



THE PLANNING CENTER
a division of TPC Group, Inc
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Conceptual Rendering



can be produced quickly

provide a conceptual look

based on photos and drawings

adds hand touch and warmth

balance of hand and computer techniques

easily updated

The Planning Center understands the benefits of producing quick and efficient graphic representations of a project's vision and goals. Being able to provide visual communication tools can be especially valuable during design charrettes and the public participation process. A graphic's finished appearance and style determine the message conveyed to the public. Photographs or computer renderings can convey a message of finality and inflexibility. Our renderings are intentionally conceptual and "painterly" in nature to assure stakeholders that their input is valuable and the project's vision is not set in stone. Our graphic artists use a distinctive graphic technique that can be applied to photographs, drawings, and computer renderings. The technique provides an ideal balance between traditional hand rendering and more contemporary computer graphics. By blending these two mediums, our artists work to bring your project's vision to life.