

3D Printing: Emerging Change in Storytelling



Three-dimensional objects are getting popular and becoming a mainstream storytelling tool in recent years. People enjoy seeing different 3D designs and shapes. The process of putting layers of material together and turning it into a remarkable 3D object is complex yet creative.

The idea of 3D printing came into existence a decade ago for mechanical engineers and designers who used to make 3D objects for the prototyping of parts. Today, 3D printing technology has not just remained limited to technical professionals, but creative people and artists are using it for adding another dimension to their creativity.

How to make a 3D object?

Spartans, we are privileged to have a 3D printing service at San Jose State University! We can print 3D objects for free!

For printing 3D parts, you have to make virtual designs in Computer Aided Design (CAD) data file. These CAD designs can be created using various 3D modeling applications such as AutoCAD, SolidWorks, Rhinoceros3D, and Google sketch. A 3D scanner can also make a 3D digital version of an object. [Here are more details with examples.](#)

How communication students and professionals can use 3D prints in their work?

3D printing technology can add value to effective communication between people because you can showcase your creative ideas while using a tactile object. Public speakers can use 3D objects to convey complex ideas impressively and effectively. Also, creating models of different

characters from a story can become entertaining for the audience. Creative facilitators will always think about applying the tools that help their audience engaged. Health communication professionals can explain public health issues by using 3D models. It will be fascinating to support and enhance different communication projects you work on for a class or at work. Does that sound interesting to you? [Find more creative ideas here.](#)

An excellent strategy for marketing and Public relations professionals

Companies like [Coca-Cola use 3D miniature](#) for advertising the products and delivering better customer experience. For Advertising professionals, 3D printing of logos, mock products can work as a great strategy to appeal to the mass market and generate overall product curiosity. During a product launch, you can provide a model of the new product, which can stand as a great strategy to captivate potential customers.