

Designers Want More 3-D and AR/VR Projects

ARTICLE | **NOVEMBER 01, 2018**

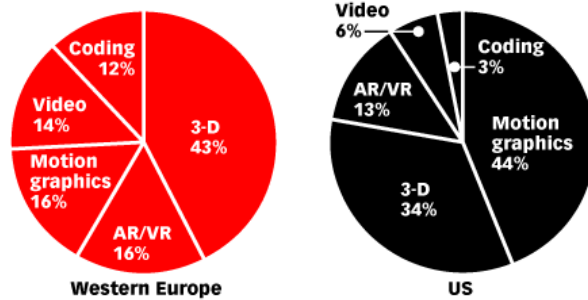
Ross Benes

Creating captivating visual media products can be time-intensive. If technology could reduce that labor burden, creative professionals would rather work on projects centered around emerging technologies than spend their time coding, according to a recent study.

In an August survey by [Pfeiffer Consulting and Adobe](#) of 75 professionals in design, illustration, imaging and graphics from the US and Europe, about seven in 10 respondents said they would like to do more 3-D and motion graphics work if it were made easier for them. Another 14% of respondents said they want to do more work in augmented reality (AR) and virtual reality (VR). Just 8% desired to do more coding.

What Kind of Work Would Creative Professionals in the US and Western Europe Do if It Were Easier?

% of respondents, Aug 2018



Note: numbers may not add up to 100% due to rounding
Source: Pfeiffer Consulting, "Creativity and technology in the age of AI" commissioned by Adobe, Oct 10, 2018

242431

www.eMarketer.com

Use cases of 3-D in media and marketing include display ads that have **interactive 3-D widgets embedded** into them, ads that **appear as if an object is moving off the screen** and toward the person viewing the ad, **3-D filmmaking** and **3-D printing** where printed models are used in brand activations. AR and VR are used in products like **Snapchat lenses**, mobile video games such as **Pokémon Go** and **VR headsets**.

One thing that could free up designers' time so that they can work more on 3-D and AR/VR projects is artificial intelligence (AI). AI can **improve productivity** and save workers time by automating rote tasks and helping people **quickly make sense of massive data sets**. More than half of the respondents in the study by Pfeiffer Consulting and Adobe said that AI will be extremely or quite important for creative professionals.

In a July survey by Wrike and EdgePeak Consulting of 1,552 people who work in design, art and film production, 85% of respondents believed that **AI will have a significant impact on their creative output** in the next two years. No other emerging technology was expected to have an impact this big.