



Industrial Design Perspective:

Part I

The Quest for Quality



Industrial designers work as both artists and engineers: They dream up attractive, inspiring concepts and execute production with the utmost precision.

In a recent survey of over 2,000 industrial designers, they reported being tasked with more and more work – and as any creator will tell you, pressures of speed and volume often result in a reduction of quality.

But mediocre quality is simply not an option for industrial designers.

Not only did we survey industrial designers about their demands, we also asked them about their preferred tools. Because in a state of pressure to perform, mediocre tools simply will not suffice.

There are many 3D rendering options available, but industrial designers demand a tool that will help them get the job done – and that means providing high-quality renderings with speed and ease. Which tools supported their best work? Read on to find out.



Design experts around the world took our in-depth survey.

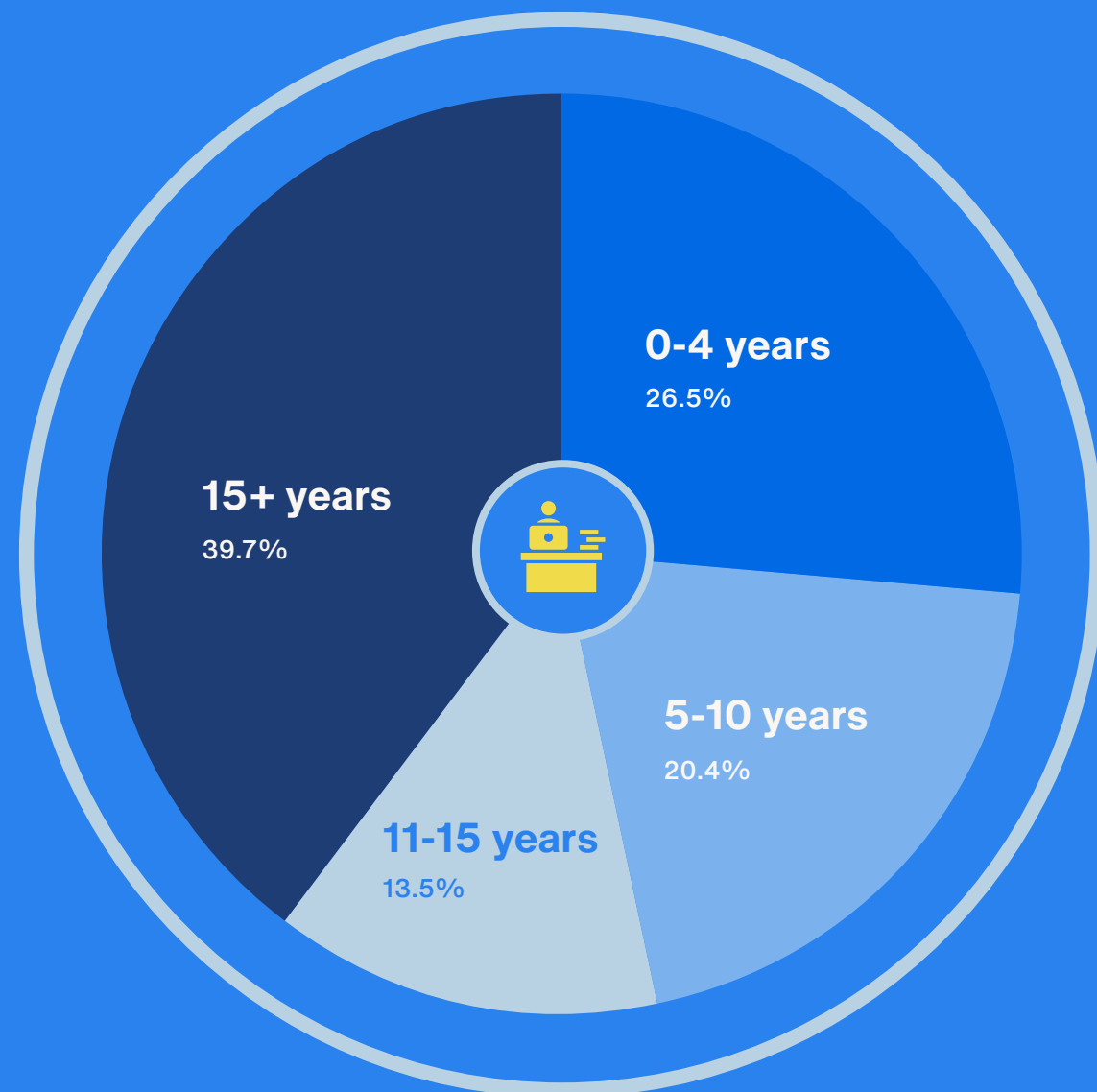
2,096 industrial designers and team leaders answered questions about their 3D rendering challenges, needs and preferences.

Here's where they are from:

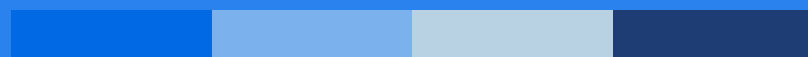


The 2,096 industrial designers surveyed had a range of work experience and rendering needs.

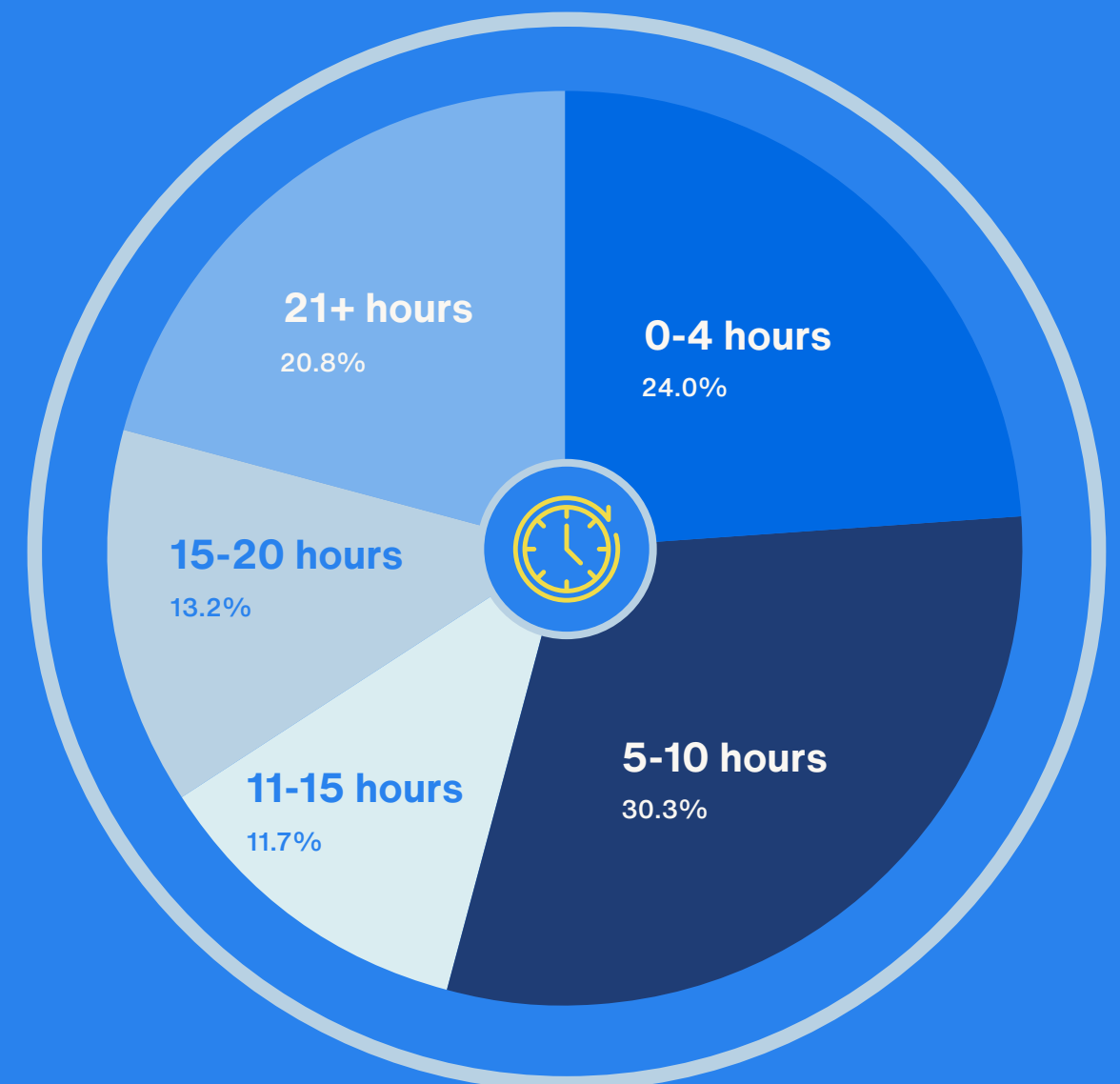
How many years of professional experience do you have?



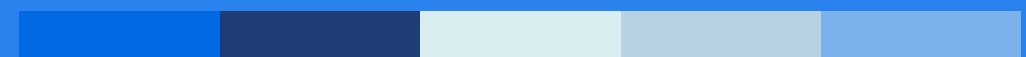
0-4 years 5-10 years 11-15 years 15+ years



How many hours each week do you spend on visualization tasks?



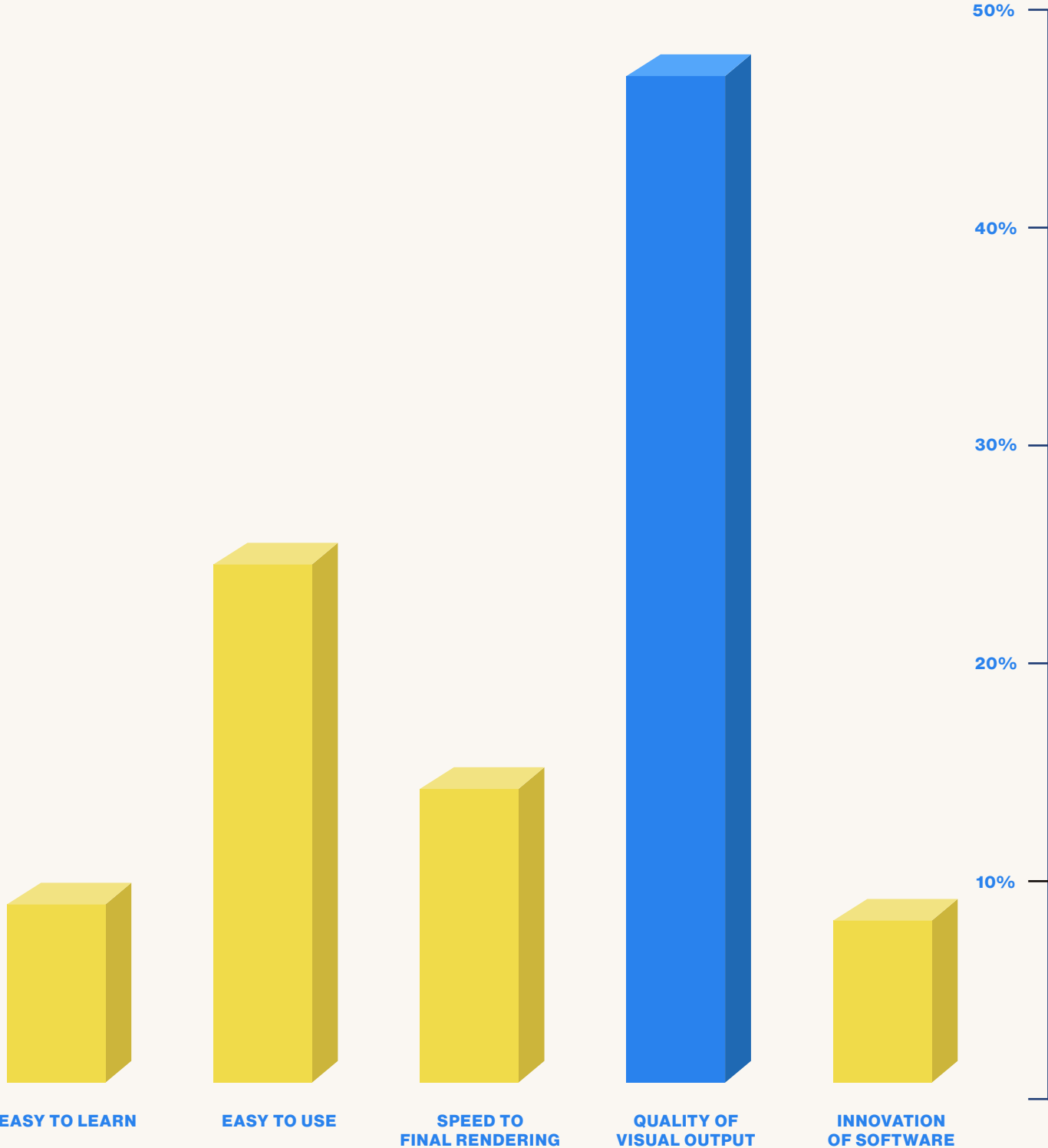
0-4 hours 5-10 hours 11-15 hours 15-20 hours 21 or more



If you had to choose the single most important benefit of your 3D rendering software, which would you choose?

Industrial designers are clear:
Quality is the most important outcome of all.

They told us the #1 most important aspect of their 3D rendering software is quality of output.





We asked 2,096 industrial designers to rate 8 popular 3D rendering programs on quality of visual output.

They said [KeyShot](#) provided the best quality visuals.





“

It took me about 10 years to find the perfect 3D rendering software for me. When I tried KeyShot I immediately fell in love with using it. I love how easy and realistic my output is now.



Rachel Anne Bernardo

3D Product Visualization Artist

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“

We needed software that could keep up with market demand, providing not only streamlined processing of large CAD data sets but also a more intuitive workflow in terms of shading and lighting to produce highly detailed renderings at a lower cost. We needed breathtaking quality and realism and high performance without the necessity of maintaining costly, high-end workstations. We found it in KeyShot.

SupaCG
Design Firm

”



Your talent + the best tools = quality they can't ignore.

Why did 2,096 industrial designers say KeyShot provides the best 3D rendering quality output? Because KeyShot allows you to maximize your artistry and accuracy, providing expansive materials and color libraries along with in-depth tools that allow you to tweak the smallest details.

The result: **Stunning and incredibly realistic visuals.**



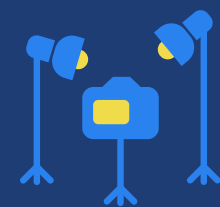
Lighting

No other software does light like KeyShot. The scientifically accurate algorithm behind KeyShot's lighting features allows you to create realistic and precise lighting for every environment imaginable, from simple studio "photos" to the most intricate interior lighting.



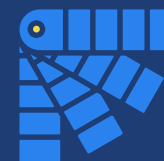
Materials

Quickly apply real-world, physically accurate materials to your parts. Select from thousands of options, including Twinbru fabrics, Mold-Tech textures and Sorensen leather, or make your own materials, including custom weave patterns with KeyShot RealCloth™.



Scenes

Create lighting and model variations in a single scene with the Studios and Model Sets. This is especially helpful if you want to view or present a product in different environments or configurations. You can easily adapt these options to your own workflow, helping you simplify all your work in just one file.



Colors

KeyShot offers Coloro, PANTONE, and RAL color libraries to match the exact color needed for your project. The ability to view color changes in real-time, create colorways, and paint your parts in 3D creates endless possibilities for product visuals.

The quality of your work speaks volumes.

Industrial designers around the world told us they trust KeyShot — more than other popular 3D rendering options on the market — to provide the very best quality images.

So why not follow the experts' advice? Take our **free 14-day trial** and see the stunning, surreal and photo-real images you can produce with KeyShot.





KeyShot

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