

# Photo-montage Report

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## Photomontage Methodology

### 3D Modelling

2D CAD drawings were supplied by Reddy Architecture + Urbanism. Visual Lab used these drawings to produce a detailed 3D model of the proposed building and associated landscaping. Existing topographical surveys were also provided by Reddy Architecture + Urbanism.

### Photography

All photographs were taken by BML Media using a high resolution Sony 7R2 35mm Camera with a 24 mm Canon mark 2 shift lens.

A plumb line was used to mark the position of the center of the camera and to confirm a camera height of 1.75m. A mark was sprayed on the ground at each camera position and a photograph taken of the camera position for reference. Additional detail photographs of the site area and surrounds were also taken for reference purposes using a variety of lenses.

### Survey Information

In all cases the camera positions and control points were surveyed by CSS Surveys. Key static points that were visible in the photographs were also surveyed to serve as control points. The camera positions and control points were then related back and aligned into the Base Model (all at National Grid).

### Base Model

The provided topographical survey and proposed model were over-laid and aligned to create a 'Base' model file. This Base model allowed for the accurate alignment of the proposed buildings, camera positions and reference points. This Base model was updated throughout the design process.

### Photo matching

Using 3D Studio Max software a virtual camera was positioned using the camera locations from surveyed information and an accurate fit between the camera and the photograph was achieved by precisely matching the surveyed static features (control points) in the rendering to the corresponding points in the background photograph.

### Rendering

The models were textured and rendered using VRAY rendering engine. The materials and lighting were adjusted to try and mimic real world scenarios - building within the scene were used as a reference to obtain valuable visual clues as to how the light would react with the proposed building. A computer image was produced (rendered) and then combined with the background photograph using digital compositing software. Using the detail photographs for reference the images were then cropped to remove any parts that would be screened by existing trees, topography or buildings, leaving only the parts, which would be visible. The photo montages are presented as "proposed", with additional proposed planting.

### Presentation

As photography cannot present what the eye sees in reality, it is intended that the photo montages are used as a tool to aid visual assessment. They should be viewed on site and compared with the real scene.

Each view is presented on 3 sheets:

Sheet 1 - Existing site pre construction

Sheet 2 - Proposed scheme

Sheet 3 - Where applicable a 3rd sheet is added showing an outline of the proposed scheme with a red line

### Conclusion

We have outlined our procedure for the generation of the photo-match. We have re-verified our results and we are confident that these images give a fair and true representation of the proposed development.

### Notes

Subject to accurate survey information, the position and scale of a building in a scene can be verified mathematically. Whilst position, height and scale will be objectively accurate, subjective judgment must be used when lighting is being assessed and therefore a definitive and objectively verified agreement on lighting is not possible.

Visual Lab recommends that all parties are mindful that Environmental Statement photo montage should be used as a complement to site based assessment.



### Location of Camera's

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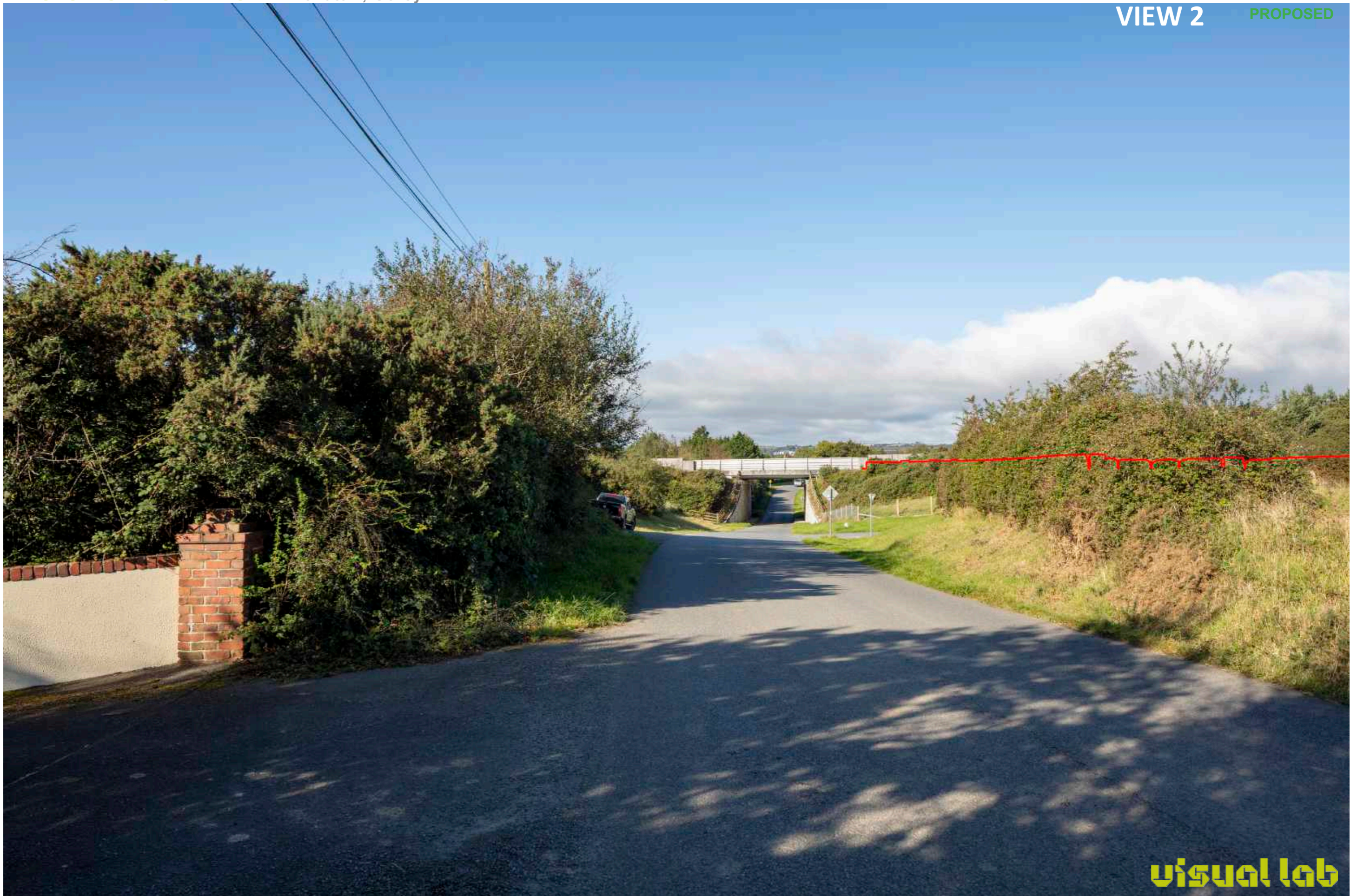
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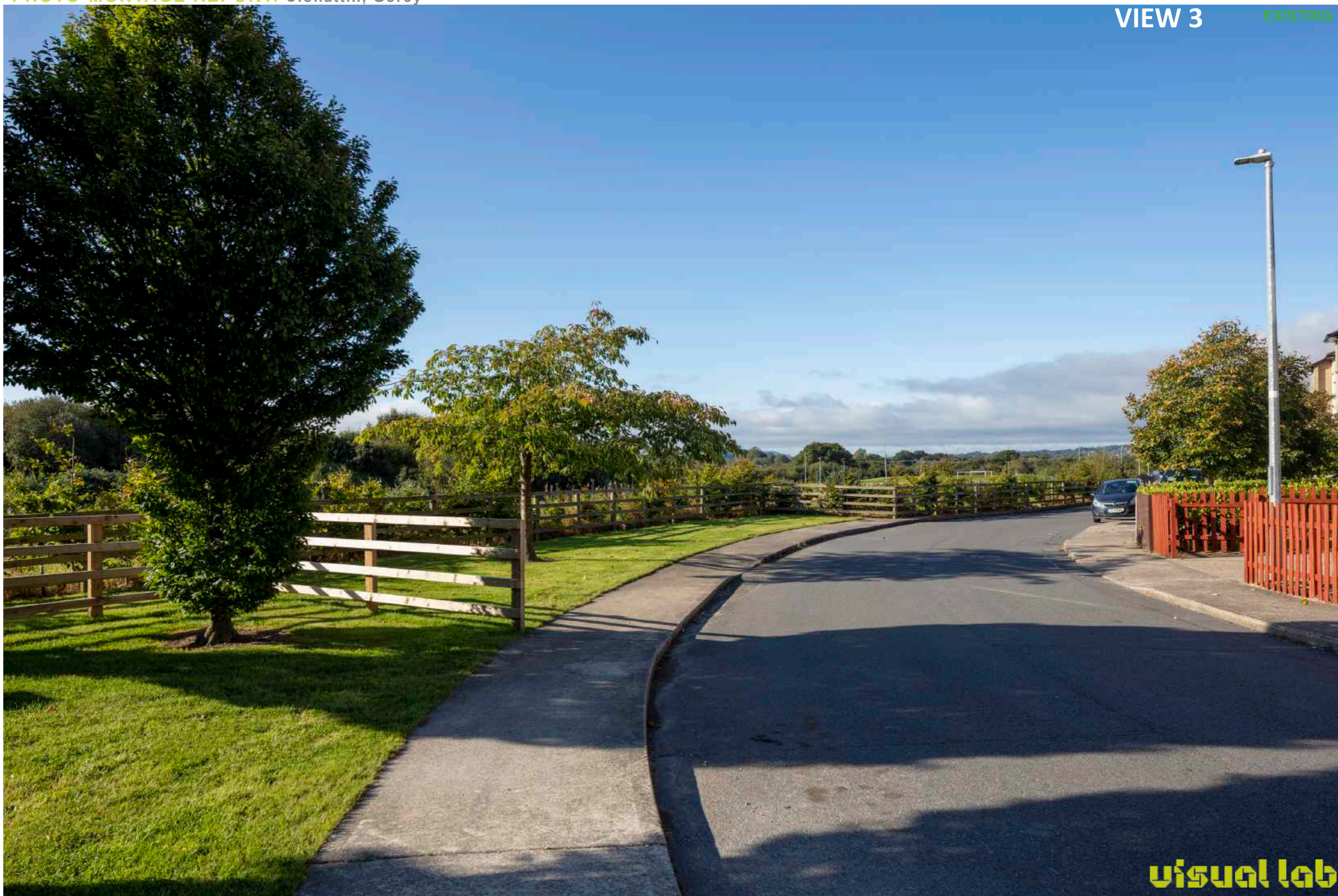


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