



## The Gnomon Workshop – Creating Worlds for Film & TV

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**The Gnomon Workshop – Creating Worlds for Film & TV:** In every film or TV series, the design of architecture and environments plays a pivotal role. Often, it's not just about creating visually appealing scenes; accuracy and comprehensive development are equally crucial.

Francesco Corvino's 3-hour workshop is tailored for individuals interested in architecture and environment design for the entertainment industry and those seeking to construct unique, imaginary worlds. Francesco shares his straightforward methodology for designing architecture and environments, employing Photoshop and Blender as his primary tools.

With a basic understanding of 3D software and Photoshop, participants can easily follow along with this workshop. In a landscape inundated with hyper-photorealistic illustrations churned out swiftly by generative AI software, this workshop prioritizes the fundamentals of design and creativity. Francesco emphasizes core aspects such as ideas, creativity, functionality, and strategic thinking, unencumbered by intricate visual pipelines. The goal is to assist artists in manifesting their authentic creative visions.

The workshop begins with examining a project brief, guiding students through the initial design process, and developing a functional design proposal grounded in compelling internal logic. Francesco then delves into Blender, demonstrating how to construct a 3D mockup efficiently that serves as a coherent foundation for visualization. Additionally, he shares personal tips for utilizing sketches, linework, shading, and lighting to showcase designs in their full splendor. Project files accompanying the workshop include images created by Francesco for reference.

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