ProArt
Power Up Your Imagination

KEY INFORMATION

Customer: Moholy-Nagy University of Art and Design (MOME)
Location: Budapest, Hungary
Member of the European Network of Innovative Higher Education Institutions (ENIHEI)

László Brovinszki
Head of BA Animation

Anna Gyulai
Animation Teacher

EMPOWERING ARTISTIC VISIONS IN ANIMATION

Founded in 1880, Moholy-Nagy University of Art and Design (MOME) is a prestigious institution with a rich history of nurturing artistic talent and pushing the boundaries of design and visual arts. Situated in Budapest, a city renowned for its dynamic animation community and global recognition for its exceptional expertise in film special effects, MOME is at the forefront of animation education, featuring a rich tradition in stop-motion 2D and 3D animation.

MOME's commitment to excellence extends across various programs, including graphic design, animation, industrial design, and media art. Beyond learning just the technical skills, the university fosters independent perspectives and cultivates individual artistic voices, all while embracing emerging technologies such as AR, VR, and MR. The university aims to prepare graduates to be innovative leaders of the future.

THE CHALLENGES

In the dynamic landscape of animation, MOME faces the challenge of keeping pace with evolving technologies and industry standards. The demand for realistic and immersive animations, particularly in areas like facial expressions and body language, requires robust hardware and software solutions capable of handling large datasets and computational power to produce high-quality 3D animations.

"We are focusing on the personal artistic approach of our students, so after graduate they can become directors, VFX directors, video game developers," says Anna Gyulai, Artist-teacher at MOME.

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THE SOLUTION

Workstation that renders heavy animations

To empower students with cutting-edge technology, MOME has integrated the iPon Creator Advanced Workstation Powered by ASUS in its animation course. Equipped with ProArt B760 motherboard and ProArt GeForce RTX™ 4070 Ti graphics card, the workstation offers unparalleled performance for high-end creative projects like 3D design. The workstation's powerful cooling system ensures uninterrupted operation during long rendering sessions, while its sleek design and efficient processing capabilities have not been unnoticed by faculty and students alike.

"Having a powerful PC to drive students' projects really helps us as students work on more and more complex animation projects," says Gyulai.

Monitors to present powerful animation graphics

MOME utilizes ASUS ProArt monitors to provide students with immersive and color-accurate viewing experiences. The ASUS ProArt Display PA278CGV, a 27-inch full HD monitor, comes with 144Hz refresh rate. The students enjoy using this monitor for smooth visuals as part of their 3D or other animated projects.

As a second monitor, the ProArt Display PA279CRV offers 99% DCI-P3 and Adobe RGB color gamut. The 4K HDR display enables students to deliver industry-standard projects with ultimate precision and color accuracy. Both monitors feature different connectivity options, allowing students to seamlessly integrate additional tools such as pen displays into their workflows.

"I like that we have two ASUS monitors, because it is important to have different viewports with different shading options when you're working on a 3D scene," says Patrik Pencz, Animation MA student at MOME.

THE OUTCOME

After ASUS ProArt solution adopted in the animation courses, it has played an essential role in the educational journey of MOME. With its vast range of capabilities, the students can tackle increasingly intricate animation projects with confidence. Moreover, as an established part of the workflow and tools used in the professional industry, ASUS ProArt ensures that the students are well-prepared for their future in animation.

"With the help of the workstation and the ASUS ProArt monitors, they can expand the quality of design tasks and implement real-time renders and real-time feedback at a much higher technical level," concludes László Brovinszki, the Head of BA Animation.

PRODUCT INSTALLED

ProArt Display PA278CGV

144Hz VRR, 27" QHD,
95% DCI-P3, 100% Rec.709,
USB-C with 90-watt power delivery

ProArt Display PA279CRV

60Hz VRR, 27" UHD,
99% DCI-P3, 99% Adobe RGB,
USB-C with 96-watt power delivery

Built for 3D animation

iPon Creator Advanced

ProArt B760-Creator WiFi motherboard,
Intel® Core™ i7, ProArt GeForce RTX™ 4070 Ti

Powered by ASUS   Case Study Video

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