

ABSTRACT

In Indonesia, many architectural and interior design agencies and consultants use animation for client presentations. This has increased the demand for human resources capable of creating and presenting architectural and interior designs. Human resource issues in Indonesia include the high number of educated workers who are not absorbed into the workforce and the misallocation of human resources. There is a gap between the labor market's needs and the education system, especially in terms of skills and education required by the industry.

This research employs a Descriptive Qualitative method with a thick description approach. Initially, the focus is on analyzing the implementation and practices in the field of architecture and interior design, involving companies such as Djiwaruang, Vastunata Studio, Mula Ruang, and E_Dunestudio. Additionally, this research evaluates educational practices in the field of interior design, specifically in the Digital Presentation course in the Interior Design Study Program at Telkom University.

Observational data indicate that both companies and universities use SketchUp for 3D modeling but differ in rendering and animation applications. Companies prefer Lumion or Vray for realistic results, while universities use the more accessible Enscape. Telkom University students are proficient in Enscape but face challenges in rendering and animation. Companies emphasize realistic material details, color, texture, and lighting. Universities focus on good 3D models, material, lighting, and presentation aesthetics. To bridge the gap with the industry, the curriculum should introduce Lumion and Vray and evaluate student outcomes based on industry standards.

Keywords: rendering, animation, architecture, interior