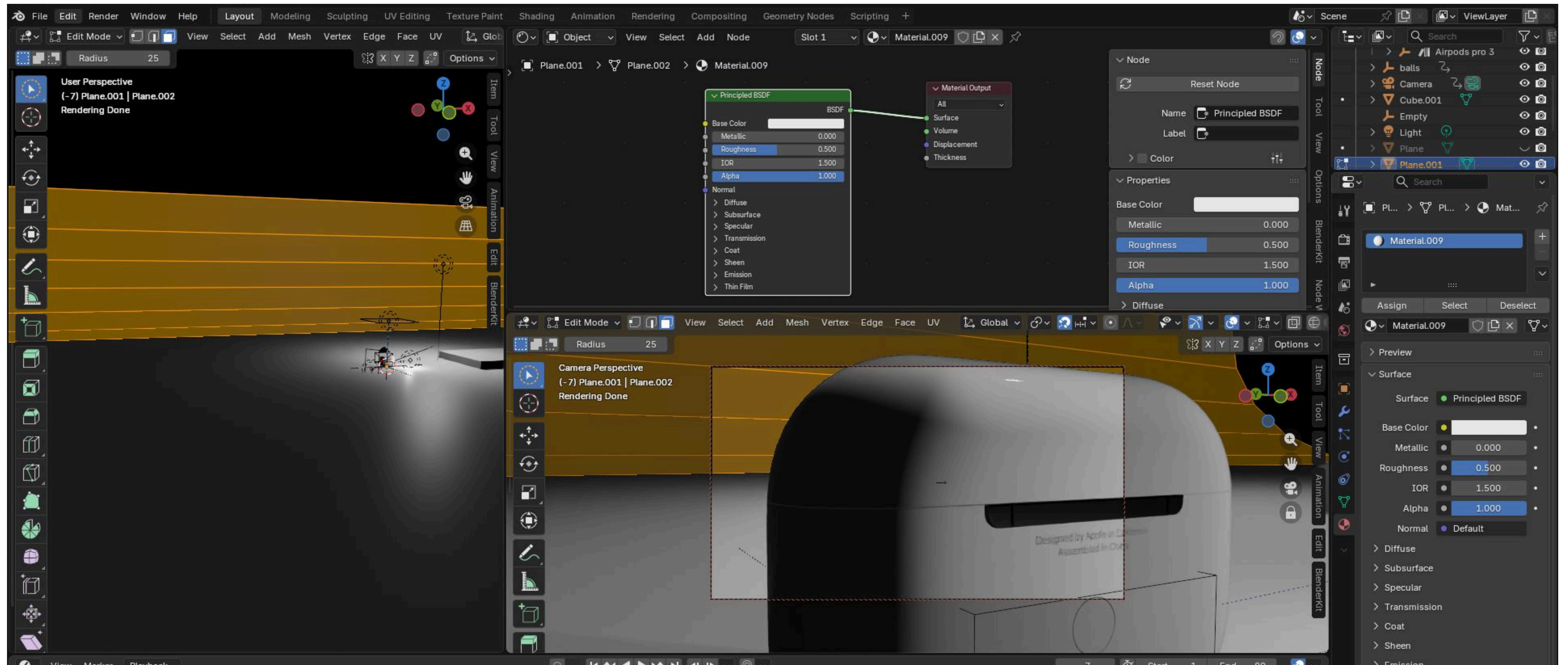




Apple AirPods - Blender

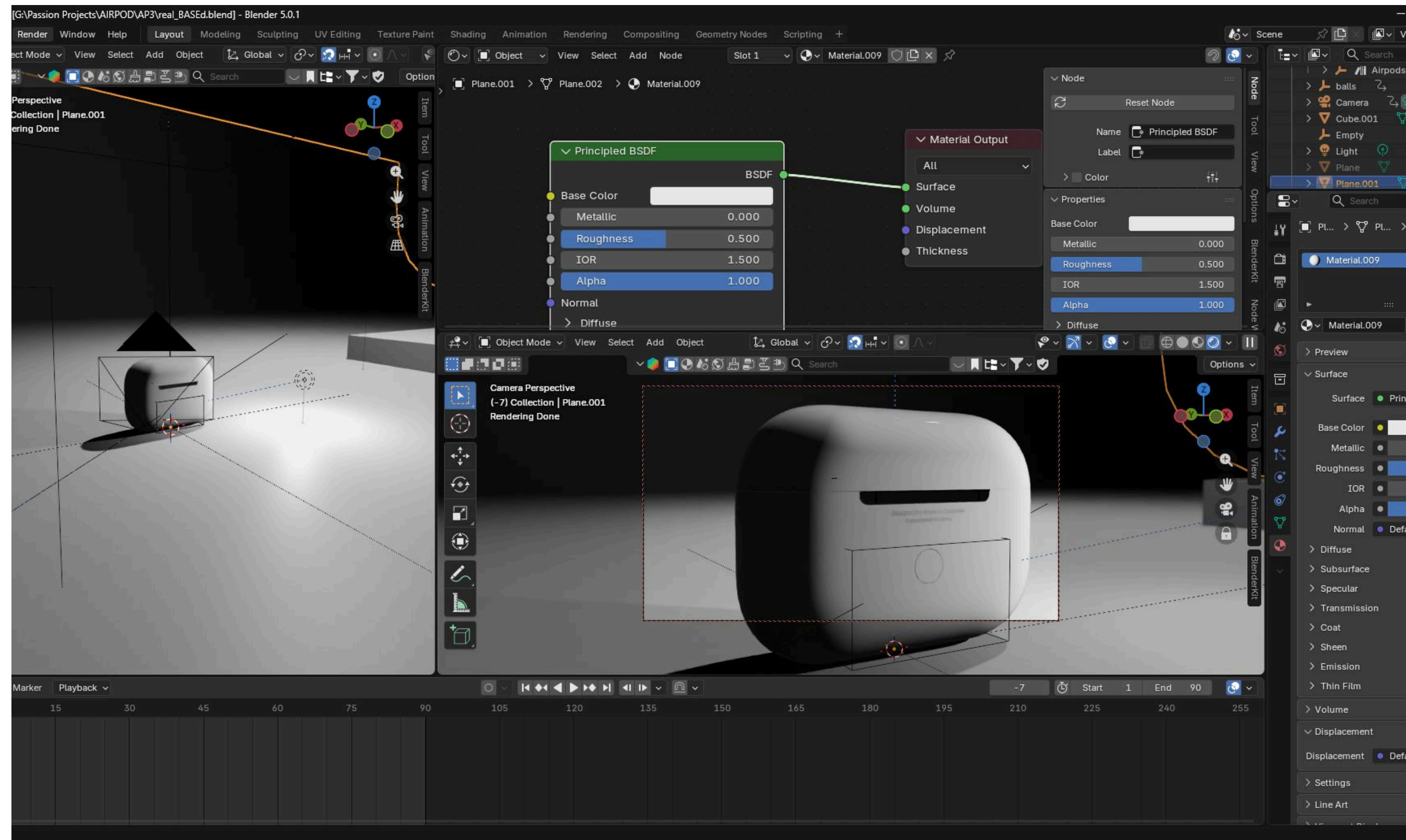
Process for Product Design Animation.

Setting the Scene.



I created a backdrop by adding a plane, extruding and then bevelling it so it had a curve at the end. I then either added an emission or BSDF to it depending on what looked better for the scene. I wanted all shots to look high contrast and cinematic.

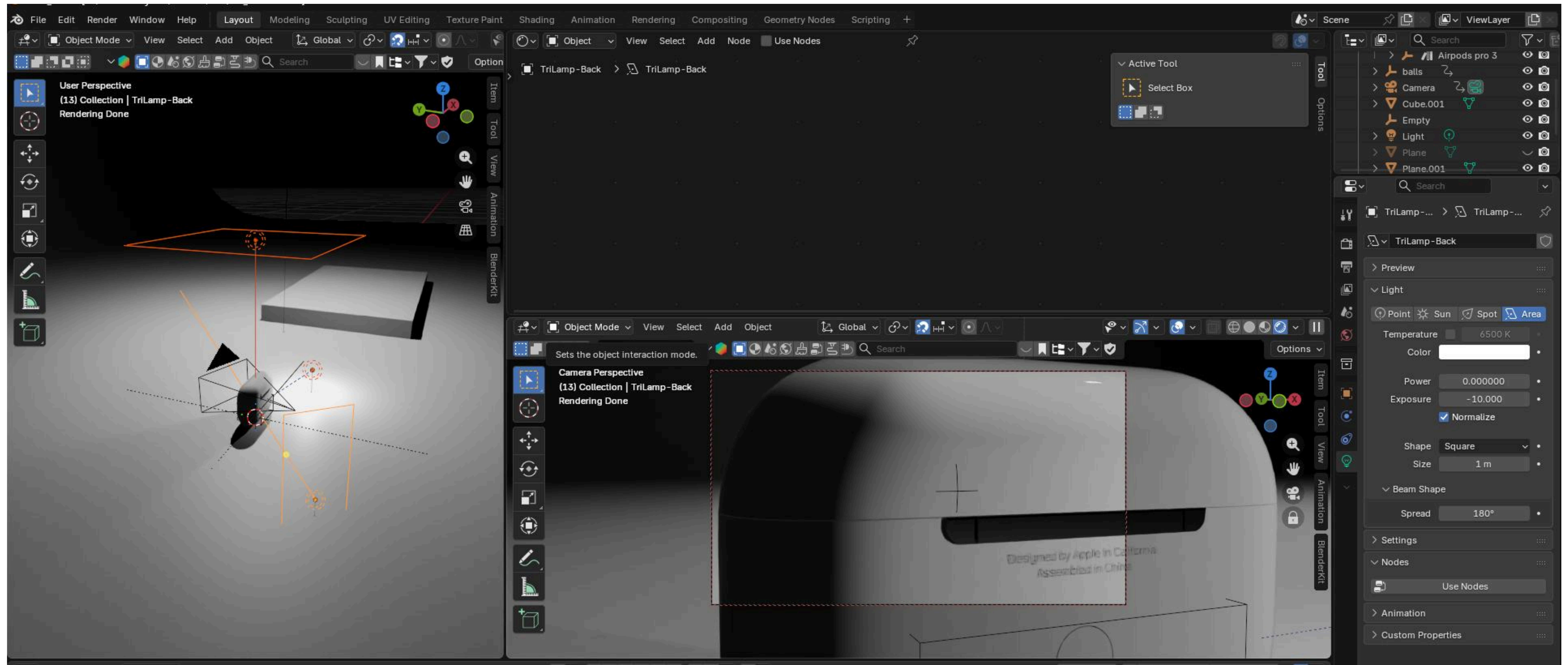
Easier Workflow.



agane	01/01/2026 18:07	File folder
closed case	01/01/2026 17:38	File folder
open case	01/01/2026 17:29	File folder
real_.blend	01/01/2026 19:37	BLEND File
real_.blend1	01/01/2026 19:24	BLEND File
real_BASE.blend	01/01/2026 19:53	BLEND File
real_BASE.blend1	01/01/2026 19:52	BLEND File
real_BASEd.blend	02/01/2026 00:30	BLEND File
real_BASEd.blend1	01/01/2026 22:26	BLEND File
real_SHOT1.blend	01/01/2026 22:24	BLEND File
real_SHOT1.blend1	01/01/2026 21:20	BLEND File
real_SHOT2.blend	01/01/2026 22:50	BLEND File
real_SHOT2.blend1	01/01/2026 22:38	BLEND File
SHOT 3.blend	02/01/2026 00:27	BLEND File
SHOT 3.blend1	01/01/2026 23:51	BLEND File
SHOT 4.blend	02/01/2026 02:31	BLEND File
SHOT 4.blend1	02/01/2026 02:31	BLEND File
SHOT 5.blend	02/01/2026 16:34	BLEND File
SHOT 5.blend1	02/01/2026 15:20	BLEND File
SHOT 6.blend	02/01/2026 18:49	BLEND File
SHOT 6.blend1	02/01/2026 17:54	BLEND File

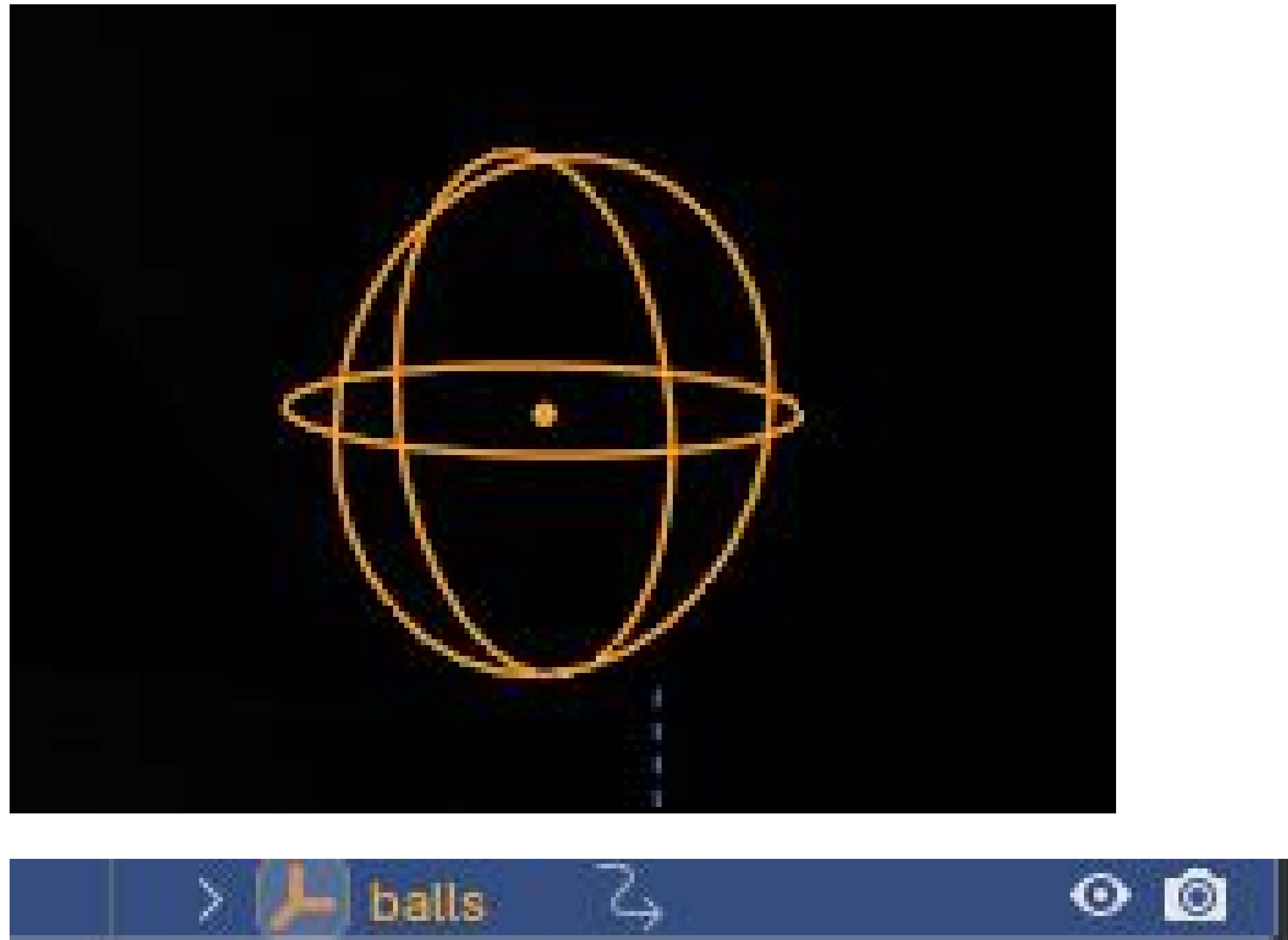
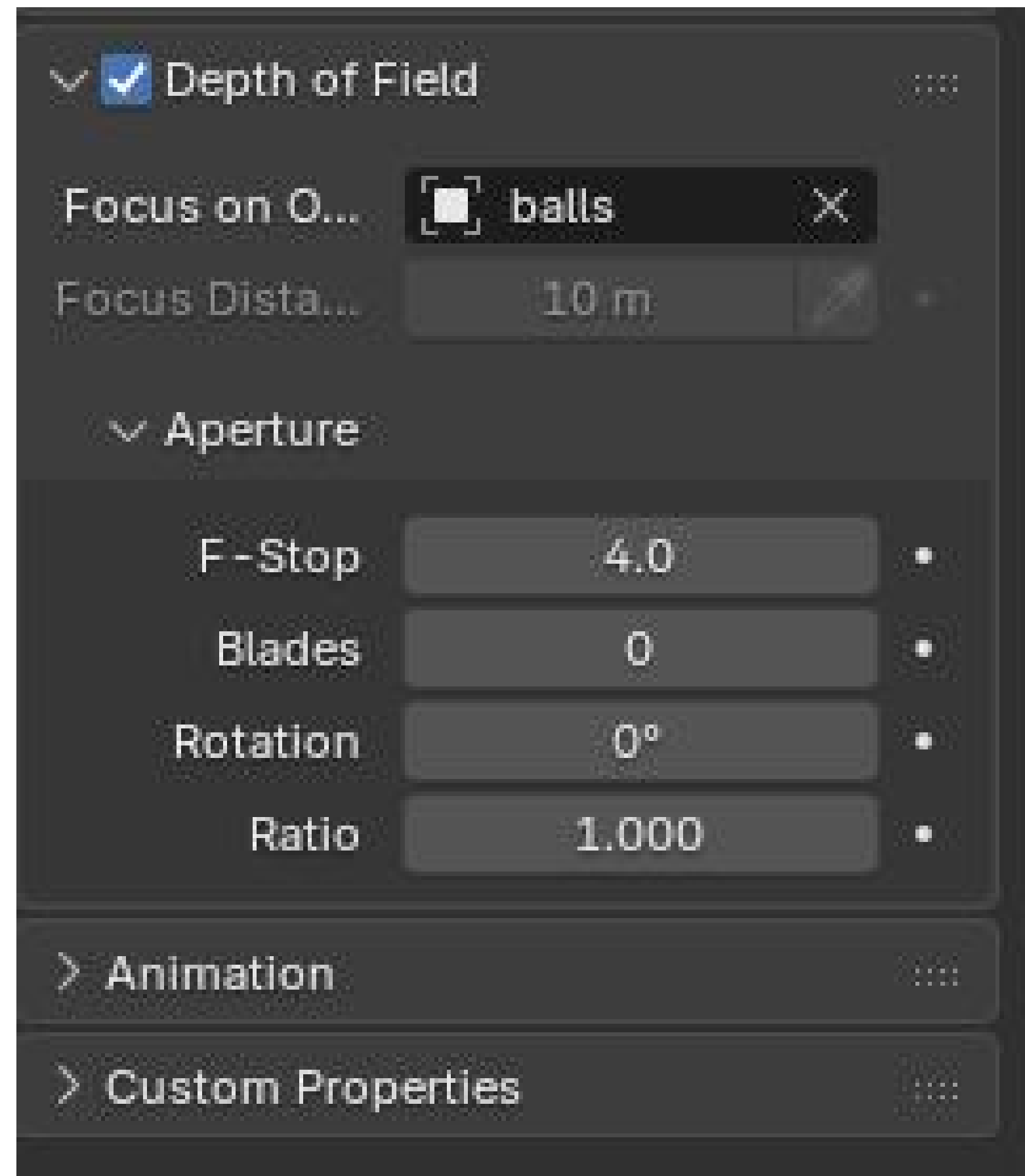
I made sure to save the file once I had everything setup so I could keep coming back to it depending on the next shot I needed. This massively sped up my workflow.

Tri-Light Setup.



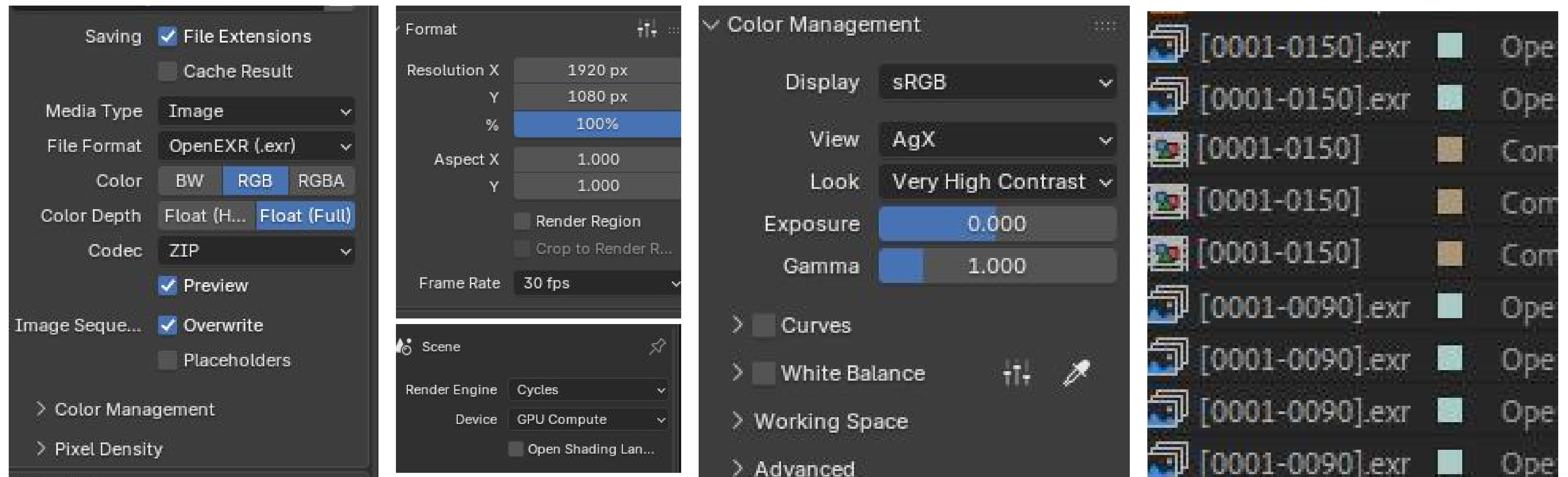
To make the scene cinematic I used a tri-light setup. This created engaging and aesthetic shadows and reflections that can be seen in the full render.

Using Depth of Field (DOF).



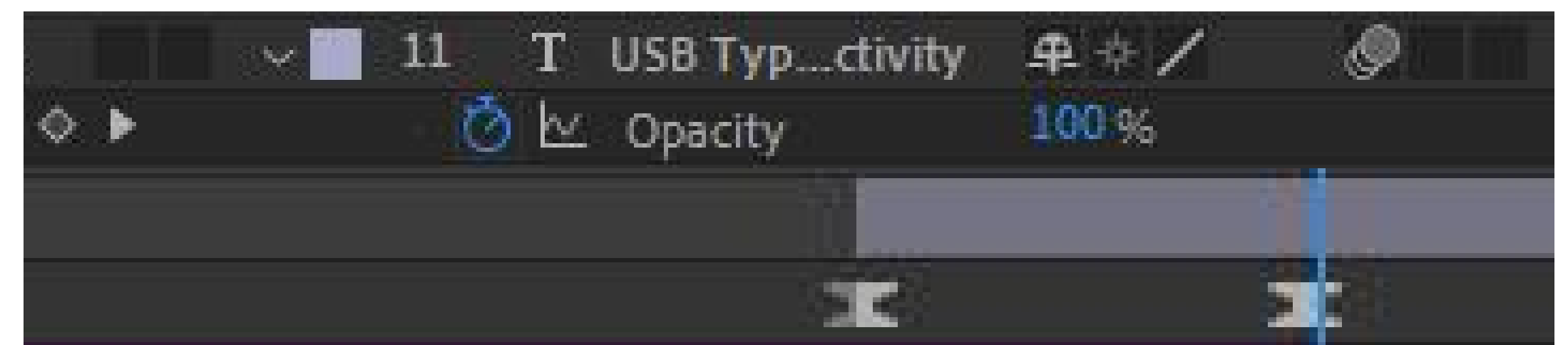
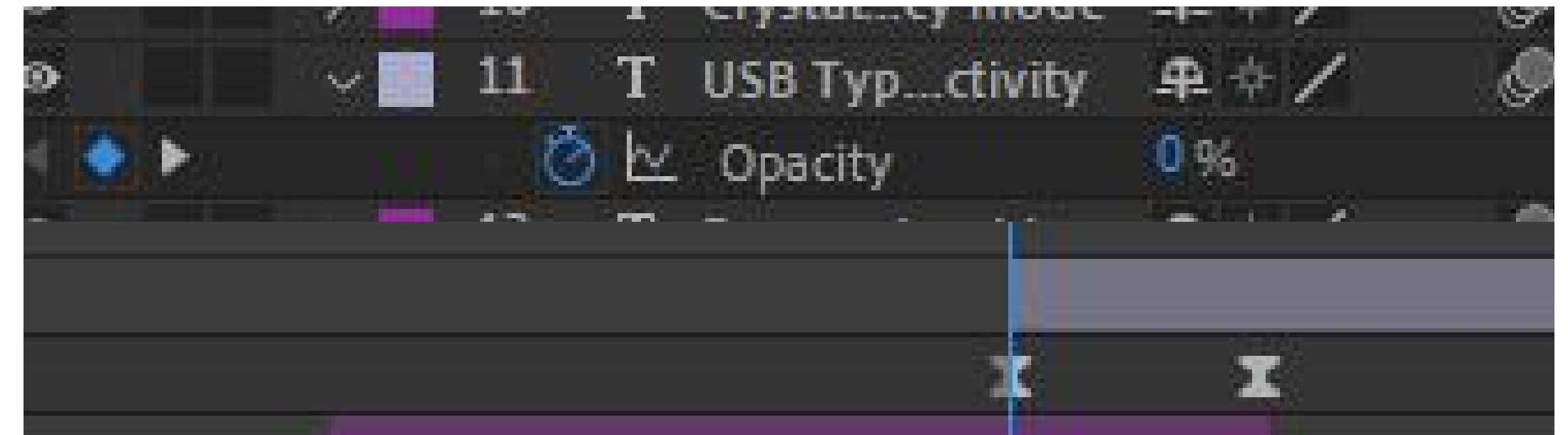
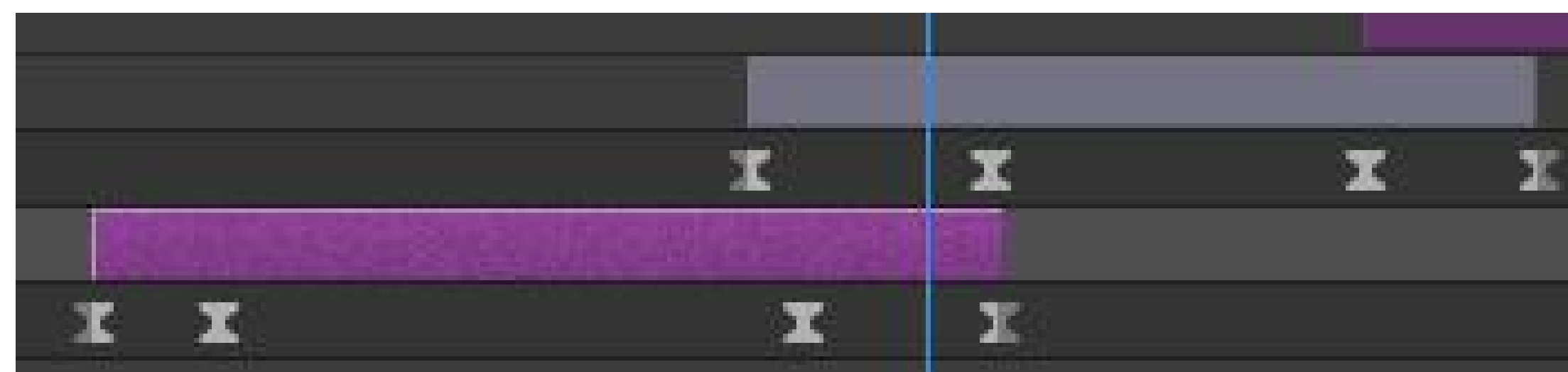
I also used DOF to allow for sharper visuals on specific sections of the animation. I would have the camera focus on an [empty] sphere and have that sphere placed on the sections I wanted to be clear in the animation.

Exporting & Settings.



When rendering; the images needed to be as high quality as possible (without it being 4K absurd) so I exported the files into EXR format to then be imported and sequenced within After Effects. The settings I used can be found above alongside the exr formatted files imported into AE.

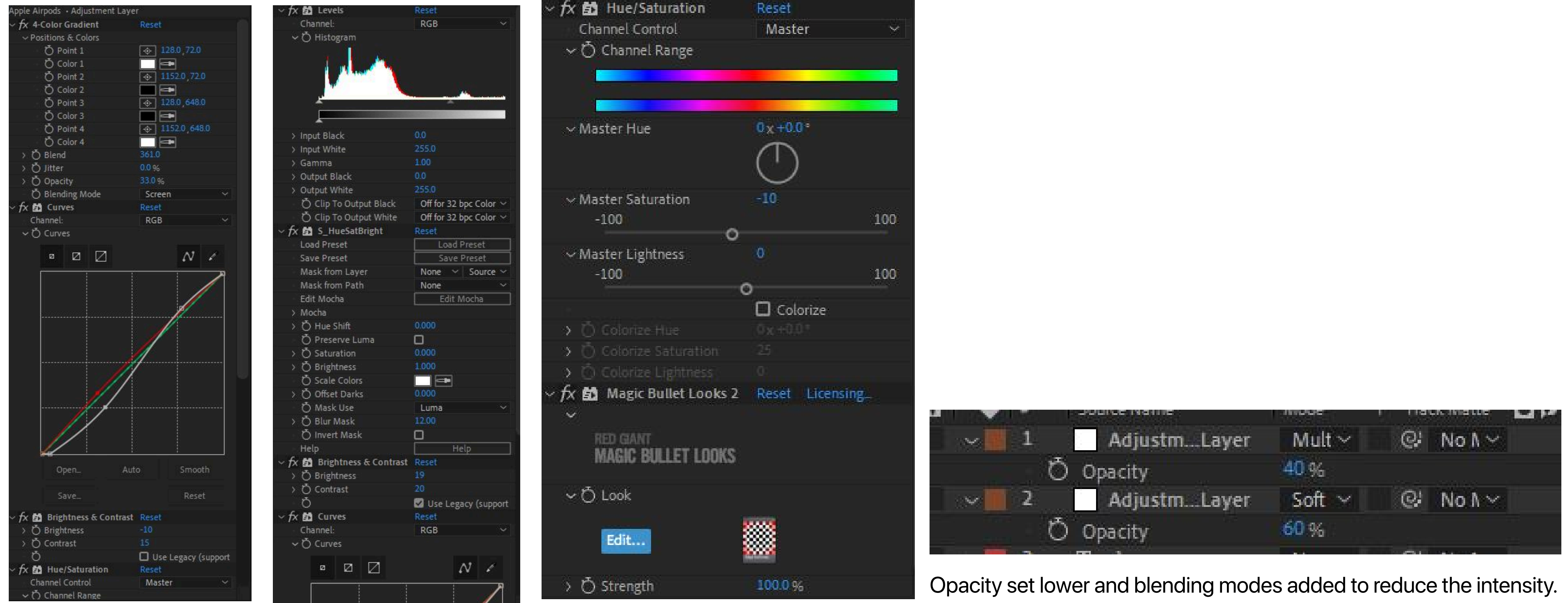
Typography & Effects



Opacity going from 0 → 100 to imitate the soft minimal aesthetic apple convey

For the typography, having it have too much motion would take away from the animation so I went with soft opacity fade-in's and fade-out's. This kept the distinct Apple feel and also not distract too much from what was going on. The typeface used was SF Pro Display.

Finishing Touches (Colour Grading).



The colour grading was added last to give the animation a final contrast burst. A fair amount of effects/settings were used so everything can be found above. :)

[Red Giant's MBL was the only paid plugin used for this project, and the effects can be replicated without the plugin]