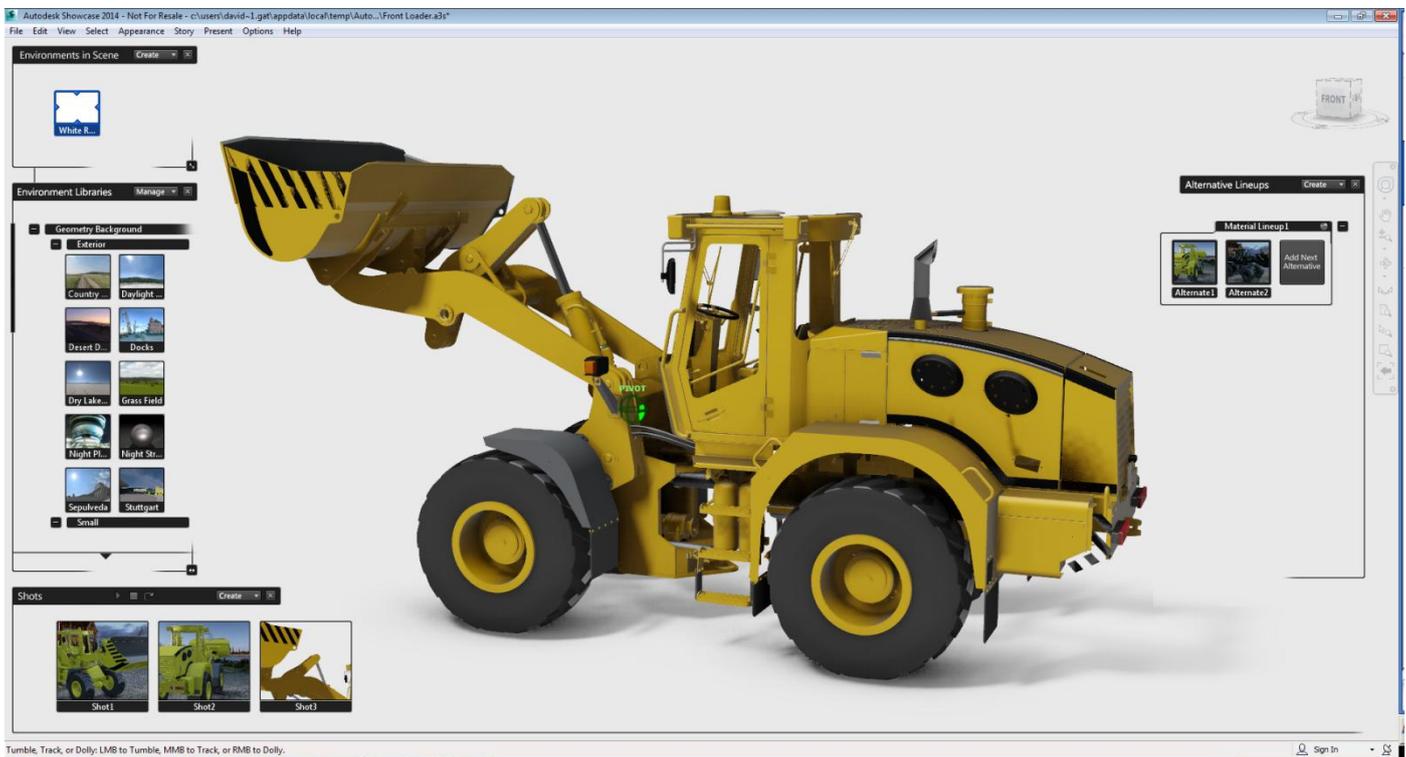
# Create a Marketing Image

## Showcase & Sketchbook

Most of the Autodesk Suites include Showcase and Sketchbook in them. You can use both products to create some nice marketing images like the one below.

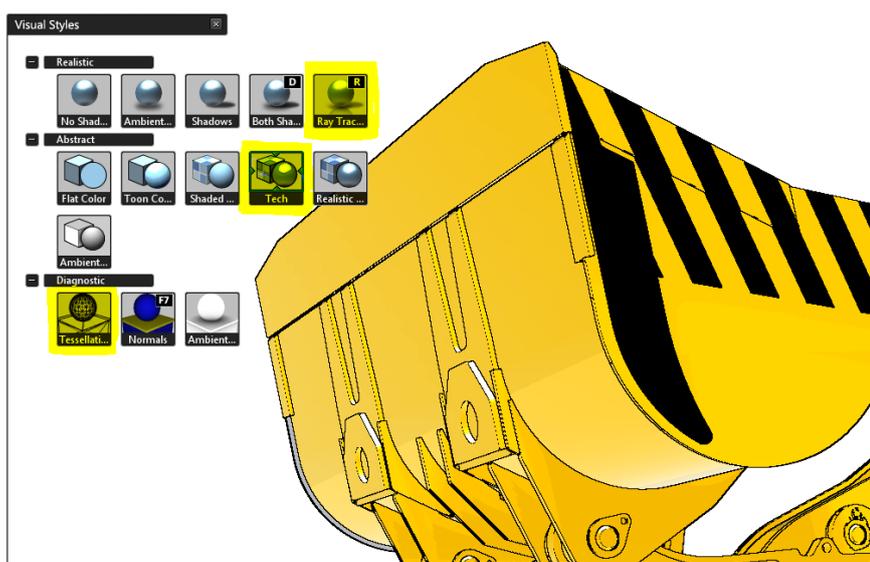


First off get your model into Showcase (this can be from any source remember, Inventor, AutoCAD, Revit, and 3<sup>rd</sup> Party software).



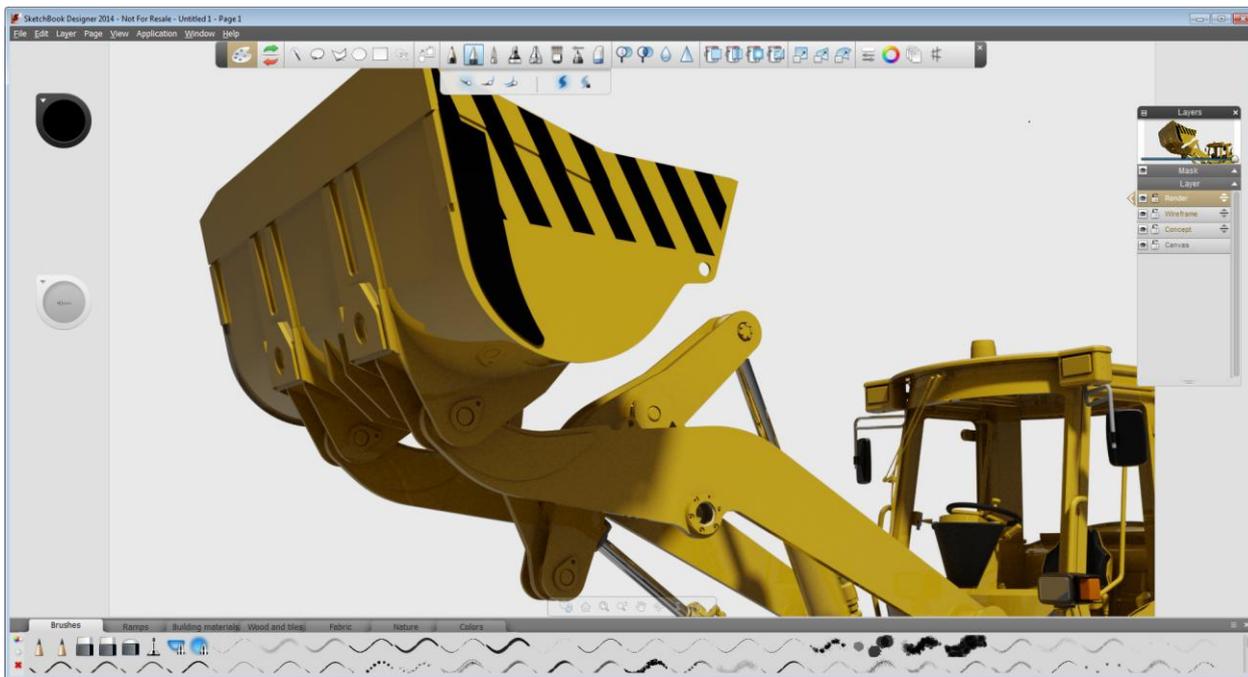
Get all your materials, lighting and the camera position sorted. Save these as alternatives and as Shots so you can always go back to them. I would recommend using the White Room environment as this keeps the background constant between all the outputs.

Then use the different visual styles and publish out individual images, make sure not to move the camera at any point between publishing these images. I choose to publish a Ray Traced render for that photo realistic look, a Tech style image for the concept drawn look and a Tessellation style image for a wireframe representation. So I have 3 variants I can later combine.



Once you have all these images published fire up Sketchbook Designer (it has much better capabilities than MS Paint and you can ever draw AutoCAD exportable lines).

Import in these images which you created in Showcase and drag the layers into a sensible order. I have mine in the following order top to bottom. Render, Wireframe, Concept.



Then carefully use the rubber tool to rub away the top Render layer to display the wireframe beneath.

You can also do the same on the Wireframe layer.

Tweak the transparency of these layers to perfect your final image.

If you find your backgrounds differ slightly then use the magic wand selection tool to mass select the background, you can then delete this selection from each layer and leave the canvas showing through.