

# STUDIOcruz

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

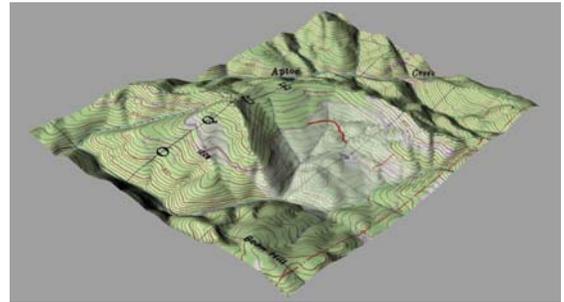
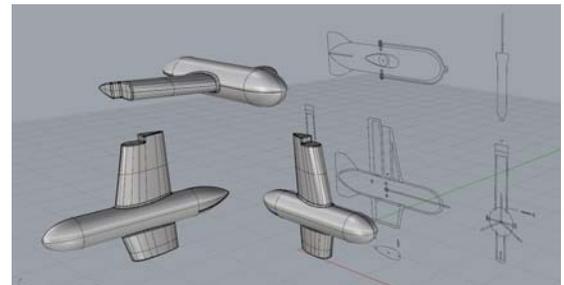


Image 6 - subject property with 24' replacement, plus 28' neighbors, seen from Hidden Beach



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.

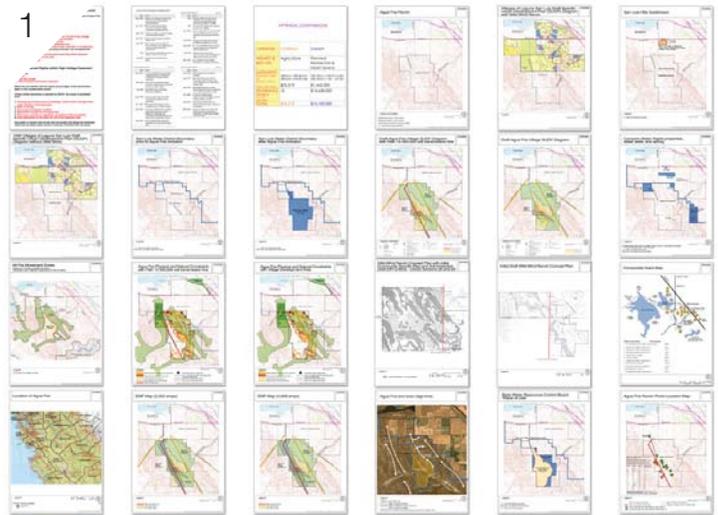
Thank you.

StudioCruz

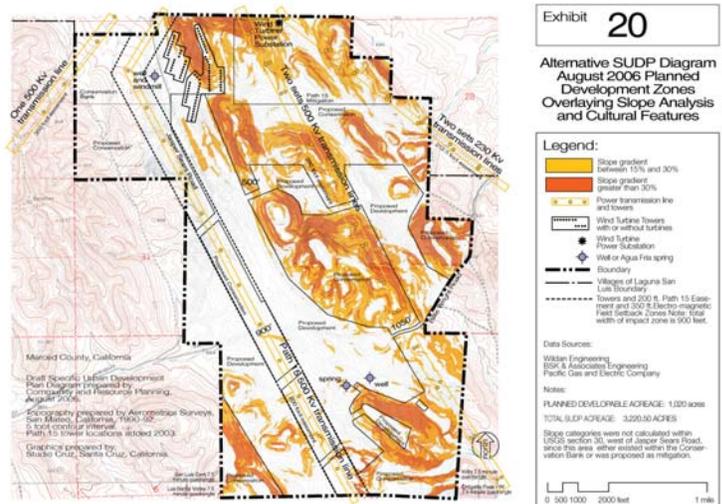
# Litigation graphics

StudioCruz has developed and presented graphics for litigation cases and planning hearings for over ten years. These mostly relate to eminent domain and sightlines, where the value of provably accurate 3D models of terrain and structures is greatest. StudioCruz has experience presenting such images and animations in the courtroom.

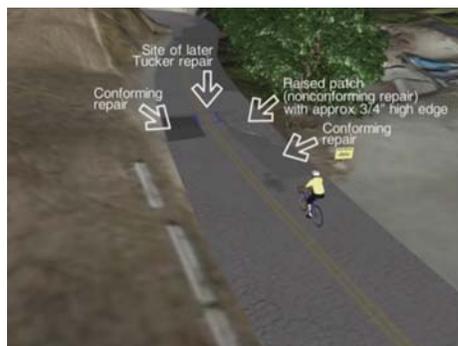
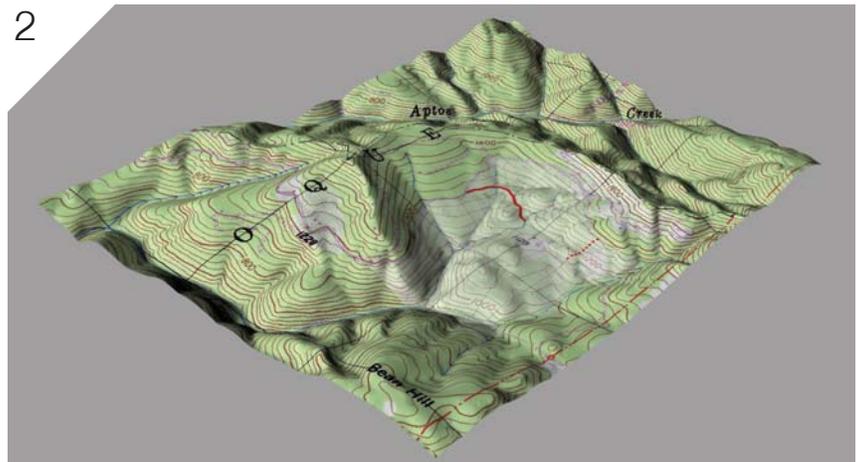
1 - A series of over forty complex 2D exhibit boards developed in Adobe Illustrator and Photoshop showing the impact of a 240Kv line on a partially developed property near Los Banos. Several animations were also developed and presented in court. Lead attorneys for the case were Matteoni, O’Laughlin & Hechtman of San Jose, with whom StudioCruz has worked since 2005.



2 - A detailed 3D terrain model developed for Haines v. Farley, a case concerning access to property in the Santa Cruz Mountains. A video about the case can be seen at <https://youtu.be/mYe5Lr34DnA>. Lead attorney was Lee Bardellini and the case was won for our plaintiffs.



3 - Frames from a two minute bicycle accident reconstruction made for Ralph W Boroff, P.C., of Santa Cruz. The case involved complex issues of timing and sightlines that could not be adequately communicated through static images.



"...your animation forcefully demonstrated our case better than any mere recitation of facts could have ever accomplished."

Ralph Boroff, Attorney at Law  
55 River Street, Suite 100  
Santa Cruz, CA 95060

# 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 Tannery 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. A video of the tour is at <https://youtu.be/i7F0fQqegZs>.

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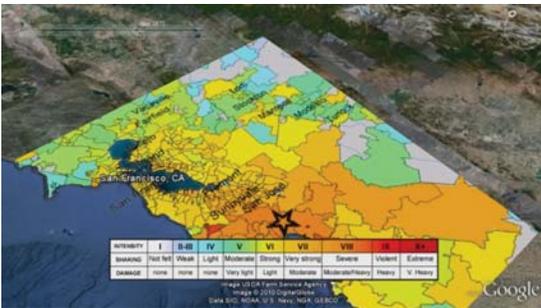


View from the North East



Auditorium from the stage

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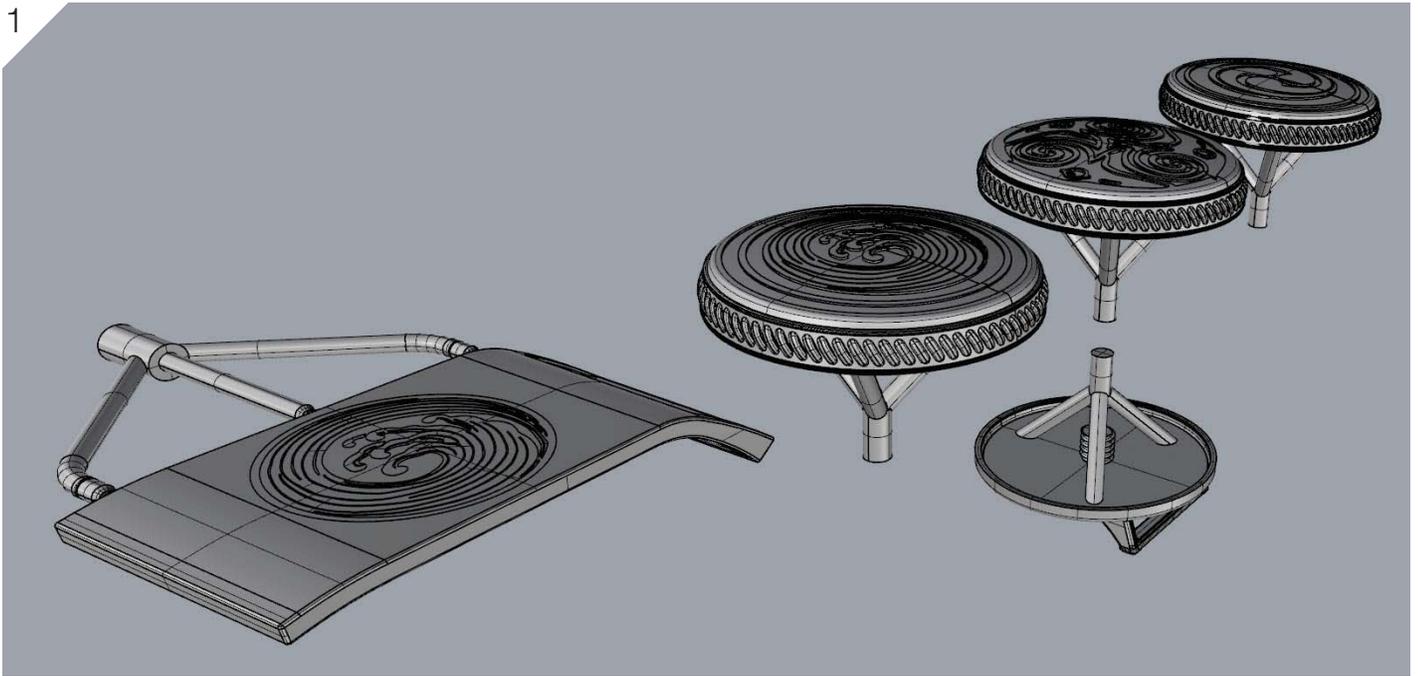
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## Rhinoceros

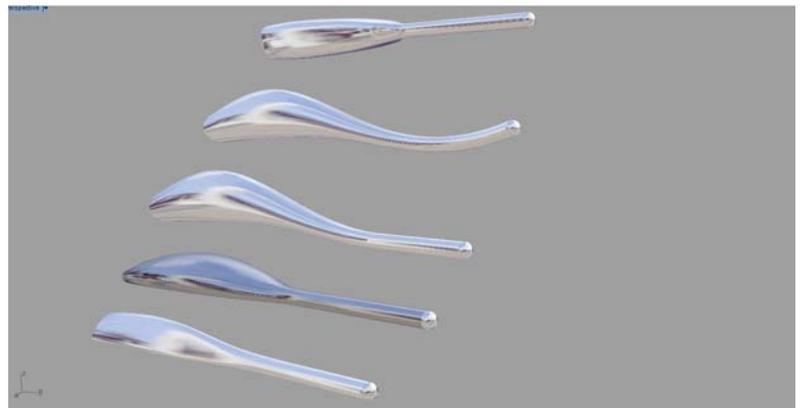
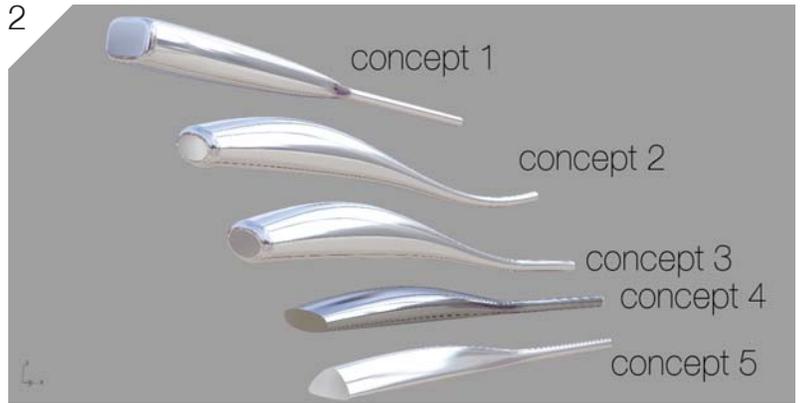
Rhinoceros is a NURB modeler that produces perfectly curved surfaces suitable for injection mold and other manufacturing specification. It can also be used to create accurate 3D models from 2D vector drawings. Finally, these models from Rhinoceros can be animated for presentation and review.

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

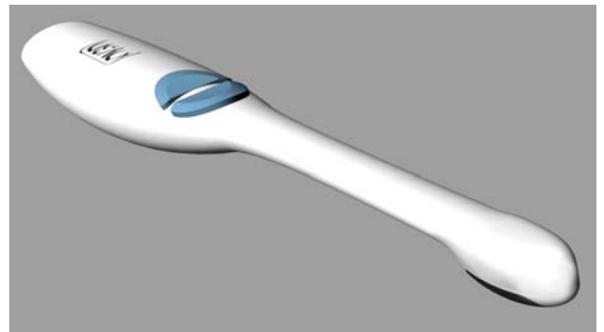
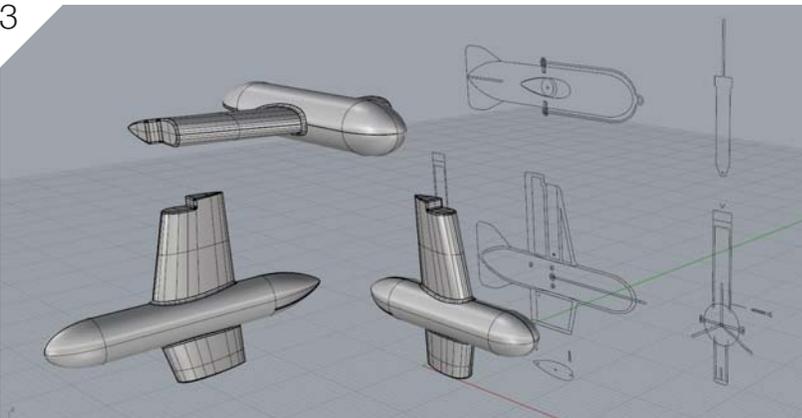
2 - Shape development of a dental camera for Oralvue Inc, Santa Cruz. Patent application drawings were also made in Rhinoceros.

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

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# Blender

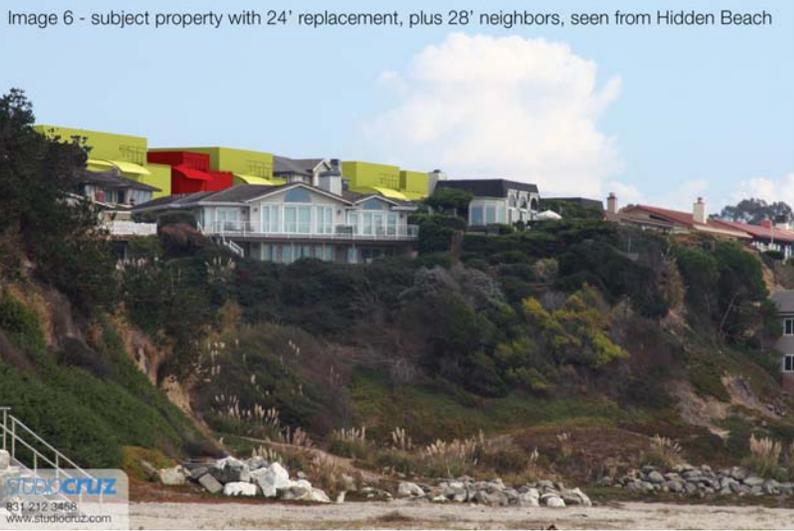
Blender is a polygonal modeling program that is particularly suited to producing technical animations and the provably accurate addition of new structures to site photos.

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>.

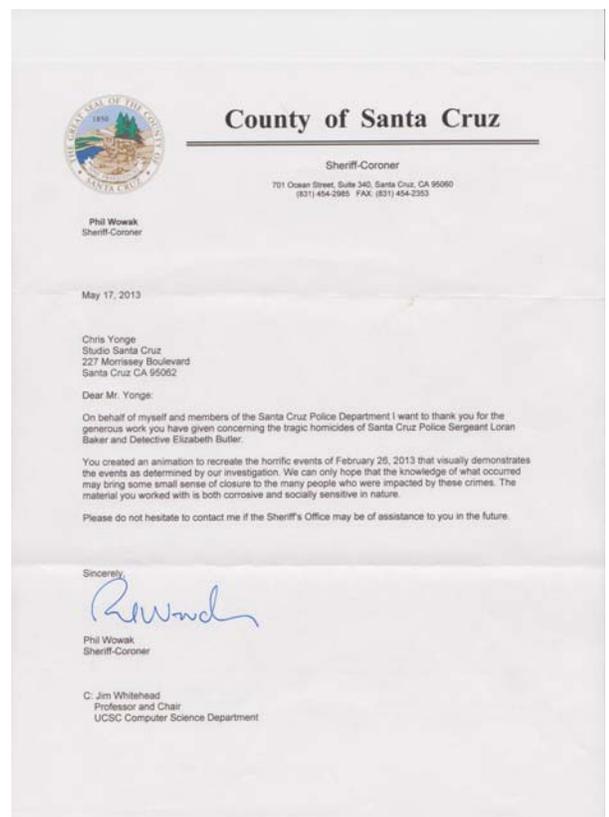
2 - Letter of thanks from then Santa Cruz County Sheriff Phil Wowak regarding a nine minute animated forensic reconstruction of an officer related double homicide in 2013.

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.

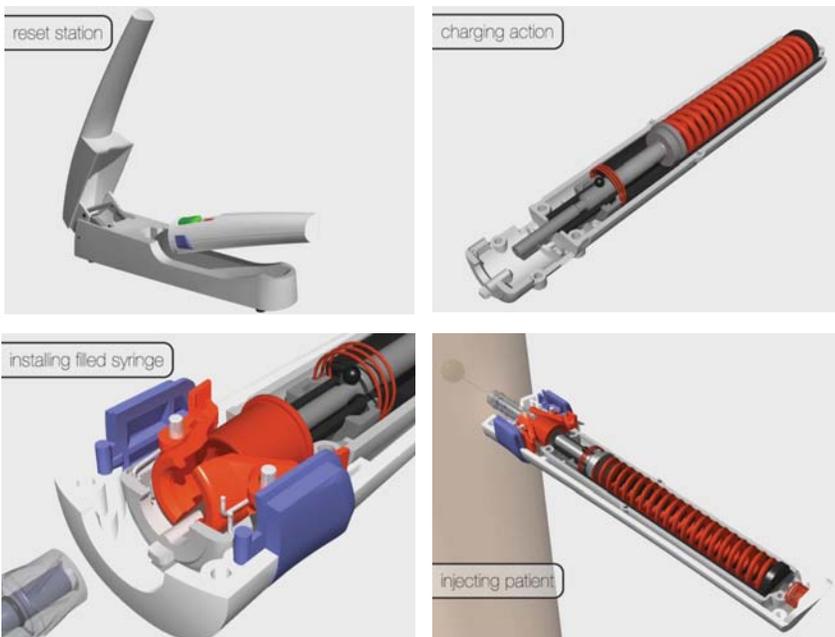
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**Chris Yonge**, litigation graphics specialist

## Resume

Chris Yonge has provided visualization and presentation services to Central California litigators and creative professionals for over ten years. He is an experienced public speaker, having presented at TEDx Santa Cruz as well as at numerous hearings and trials. In March of 2013 he participated in a panel discussion at Lawrence Livermore Laboratory on the technology and potential of 3D printing. He is past President of Santa Cruz Downtown Toastmasters and teaches digital modeling and animation to large entry (200+) classes in the Baskin School of Engineering at the University of California, Santa Cruz.

## Career history

2015 - present	Lecturer in Digital Modeling and Animation, Engineering Technology department, Cabrillo College, Aptos, CA
2010 - present	Lecturer in Digital Modeling and Animation, School of Engineering, University of California at Santa Cruz, Santa Cruz, CA
2002 - present	Principal, Studio Cruz, Santa Cruz, CA
2011 - 2013	Managing Partner, MakersFactory, Santa Cruz, CA
2006	Contract litigation graphics specialist, Fulcrum Legal Graphics, San Francisco, CA
2005 - 2006	Contract architectural renderer/ animator, DES Architects + Engineers, Redwood City, CA
2000 - 2002	Senior technical animator, Sun Microsystems, Menlo Park, CA

## Professional qualifications

Bachelor's in Architecture, University of Edinburgh, UK  
Bachelor's in Design, Heriot-Watt University, UK  
Masters in Product Design, North Carolina State University, NC

## Selected California client list

Wittwer Parkin LLP, Santa Cruz - 3D terrain modeling and analysis for planning hearings, 2016  
Turner Law, San Mateo - 3D modeling for eminent domain litigation, 2014 and 2016  
Santa Cruz County Sheriff's Office - forensic animation of shooting, 2013  
Matteoni, O'Laughlin & Hechtman, San Jose - 3D terrain modeling and animation for eminent domain cases, 2005 - 2014  
Sullivan Taketa LLP, Westlake Village - litigation video and presentation, 2012  
Damrell Nelson Schrimp Pallios Pacher & Silva, Modesto - 3D terrain modeling for eminent domain litigation, 2011  
Bardellini, Straw, Cavin & Bupp LLC - 3D terrain modeling and analysis for planning hearing, 2011

## Contact

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# Contact StudioCruz

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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/DLVxcnKuun0>

Chris Yonge's LinkedIn page (includes professional references)  
<https://www.linkedin.com/in/chrisyonge>

