

Alex D'Souza

Visual Storytelling with Keyshot

Alex D'Souza

Brunel University London

JosephJoseph

DCA Design

Freelance Industrial Designer

Herbst Produkt

Opal Camera

Snooz

Lunar Energy

JosephJoseph

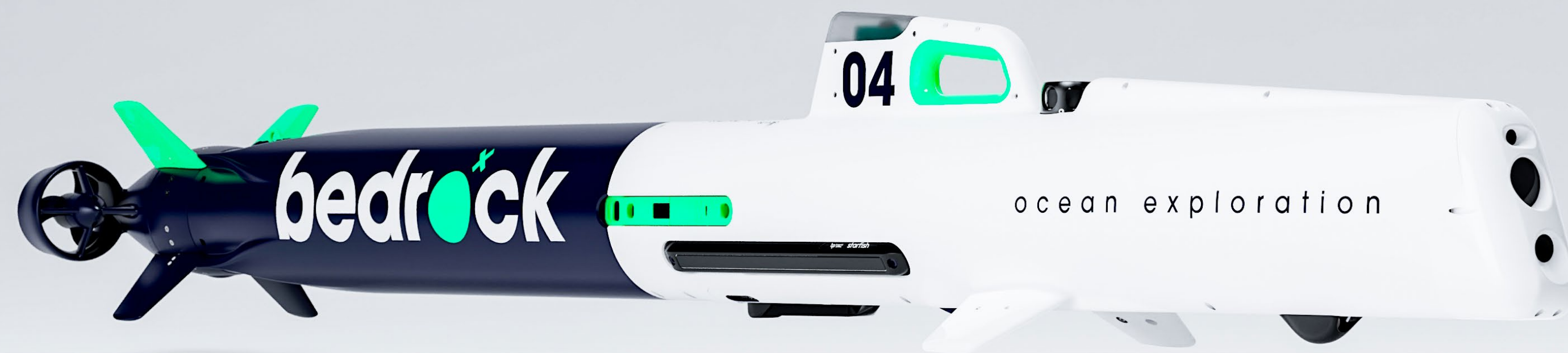
Wahl & Ross

Wild Energy

Audigo

Three Products
Three Designs
Three Stories



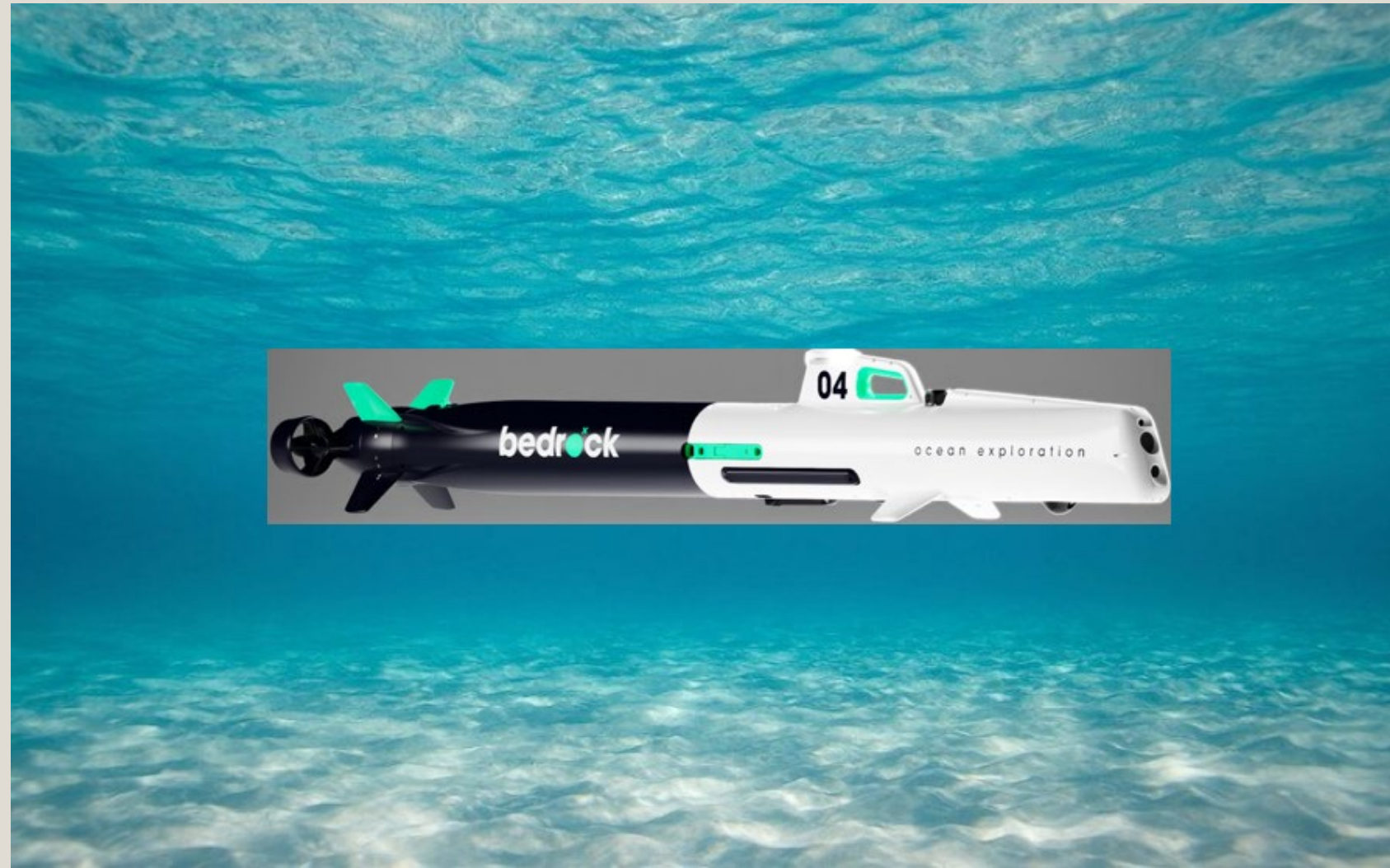


Bedrock - Autonomous Submarine Fleet

HERBST
Produkt



Existing Brand Assets



Obvious ideas out the way



Objective: Abstract context

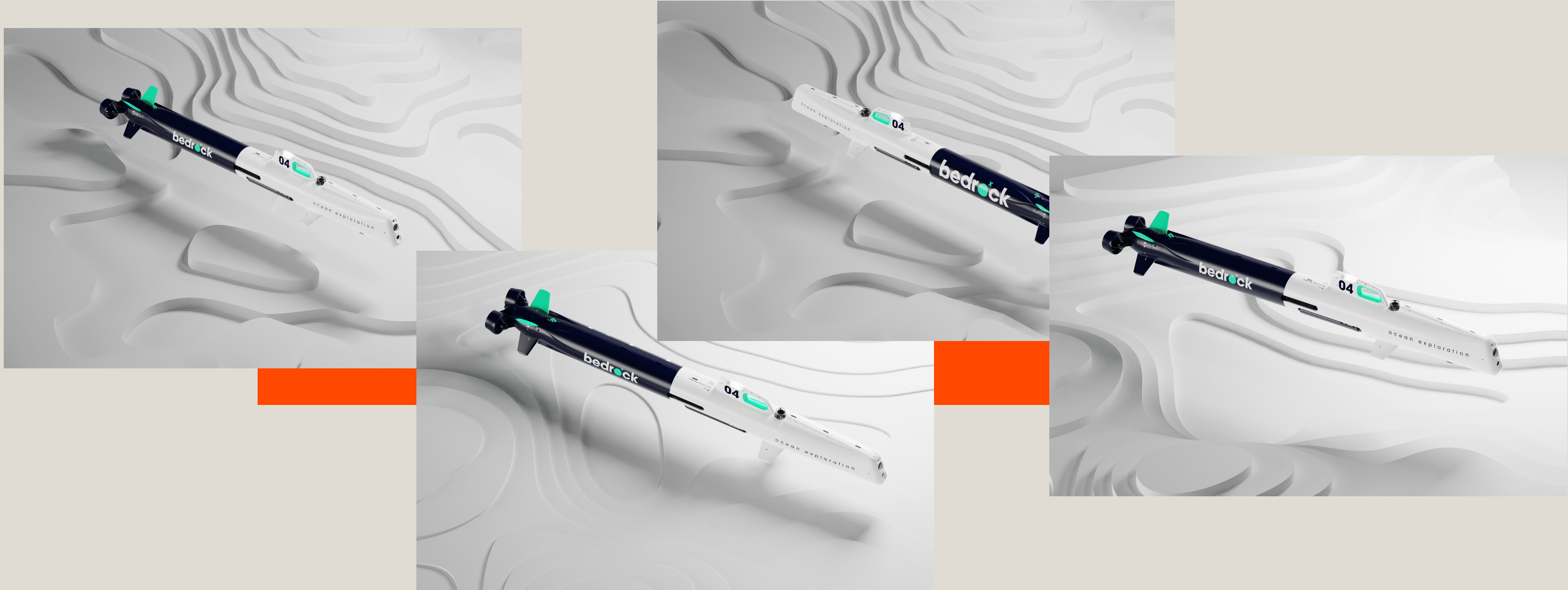


Simplifying context, isolating product



Concept testing

HERBST
Produkt

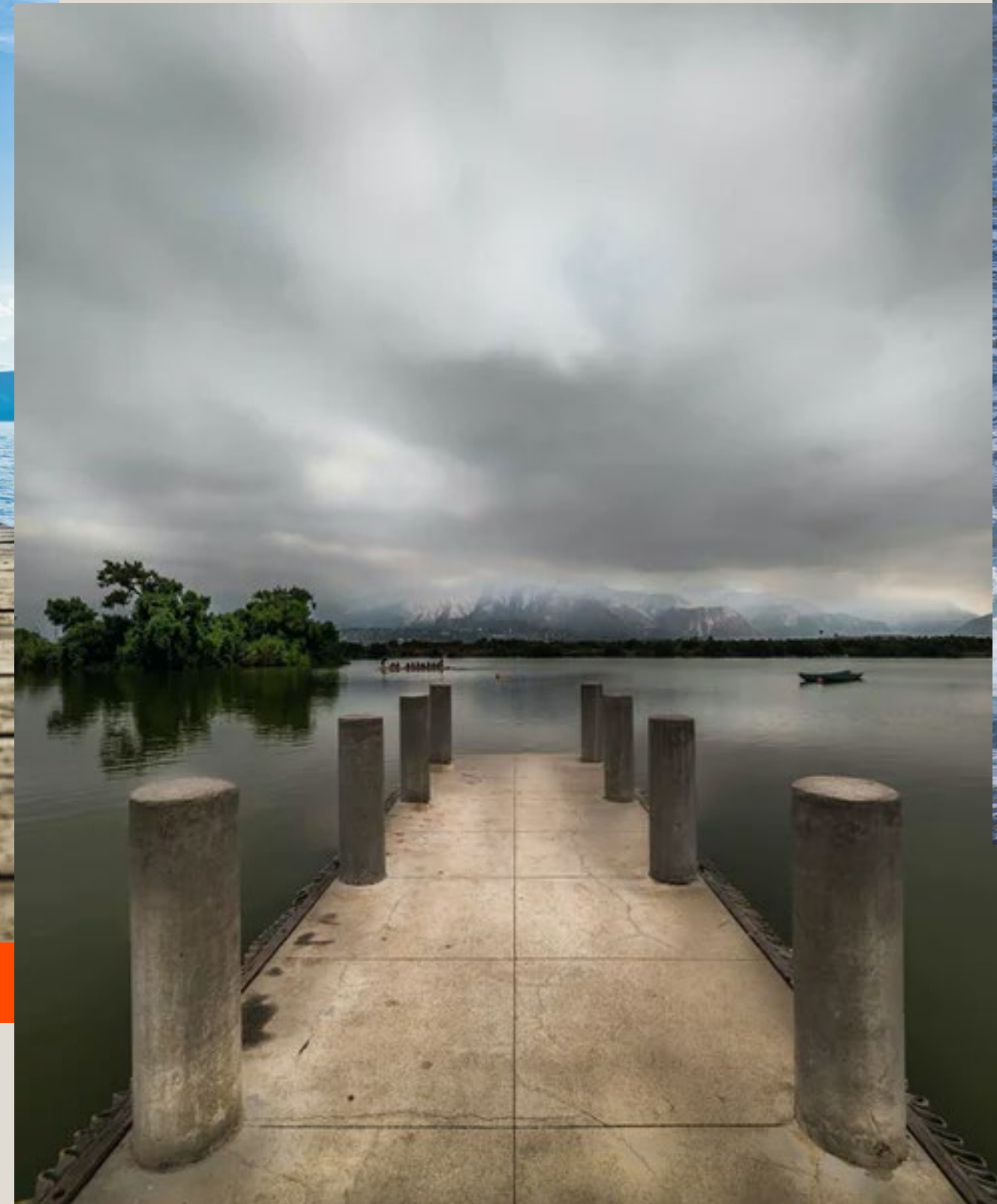
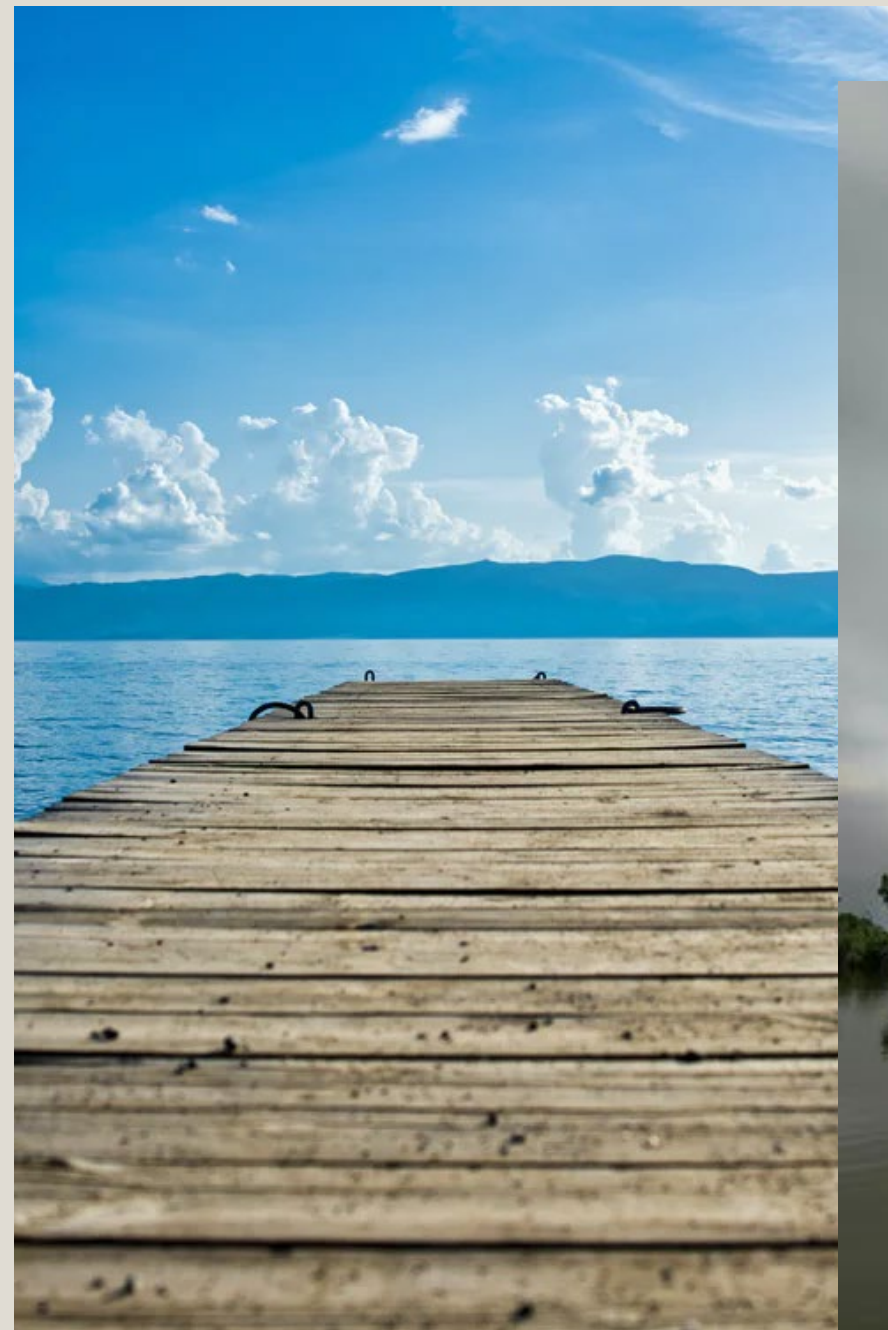


Composition, Lighting, Simplification

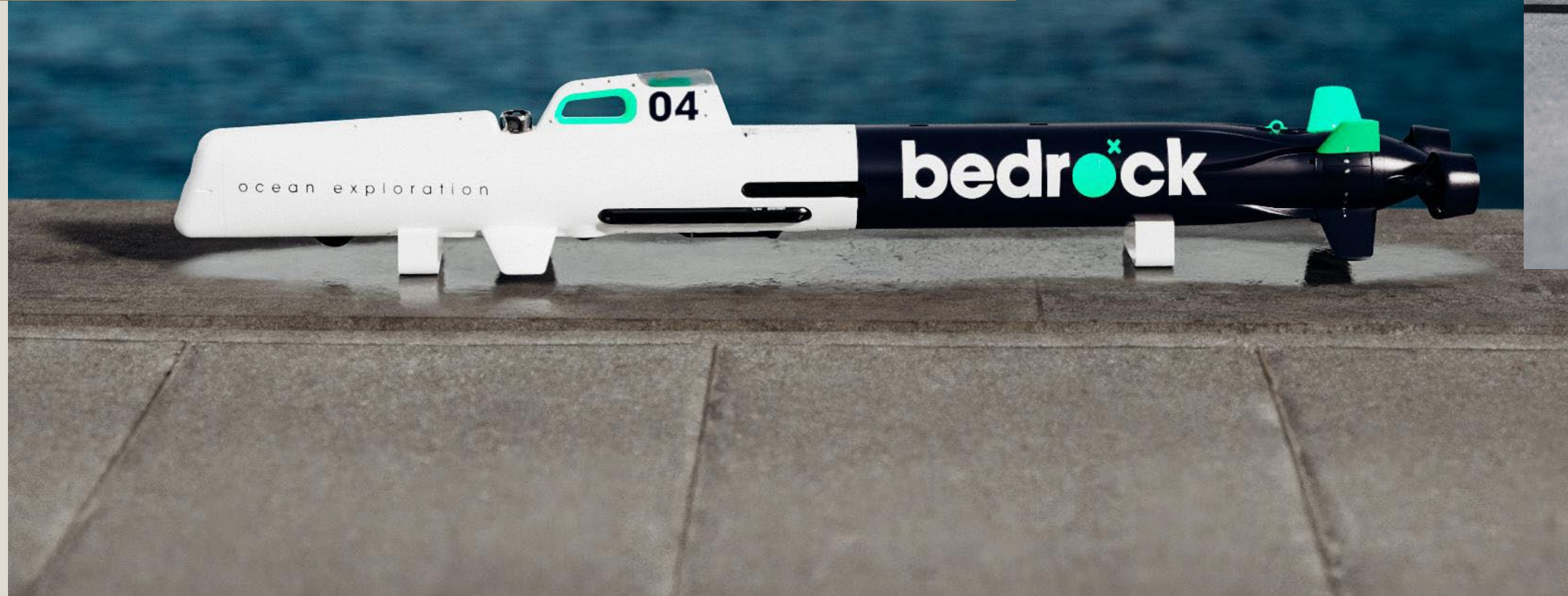
HERBST
Produkt



HERBST
Produkt



Objective: Environmental Context



Texture, Colour Contrast, Leading Lines



HERBST
Produkt



Objective: Context through lighting alone



Colour Temperature - different feelings

HERBST
Produkt



Motivated, underwater lighting

HERBST
Produkt



ErySION - Decoding human health

HERBST
Produkt



Contrast through colour balance

HERBST
Produkt



Softness to sharp clarity

HERBST
Produkt



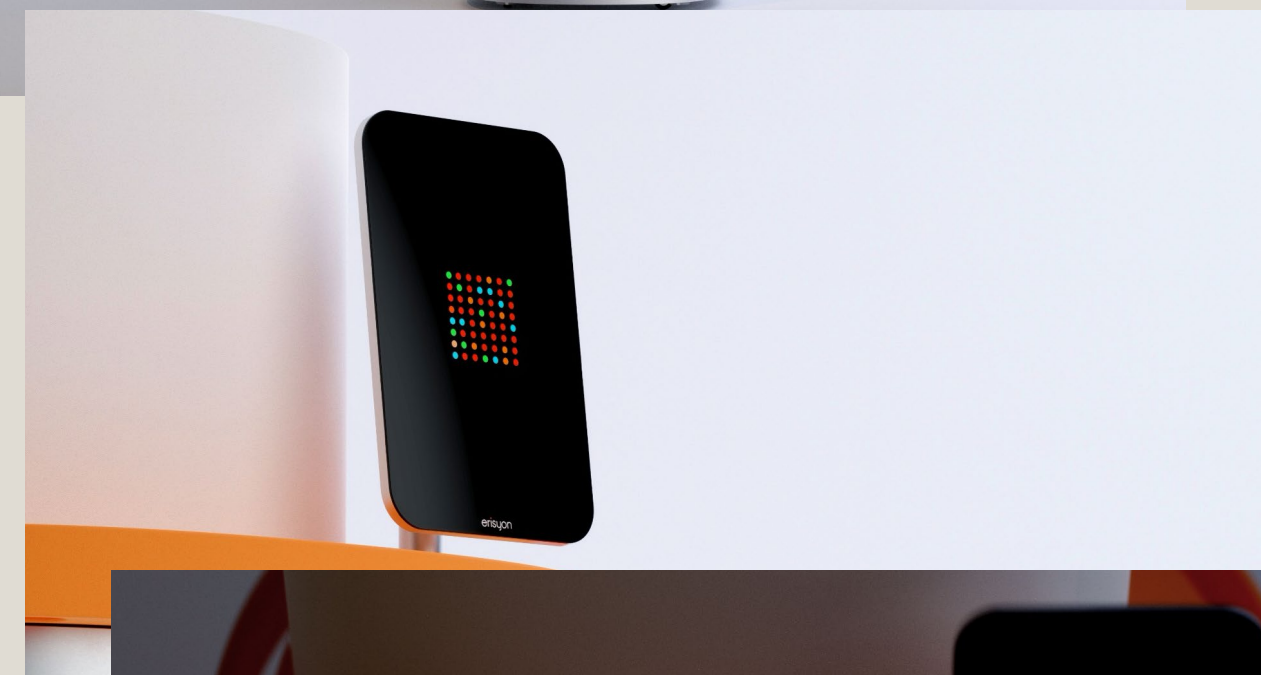
Moving to cooler base

HERBST
Produkt



Moody contextual scene

HERBST
Produkt



HERBST
Produkt



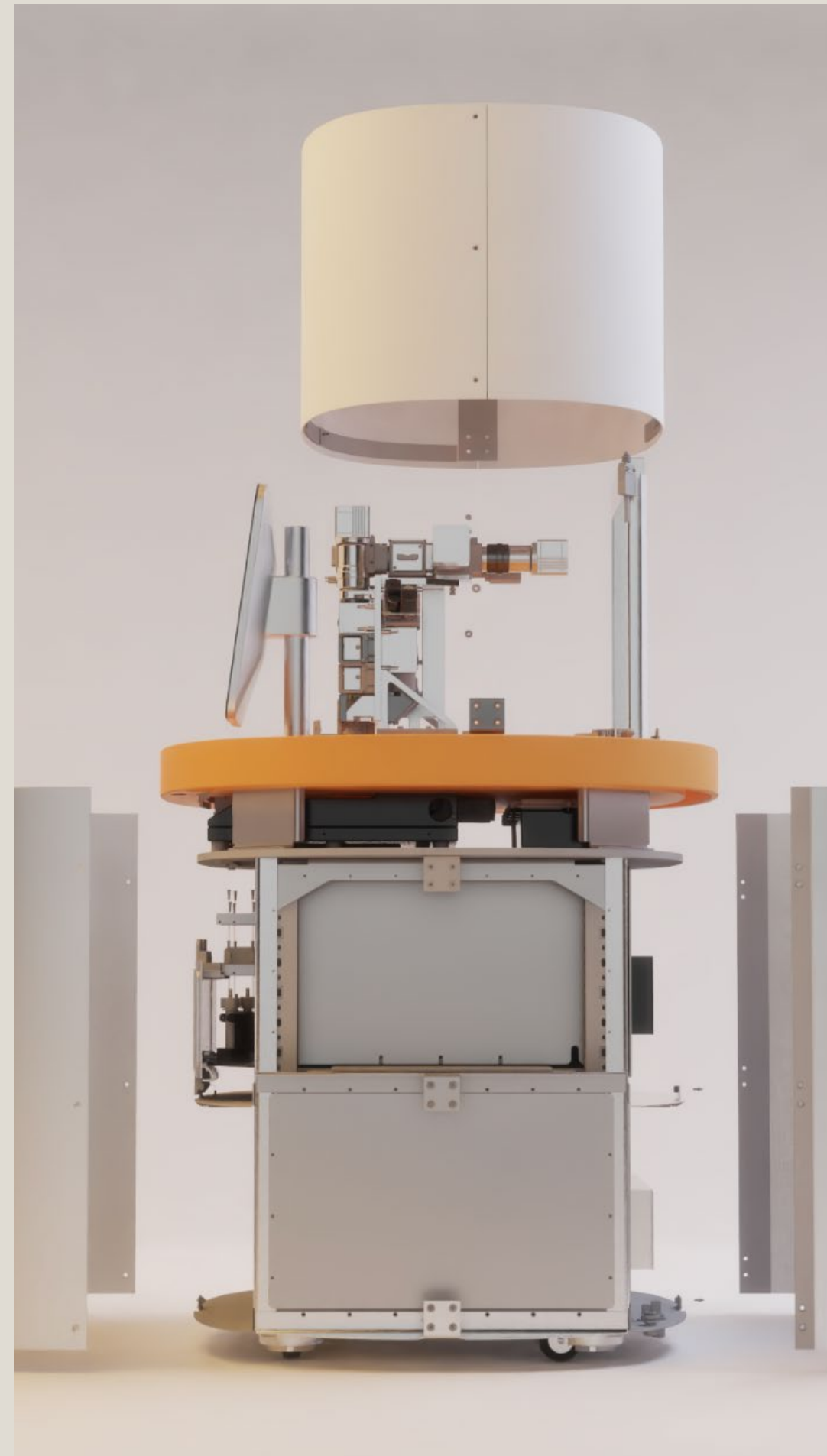
Transforming the mood of a scene

HERBST
Produkt



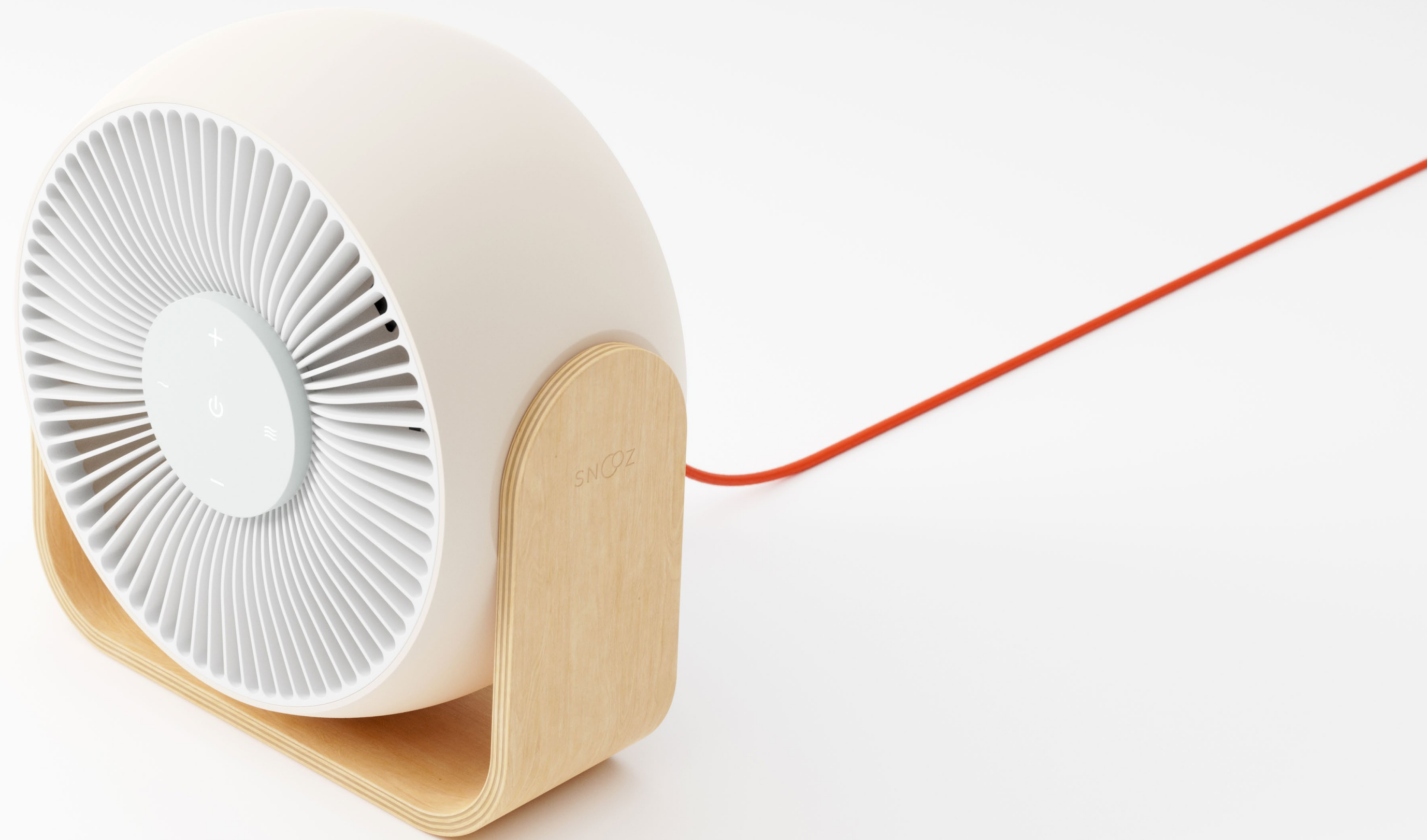
Light airy, welcoming

HERBST
Produkt



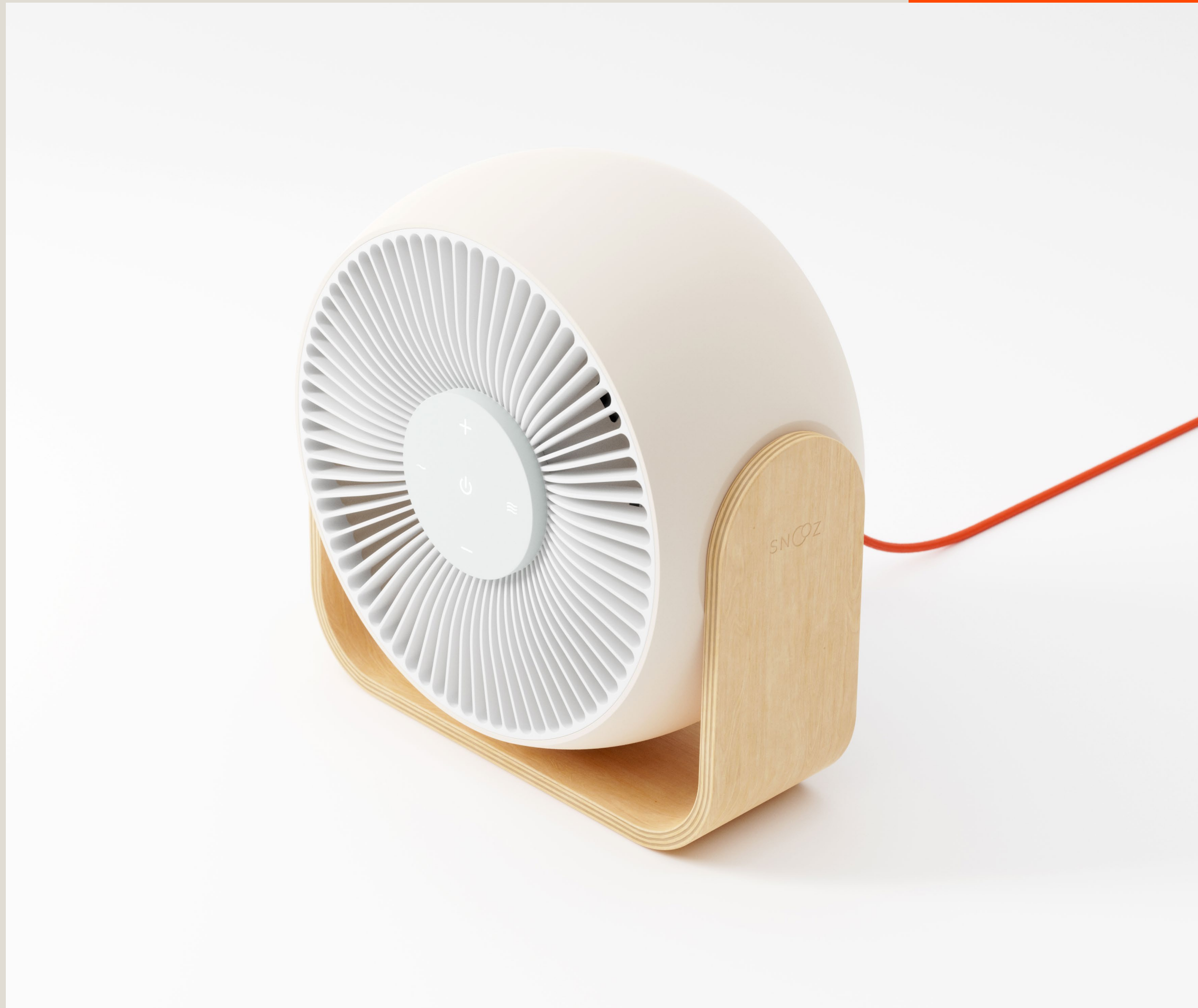
Cohesive, tonally consistent image set

HERBST
Produkt



Snooz - White Noise Fan

HERBST
Produkt



Motivated Camera Angles

HERBST
Produkt

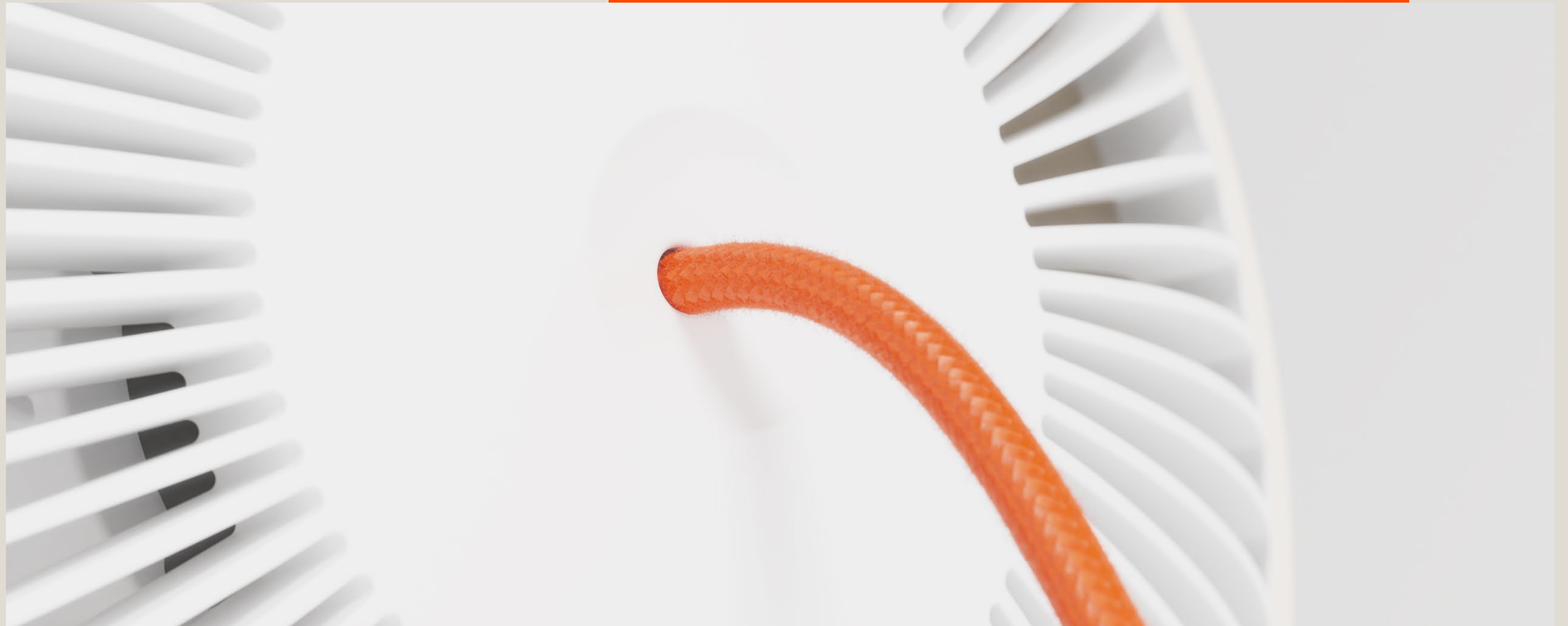


Matching geometric shapes with orthographic views



Contextual Lighting - Maintaining background

HERBST
Produkt



Isolating details

HERBST
Produkt



Studio-based context



Bringing subtle movement to images



Full day-to-night environmental context

Three Products
Three Designs
Three Stories



Alex D'Souza

Visual Storytelling with Keyshot

Alex D'Souza

contact@alexdsouza.com

[@alex_dsouza_](#)

www.alexdsouza.com