



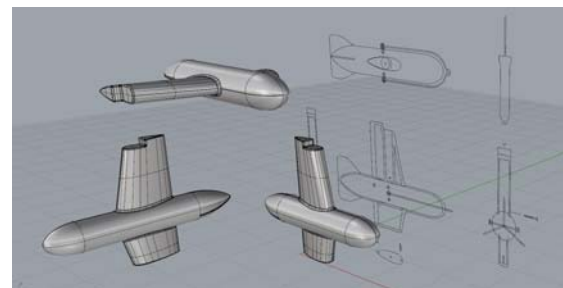
View from the North East

STUDIOcruz

The digital modeling and animation resource for the Central Coast of California




Image 6 - subject property with 24' replacement, plus 28' neighbors, seen from Hidden Beach



charging action



## Introduction



StudioCruz was founded in 2001 and since then has become one of coastal central California's leading digital modeling resources. It provides accurate 3D computer models and animations to local designers, architects, litigators, product developers, and engineers. In fact, anyone who needs to describe an object, structure, process, event, or situation. Existing or potential, possible or not.

Static and animated computer models enable you to visualize, communicate, refine, and specify a 3D object. Others can understand the item or event in three dimensions (and the fourth dimension of time) by seeing it from all angles and as it changes. Computer models are provably accurate, as StudioCruz frequently demonstrates in courtroom situations, and are the first step towards manufacturing consumer products.

The following pages show examples of StudioCruz' work. Please contact us for further details or to request a free evaluation of your own project.

Thank you.

StudioCruz

# SketchUp

SketchUp is a faceted modeling program which produces sketch style renderings that can be animated or presented as live walkthroughs. Despite the name, the models are provably accurate for litigation and planning hearings. The models can be geolocated in Google Earth to show them in their surroundings.

1 - Images from a detailed model of the Tanner Arts Center theater project, Santa Cruz. This was used to raise money for the project.

2 - House model for a private client in Santa Cruz, used to plan property improvements.

3 - Image of a photovoltaic system at Plantronics for Swenson Tech, Santa Cruz. The project budget was doubled after Plantronics saw the presentation.

4 - Screenshots of an eight minute Google Earth tour for Fleet Week, commissioned by Google, Mountain View.

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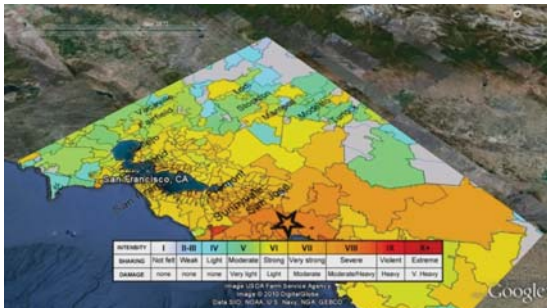


View from the North East



Auditorium from the stage

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# Blender

Blender is a polygonal modeling program that is particularly suited to producing technical animations and the provably accurate addition of new structures to site photos.

1 - Photo matching of computer models of proposed structures into photographs. Lead attorney was Bill Parkin, of Wittwer Parkin LLP, Santa Cruz. These won the case for our plaintiffs. A five minute video explaining the process was made by StudioCruz for the County Board of Supervisors and this can be seen at <https://youtu.be/W6iludQuGCM>.

2 - Letter of thanks from then Santa Cruz County Sheriff Phil Wowak regarding a nine minute animated forensic reconstruction of an officer related double homicide in 2013.

3 - Frames from a six minute animation of a medical device for 3rd Rock Design, Marin. This project shows StudioCruz' ability to communicate the action of complex mechanical devices.

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Image 6 - subject property with 24' replacement, plus 28' neighbors, seen from Hidden Beach



Image 8 - view of Via Campana with 24' replacements



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## County of Santa Cruz

Sheriff-Coroner

701 Ocean Street, Suite 340, Santa Cruz, CA 95060  
(831) 454-2985 FAX: (831) 454-2353

Phil Wowak  
Sheriff-Coroner

May 17, 2013

Chris Yonge  
Studio Santa Cruz  
227 Morissey Boulevard  
Santa Cruz CA 95062

Dear Mr. Yonge:

On behalf of myself and members of the Santa Cruz Police Department I want to thank you for the generous work you have given concerning the tragic homicides of Santa Cruz Police Sergeant Loran Baker and Detective Elizabeth Butler.

You created an animation to recreate the horrific events of February 26, 2013 that visually demonstrates the events as determined by our investigation. We can only hope that the knowledge of what occurred may bring some small sense of closure to the many people who were impacted by these crimes. The material you worked with is both corrosive and socially sensitive in nature.

Please do not hesitate to contact me if the Sheriff's Office may be of assistance to you in the future.

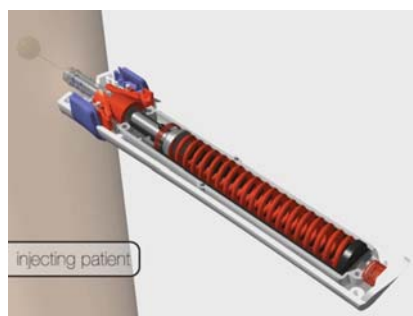
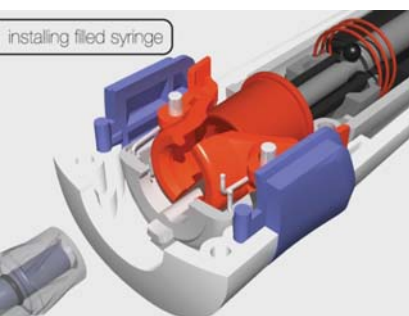
Sincerely,

*Phil Wowak*

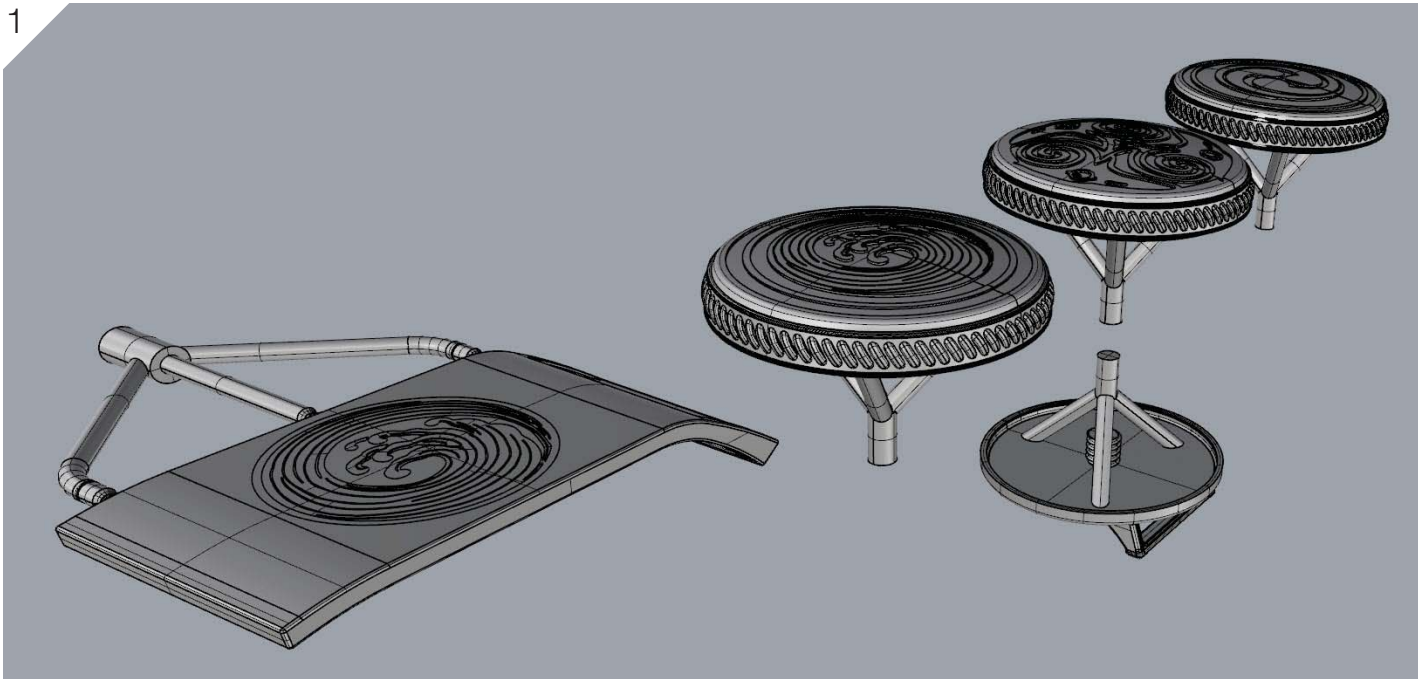
Phil Wowak  
Sheriff-Coroner

C. Jim Whitehead  
Professor and Chair  
UCSC Computer Science Department

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## Rhinoceros

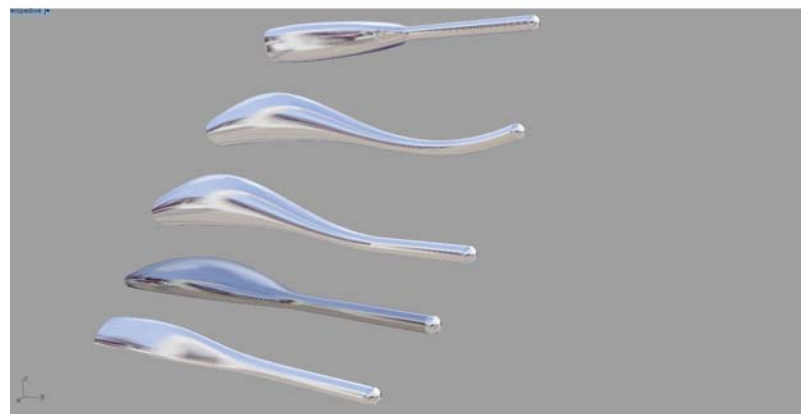
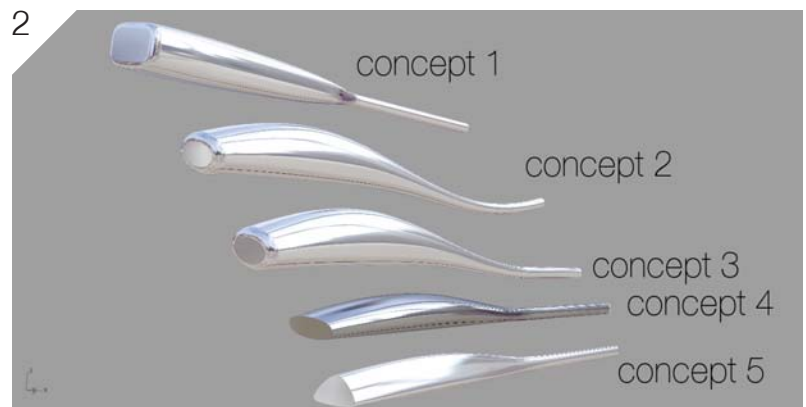
Rhinoceros is a NURB modeler that produces perfectly curved surfaces suitable for injection mold and other manufacturing specification. It can also be used to create accurate 3D models from 2D vector drawings. Finally, these models from Rhinoceros can be animated for presentation and review.

1 - Buckle prototypes developed for The Raven Works, Los Angeles.

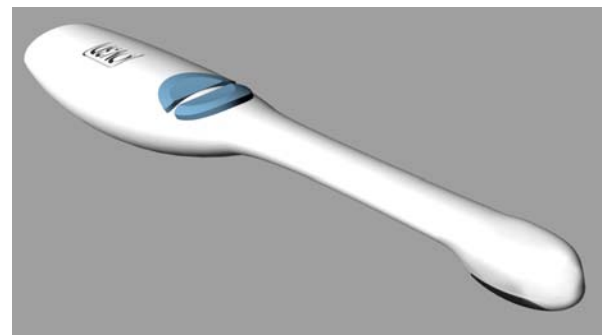
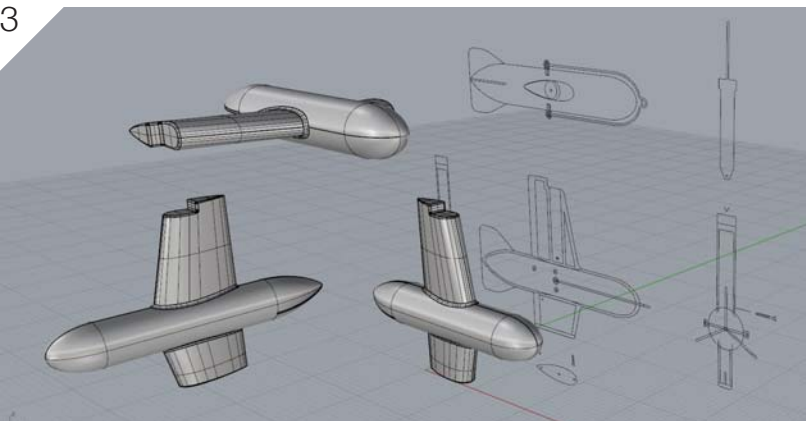
2 - Shape development of a dental camera for Oralvue Inc, Santa Cruz. Patent application drawings were also made in Rhinoceros.

3 - Buoy development for the Monterey Bay Aquarium, Monterey through Doug Ross of Santa Cruz.

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# Prototypes and models

At times one needs to make a physical model or prototype to provide hands-on experience of a form. In addition to a comprehensive shop, StudioCruz has experience working with local and SF Bay fabrication and 3D printing businesses. We provide physical models in wood, plastics, and both fabricated and 3D printed metals.

1 - 3D color powder printed model of terrain produced as an example of 3D exhibit work.

2 - 3D printed, laser cut metal, and acrylic prototype of a continuously variable gear mechanism for a private client.

3 - Laser cut architectural model for Anderson McKelvey Architects, Santa Cruz.

4 - Laser cut slot together shelf unit design designed and made for Makers-Factory LLC, Santa Cruz.





# Graphic design

Though StudioCruz is not primarily a graphic design studio, there are occasions when typographic design and print work is needed in a project and it makes sense to keep everything in-house. StudioCruz has experience of specifying long and short print runs, die cutting, laser cutting, and large format graphic board production.

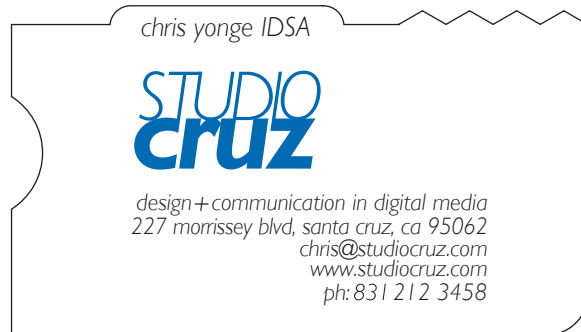
1 - StudioCruz' business card, standard size, but with a die cut outline that makes it stand out from others visually and by touch.

2 - Laser cut card for MakersFactory; the logo can be rotated around two axes because of the laser cut rings. Though not durable, the cards communicated the ability of MakersFactory's laser cutter to make 3D objects.

3 - Laser cut card for Stealth Network Communications, a security company. The tab with the keyhole is folded over the QR code and retained by the C shaped cut next to the logo.

4 - Detail from a complex litigation graphics exhibit board, developed in Photoshop and Illustrator, printed at 40" by 30" in high resolution for a case handled by Matteoni, O'Laughlin & Hechtman in San Jose.

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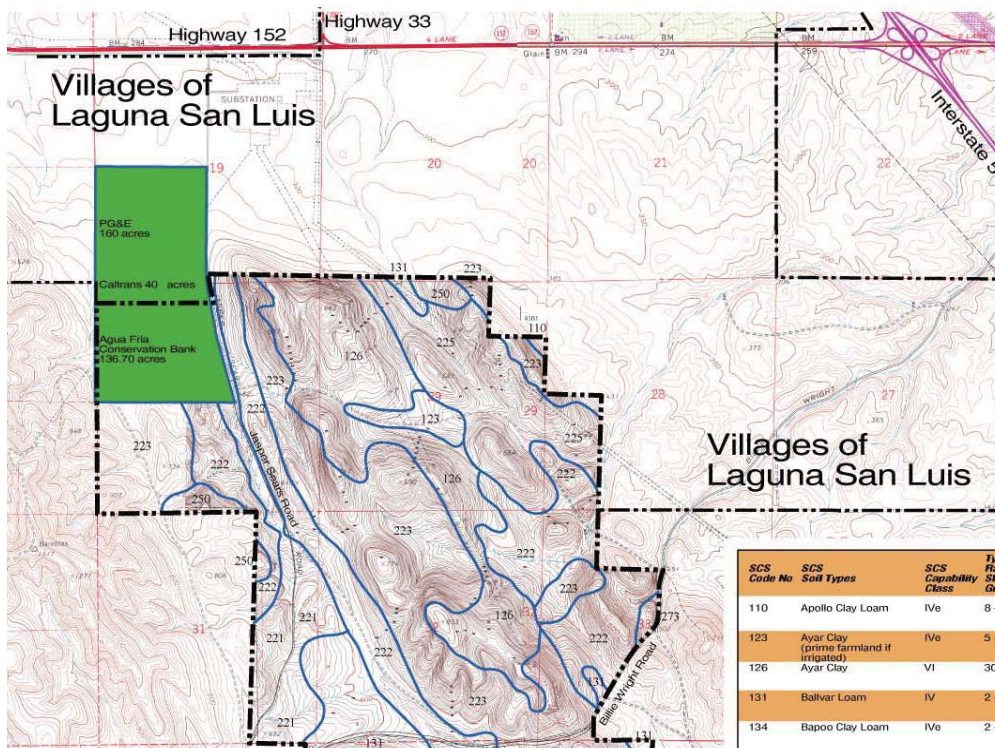
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Exhibit

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**Agua Fria Study Area:  
NRCS Soils Map;  
Environmental Setting**

Legend:



0 2000 feet 1 mile

Data Sources:

Soil survey of Merced County, California,  
Western Part, March 1990  
USDA Natural Resource Conservation  
Service (NRCS)  
Aerial survey prepared by Aerometrics  
Surveys, San Mateo, California,  
1990-92 (5 foot contour interval)

SCS Code No	SCS Soil Types	SCS Capability Class	Typical % Range of Slope Gradient	Permeability Rate	Erosion Potential	Soil Type Acreage	% of Total Site Acreage
110	Apollo Clay Loam	I/ve	8 - 15	slow	high	2.97	0.11
123	Ayar Clay (prime farmland if irrigated)	I/ve	5 - 8	slow	very high	35.97	0.88
126	Ayar Clay	VI	30 - 50	slow	high-rapid runoff from steep slopes	406.22	13.19
131	Ballvar Loam	IV	2 - 8	moderately slow	slight-medium runoff rates	241.63	7.87
134	Bapoo Clay Loam	I/ve	2 - 8	moderately slow	very high	12.74	0.43

# Contact

Web site: [www.studiocruz.com](http://www.studiocruz.com)  
Email: [info@studiocruz.com](mailto:info@studiocruz.com)  
Phone: 831 212 3458

## Online resources

An introduction to computer presentation options (nine minutes)  
<https://youtu.be/6MZhQ2oBosU>

Chris Yonge's LinkedIn page  
<https://www.linkedin.com/in/chrisyonge>

