



**UNSW**  
SYDNEY



## 3D Visualisation Aesthetics Lab (3DVAL)

**Exploring the challenges of visual narratives and developing novel ways to navigate complexity using creative methodologies from the video game, 3D computer animation and Virtual Reality (VR) creative content industries.**

### Competitive advantage

- An award-winning cross-disciplinary research hub that explores arts-led approaches for visualising complex scientific and biomedical scan data
- Research team with diverse multimedia and scientific backgrounds, and considerable industry experience
- Proven ability to deploy design-led modes to the visualisation of complex scientific and biomedical data using 3D computer arts approaches, most recently VR Head Mounted Displays (HMD)

### Impact

- Award-winning visualisations with real-world applications, including disease comprehension and rehabilitation.
- Successful applications
- VR Pain Management System provides effective distraction to hospital patients experiencing acute pain via a gamified exploration of virtual worlds. A collaboration with St Vincent's Hospital and Samsung
- 'Journey to the Centre of the Cell' project, which recreates a breast cancer cell, was nominated in the Best VizSim Project category for visualisations that have real-world applications, and for the overall Golden Cube award as part of the International 2016 Unity awards in Los Angeles, USA
- 'A fantastic voyage-travel inside your brain and visualise your own stroke' was awarded the 2016 St Vincent's Hospital Innovation & Excellence Award for clinical health engagement, allowing patients to explore personalised vascular scans

### Capabilities and resources

- Wide range of VR/AR systems
- State-of-the-art 3D visualisation creative content studio
- 3D computer workstations
- Render farm systems

### More Information

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