

TOPICS



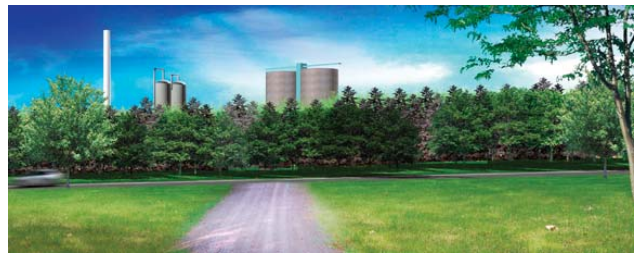
Visual Communications for Biofuels Development

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As a sight-driven species, 80 percent of our experiences are mediated through our eyes; only 7 percent of the impact comes from the words we speak. Humans innately think, create, and respond in a visual world. Our society is becoming ever more visually oriented as a result of television, the Internet, and other modern media. Although we may be aware of the importance of visualization in our daily lives, we tend to forget what a powerful communications tool it can be for biofuels project development.

Using visualization during the design and permitting process leads to more creativity and thus enhanced problem-solving. Visualization allows a greater audience to understand the information, so that a more productive dialogue can ensue among project stakeholders such as landowners, planning and zoning commissions, agency staff, private partners, and the general public. Visualization of what is yet to be built can also prevent hidden surprises, help discover unforeseen challenges, and reduce personal interpretation.

Visualization means more than “pretty pictures.” Effective visualization can be achieved through one of several possible graphical formats, including site plan renderings, elevations, perspectives, 3-D images or animated models. Its effectiveness comes from creating an engaging, self-explanatory image that is more memorable and informative than written text or spoken words. Visualization can communicate, for example, that a proposed biofuels facility will be largely screened from the view of adjacent landowners and passers-by.



Visualization demonstrates the effect of landscaping on views of a biofuels facility from a nearby residence along a county highway.

Successful visualization requires both technical and artistic expertise. State-of-the-art computer programs provide a level of accuracy and realism not seen in traditional sketches and plans. Today’s software can take into account distances, changing scales, and even topography, which historically was difficult to express. The aesthetic component involves careful and thoughtful placement of objects and the use of lighting to create a dynamic, balanced scene that leaves the viewer with an intentionally memorable “postcard” image. By combining artistry with technology, visualization integrates realistic textures, such as those that characterize building and landscaping materials, with objects such as cars and structures, to produce an image so lifelike that it can be barely distinguishable from a photograph.

As the old adage goes, “A picture is worth a thousand words.” Communicate your vision through visualization.

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