

# BRINGING THE LANDSCAPE DESIGN PROCESS TO LIFE

## 3-DIMENSIONAL CONCEPTUAL RENDERINGS

Realistic, accurate and instantly understandable — computerized 3-dimensional landscape design plans are the newest and most effective tool available to designers, translating complex concepts into reality and providing a clear and concise picture of the final outdoor living environment. Computerized 3-dimensional design plans instill the homeowner with excitement in the collaborative design process and create a deeper appreciation of the intricacies surrounding the construction and installation process.

According to Brian Swank, digital designer at *Reynolds Landscaping* for the past six

years, while 2-dimensional plan designs are effective at establishing a conceptual overview — locating landscape beds, hardscaping and built structures within the property limit — they do not convey the spatial complexities of outdoor living structures. 3-dimensional designs, on the other hand, are easy to interpret and provide a realistic picture of the final appearance of the new outdoor living environment. Hardscaping, landscaping, cabanas, al fresco living spaces, outdoor kitchens, pergolas, and swimming pools can be realistically depicted in the 3-dimensional design incorporating materials such as woods, stone treatments and plant material proposed

specifically to the preferences of the homeowner.

Computerized renderings infuse a sense of perspective into the design, its built features as well as its plant material creating an effective tool for communicating design intent and options. Plans can be presented as still snapshots of the property from different perspectives or as a fluid video guiding the client through the proposed design-built space from a ground level perspective and a birds-eye view, from interior recesses and out among the landscape. During the client presentation, design elements — their dimensions, height, and orientation — can be easily manipulated

and relocated per client specifications, making all aspects of revisions quick and efficient.

Not only effective as a tool for visualization and concept development, 3-dimensional designs have a practical advantage as well aiding in the construction process, simplifying estimating, and adhering to Township regulations. When created with precision and scaled for accuracy, the computerized design can be quickly utilized to quantify square footage totals and material requirements leading to accurate estimation of project budgets. With each design revision, they can be used to quickly measure and verify compliance with Township

zoning regulations. In addition, the 3-dimensional digital design can be transformed into a useful construction schematic providing an effective field tool to aid in the construction process and eliminating any guesswork relating to construction specifications.

Brian Swank recalls how 3-dimensional design renderings were used with great success in the development of several recent outdoor living projects designed and installed by *Reynolds Landscaping* — most notably a lagoon front property in Holgate. “This project featured complex architectural outdoor living elements including an al fresco living space, cabana, serpentine pergola, outdoor kitchen, sunken firepit, and elaborate outdoor shower with intricate wood finishes and natural stone hardscaping and façade work. Through the use of 3-dimensional design software, complex architectural structures and multiple grade changes were presented from multiple perspectives, allowing

the homeowner to effectively visualize the appearance of the proposed outdoor living environment and create a fluid interchange of ideas between client and designer.”

Upon completion, this complex and highly personalized installation remained true to the intent of the original 3-dimensional design, resulting in a satisfied client secure in the knowledge that her original aesthetic and functional intention for the site remained intact, void of surprises and misunderstanding. Such are the benefits of the 3-dimensional computerized design — providing an effective visual aide in the representation of complex architectural concepts while at the same time creating a fluid environment for collaboration and innovation and ultimately leading to enhanced project planning and implementation, and customer satisfaction. —*Elaine Sisko, Staff Writer at Reynolds Landscaping. Digital renderings by Brian Swank. Photography by John Martinelli*



If you are considering a new outdoor living project and would like to learn more about Reynolds Design Services and digital 3-dimensional design renderings, please contact Brian Swank at 609-597-6099 or [brian@reynoldsbi.com](mailto:brian@reynoldsbi.com)