



The Power of Reading

## About the stunning 3D illustrations which give Project X its cutting-edge look

Research shows modern kids (especially boys) are being drawn away from reading towards the highly visual world of computer games. **Project X** takes this exciting 3D graphic world - but plugs it back into books! As the world's first digitally-illustrated reading scheme **Project X** will motivate the 21<sup>st</sup>-century child to read as never before.



The stunning 3D illustrations for **Project X** are the work of talented artist Jon Stuart and his team of people at Jonatronix Ltd.

The artwork has been almost 18 months in development and has involved the creation of over 50 characters, hundreds of props, and detailed environments.

Each of the characters is developed as a wireframe mesh, which are then attached to a skeleton allowing them to be moved, posed and positioned in the illustrations. Each character's face is made up of hundreds of 'virtual muscles', enabling us to create a range of detailed and authentic expressions.

Our illustrator works on a virtual 'film set' manipulating the characters and props and using a variety of textures and lighting techniques to create the stunning images you will see in these books.

Jon Stuart has been working in the 3D CGI industry for 15 years producing cutting-edge illustrations and animation for advertising, games and educational markets.

*'Project X has been a huge creative and technical challenge. Every object you see in the illustrations has had to be modelled and textured. All the characters, props and environments have been built from scratch. We have created unique skeleton rigs to move the characters and pose them within these environments. We have worked hard artistically to create a believable world in which the characters can inhabit, and to create exciting and dynamic imagery.'* Jon Stuart

For more samples of **Project X's** fabulous illustrations or to set up an interview with Jon Stuart please contact:



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