

# Framework for good design

**3D Mice:** SpaceMouse® Pro, SpaceNavigator®

**Application:** 3ds Max 2012, Adobe CS5

**FRAMEWORK**  
creative



3Dconnexion 3D mice have become an essential part of the design tool kit at cutting edge 3D design studio, Framework Creative.

London-based Framework Creative Ltd specialises in visualization, spatial, interior and product design, providing a range of services from concept level through to detailed design. Customers include PR companies, marketing agencies and major brands like Airbus, Nike, Vodafone and Chevrolet.

“Basically anyone who needs high quality design work completed,” says Framework Creative owner Roddy Robertson.

The company’s primary 3D software applications are 3ds Max 2012 and Adobe CS5. There are four seats in total and 3Dconnexion 3D mice have been in use since the company’s inception in 2008.

“I first heard about 3Dconnexion’s 3D mice through one of our founder partners who was a keen 3D mouse user prior to us setting up the company,” explains Roddy. “They very quickly became an invaluable piece of kit. These days we rely on a selection of SpaceNavigators and SpaceMouse Pros.”

After the company-wide introduction of 3D mice at

Framework Creative it didn’t take long for the team to become comfortable using them.

“3Dconnexion 3D mice are very intuitive and easy to use,” says Roddy. “Once you get used to the sensitivity it only really takes a day or two to master them. The ability to swiftly and accurately navigate through 3D space is the main advantage and something we now all take for granted. We really wouldn’t be without them.”

This dependence on 3D mice and their advanced navigation capabilities and productivity benefits means they are now a standard part of the workstation configuration at Framework Creative.

“Prior to us implementing 3D mice on all machines, whenever one of us had to use a machine bereft of a SpaceNavigator there was a noticeable drop off in speed of work performed along with an increase in frustration levels,” explains Roddy. “We have a spare station for rendering purposes and had to buy an additional SpaceNavigator for that machine as we were always reaching for it when it wasn’t there.”

As well as the improvements in speed, Roddy notes that 3D mice are useful for getting ideas across to clients.

“Apart from the undoubted increase in efficiency that the use of 3D mice provides, we also see great benefit in using them as a tool to help explain designs and concepts to clients. There is also something to be said for having some futuristic tools on the desks. They do give the air of cutting-edge expertise!”

A recent Framework Creative project realised using 3D mice was a short full HD movie to showcase Airbus’s vision of air travel in 2050. The video features a revolutionary concept cabin design inspired by nature and packed with innovations and technologies designed to leave passengers of the future feeling revitalised and enriched.



“We worked with Good Relations, part of the Bell Pottinger Group, and the Airbus Cabin Innovation and Design Team,” explains Roddy. “The final movie was received with great interest around the globe and Framework Creative went on to produce a series of high quality supplementary stills for print that further highlighted aspects of the consumer journey.

“This was a particularly rewarding project for Framework Creative to be involved with and 3D mice were intrinsically linked to our workflow. From visual communication to clients, to significant speed and efficiency advantages, their benefits are many and as such they are an integral tool for us.”

[www.frameworkcreative.com](http://www.frameworkcreative.com)