



Conceptual visual for the Emerald Park Private Estate, Cedar Woods Properties

Emerald of the South

LOCATED JUST 30 MINUTES FROM PERTH, Emerald Park by Cedar Woods Properties draws upon the well-established areas of Wellard and Kwinana to offer a lifestyle complete with schools, shopping centre, restaurants, cafes, community arts centre, day care and an aquatic centre.

Constructive Media was requested to generate a pre-construction 3D visual of the proposed entry statement designed in conjunction with Landscape Architecture firm Plan-E's Catherine Della-Bosca. The result is a stunning impression of a well-landscaped boulevard giving prospective investors a glimpse of the future, as well as a very fitting visual to headline our Autumn Newsletter!

References:

Emerald Park - <http://www.emeraldpark.com.au>

Plan-E - <http://www.plane.com.au>

Media Archive v2.0

CONSTRUCTIVEMEDIA ARCHIVE



THE CONSTRUCTIVE MEDIA ARCHIVE HAS BEEN GIVEN A MASSIVE OVERHAUL, making it even easier than before to retrieve any artwork created for your projects directly from the Internet.

Aside from being environmentally-friendlier, we're shifting the focus from sending out CD-ROM media which (let's face it) gets lost in a pile of papers and/or thrown out mistakenly! Instead, you can access your files whenever you want from a secure section of our web site.

Another huge bonus is the ability to see at a glance what artwork has been done for your project, so in a simple bullet form you will see something similar to:

Name	2D Elevations	3D Elevations	3D Interiors	Floorplans	Photos
Project X	○	●	●	○	●
Project Y	○	○	●	○	●
Project Z	●	●	○	○	●

Nice and straightforward, especially when trying to collate information for brochures or the web.

For all existing clients, if you have not received your username and password to the Constructive Media Archive, please request it by sending an email to: info@constructivemedia.com.au.

References:

Constructive Media Archive - <http://clients.constructivemedia.com.au>



Red Box Homes

A NEW RANGE OF AFFORDABLE LUXURY HOMES has been released by Residential Attitudes, known as Red Box Homes.

With Residential Attitudes' signature style, Red Box Homes look the part, and the range of designs is sure to satisfy even the most discerning buyer - our 3D visuals sure help to get that message across!

References:

Red Box Homes - <http://www.redboxhomes.com.au>

Welcome Cam!

CONSTRUCTIVE MEDIA WARMLY WELCOMES Cameron Aitkenhead into its office. Cameron was the director of company Vision+Space, which has now been integrated into Constructive Media.

Cameron has 10 years of experience with corporate set design, design and construction drafting, graphic design and production management.

References:

Vision+Space - <http://www.visionspace.com.au>



The Homestead, Gosnells

A NEW HOUSE & LAND DEVELOPMENT HAS BEEN LAUNCHED in Gosnells, with Constructive Media creating all pre-construction marketing to assist with sales. Stage 1 of this property development is now for sale, with blocks starting from just \$338,000, or just \$317,000 for qualifying First Home Owners.

Starting with branding, Constructive Media gave this development an identity which was then followed by 3D pre-construction visuals of the various house types. A 3D streetscape was then created which gave potential investors a better idea of the finished community scene with landscaped gardens.

Of course, in this digital age no promotion would be complete without a website, so we created a very intuitive, simple to navigate site that delivered the information required for investors. Leading to an on-line form, these potential investors could be converted to positive leads to the real estate agent.

Backing up this digital information was a set of presentation folders and flyers which have been distributed from the real estate agent to interested parties.

This simple approach to promoting property developments is the key to launching a successful campaign. Identifying your target market, customising the marketing material to suit, finding various avenues of distribution and following up with updated information keeps your clients and investors keen!

References:

The Homestead - <http://www.thehomestead.com.au>

Henneberry Real Estate Property Shop Network - <http://www.propshop.com.au>



The HOMESTEAD GOSNELLS CENTRAL

harmony right at your doorstep



First Home Owners Boost

THE FIRST HOME OWNERS BOOST HAS BEEN EXTENDED enabling first home owners entering contracts between July 1 and September 30 2009 to continue to receive the boost of \$7,000 if they are buying established homes and \$14,000 to buy new homes. Combined with the First Home Owners Scheme, this means first-time buyers will get a total of \$14,000 for established homes and \$21,000 for new homes.

The boost will halve for those entering into new contracts from October 1 until December 31, so combined with the First Home Owners Scheme, first-time buyers will get a total of \$10,500 for established homes and \$14,000 for new homes.

References:

First Home Owners Scheme - <http://www.firsthome.gov.au>

Upgrade to 3DS Max 2010

ALTHOUGH 2010 IS A LITTLE WAY OFF, that won't stop Constructive Media from upgrading to the latest version of Autodesk's 3DS Max software! As at the start of July, Constructive Media will have converted all of its systems over to 3DS Max 2010 bringing with it the benefits of:

- + Innovative Graphite modeling toolset
- + New material explorer
- + Review 3: a new viewport system that allows for ambient occlusion, High Dynamic Range Image (HDRI)-based lighting, soft shadows, hardware anti-aliasing, interactive exposure control
- + ProSound (sync audio playback with the viewport)
- + added program stability

We're looking forward to using these new features to enhance your visuals!

References:

Autodesk - <http://www.autodesk.com>

Autodesk[®]

Sell your ideas with smart marketing!

LOOKING TO PROMOTE YOUR LATEST DEVELOPMENT? Make sure you have the right ammunition to attack the market with! With Constructive Media you have plenty to choose from!



3D Pre-construction Visuals

Show your clients/council what it'll look like



Video Presentation featuring flythroughs

Let your clients immerse themselves in the development



Brochures, newspaper advertising and flyers

Distribute print material to your target audience



Website

Maintain an on-line presence with rich, engaging multimedia

Or come up with a new innovative idea - we're here to help!



Residential Building WA

THE COMPETITIVE 2-STOREY HOME BUILDING MARKET requires specialist marketing techniques to ensure that your product stands out from the rest, and Residential Building WA division In-Vogue has commissioned Constructive Media to create high-quality 3D pre-construction visuals for its range of homes.

In-Vogue, who are also building the 2009 Telethon Metro Home, has updated the promotional images of its best-sellers as a showcase of how it is possible to build affordable and stylish homes!

References:

In-Vogue - www.in-vogue.com.au



Quattro Development

A NEW DEVELOPMENT IN TECHNOLOGY PARK, BENTLEY required some pre-construction 3D visuals to assist with visualising the final product, but also to help with colour selections. Constructive Media modelled up the proposed development from supplied CAD files, and applied materials to help our client decide on which one to go with!

Once the structure had been modelled, applying colour changes is relatively straightforward - making 3D visuals an idea mechanism for ensuring that you will be happy with the end result prior to placing orders for building materials.



Stepping up!

IN SUPPORT OF THE MS (MULTIPLE SCLEROSIS) SOCIETY, Constructive Media staff will be taking up the challenge of climbing Central Park for the Enerflex "Step Up For MS" Charity event. On June 7, we will be tackling all 53 flights of stairs (1,096 stairs!).



This marks the second consecutive year that we have participated in this event - and probably the second consecutive year that our leg muscles will regret the decision!

Donations can be made by visiting our team page.

Constructive Media Mountaineers Donation Page-
<https://register.stepupforms.org.au/?Media+Mountaineers>

Multiple Sclerosis Society- www.mssociety.org.au

The Bellevue wins approval from the City of Perth

AT ONE OF PERTH'S MOST PROMINENT LOCATIONS NEXT DOOR TO KINGS PARK, The Bellevue will be a redevelopment of the 1960's "Sunny Meed" building, and will comprise of 11 luxury apartments starting at \$1.3 million.

Developed by the Visionaire Group, Constructive Media was involved in creating the 3D pre-construction visuals needed to show the City of Perth the concept and envisaged outcome of this redevelopment. Award-winning architect Frank Ricci of Studio di Architettura, also a past client of Constructive Media, will be in charge of the design and layout of this soon-to-be iconic building.



Constructive Media has worked on many of the Visionaire Group's projects, creating high-quality 3D pre-construction visuals to promote its luxury residential and commercial developments.

References:

Visionaire Group - <http://www.visionairegroup.com.au>

Telethon 2009 Home

THE 2009 METROPOLITAN TELETHON HOME is under construction, but with pre-construction 3D visuals, you can see what the final result will be today! Located in Mandurah's Seascapes Estate, this home will feature 4 bedrooms, 2 bathrooms, home theatre, together with a landscaped backyard featuring an alfresco area and pool.

The beachside estate is close to local amenities including schools, sporting facilities, parklands, and shopping precincts. Donations to Telethon can be made at their official website.

References:

Telethon - <http://telethon.7perth.com.au>



Making (sound)waves

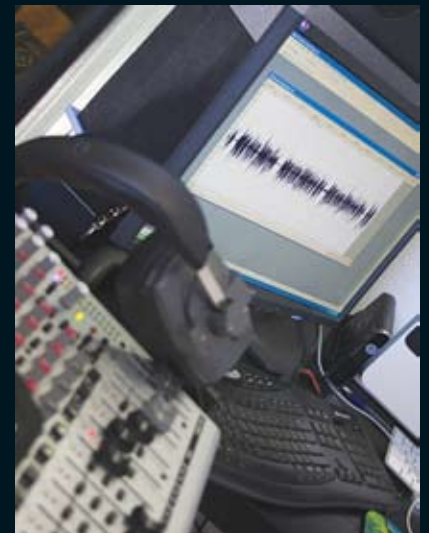
VOICEOVER AUDIO WAS REQUIRED BY ONE OF OUR CLIENTS, so we turned to **Perth Recording Studio's** Don Sterling for assistance. A professional setup including a sound-proofed booth allowed us to capture crystal clear sound for integration into a video presentation, comprising of 3D pre-construction visuals, real footage, and background audio. The resulting edited audio and video was then cut to DVD for duplication, and also compressed for streaming online.

All post-production work on the audio and video track was done in-house, including compression to MPEG-2 (for DVD playback) and compression to the Adobe Flash Video format (flv) for on-line distribution. The output video presentation has then been used to promote the property development in a simple, easy-to-understand format - content delivery that works!

Many thanks to Don's professional sound recording services, looking forward to working with him again in the not-too-distant future!

References:

Perth Sound Recording Studio - <http://www.perthsoundrecordingstudio.com.au>



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