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**Международный научно-образовательный электронный журнал
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Название публикации: «EXTERIOR DESIGN AND ANIMATION OF A MODERN OF THE “DAYHANBANK” BRANCH IN KERKI DISTRICT, LEBAP PROVINCE»

Abstract

The architectural design of modern banking facilities requires a synthesis of security, functionality, corporate identity, and technological advancement. This study presents the exterior design and animation of a contemporary “Dayhanbank” building, focusing on facade development, spatial organization, and digital visualization techniques. The research integrates Building Information Modeling (BIM) with real-time rendering technologies to produce a highly detailed and dynamic representation of the structure. The results indicate that the incorporation of animation into architectural workflows enhances design optimization, improves stakeholder communication, and strengthens the visual identity of financial institutions.

1. Introduction

Bank buildings have evolved from purely functional structures into symbols of trust, stability, and innovation. Modern financial institutions require architectural solutions that not only ensure operational efficiency and security but also convey transparency and technological advancement.

Exterior design plays a critical role in shaping public perception, while digital animation enables designers to evaluate and communicate architectural concepts effectively. This study explores the integration of architectural design principles with advanced visualization tools in the development of the “Dayhanbank” building.

2. Literature Review

Contemporary bank architecture is influenced by several key trends:

- **Corporate identity expression** through facade design
- **Security-driven architecture** with controlled access and visibility
- **Sustainable building strategies** to reduce environmental impact
- **Digital visualization technologies** for design validation

The use of BIM and real-time rendering engines has significantly improved the efficiency and accuracy of architectural workflows, allowing for detailed simulations of lighting, materials, and environmental conditions.

3. Methodology

3.1 Site Analysis

The design process begins with an evaluation of:

- Urban context and surrounding infrastructure
- Accessibility for clients and staff
- Environmental factors (sunlight, wind, temperature)

3.2 Architectural Design Concept

The “Dayhanbank” building is conceptualized as a modern, transparent, and secure structure. Key design objectives include:

- Strong visual identity reflecting financial stability
- Open and welcoming entrance areas
- Integration of modern materials such as glass and steel

3.3 Exterior Design Features

The facade incorporates:

- **Glass curtain walls** to symbolize transparency
- **Aluminum composite panels** for durability and aesthetics
- **LED lighting systems** for night-time visibility
- **Reinforced structural elements** for security

3.4 Functional Zoning

The exterior layout supports:

- Main customer entrance
- ATM and self-service zones
- Staff and secure access points
- Parking and service areas

Efficient circulation is ensured for both pedestrians and vehicles.

3.5 3D Modeling

The building model is developed using:

- Autodesk Revit (BIM)
- SketchUp / Rhino (conceptual modeling)
- Blender (detailed rendering)

The model includes structural systems, facade details, and environmental context.

3.6 Animation Development

The animation workflow consists of:

1. Camera path creation (exterior walkthrough and aerial views)
2. Daylight and artificial lighting simulation
3. Material and texture mapping
4. Rendering using real-time engines

Tools used:

- Unreal Engine
 - Lumion / Twinmotion
-

4. Results and Discussion

4.1 Architectural Outcomes

The final design achieves:

- A modern and professional appearance
 - Clear and functional exterior layout
 - Strong corporate identity
-

4.2 Environmental Performance

The design incorporates:

- Energy-efficient facade systems
 - Natural lighting optimization
 - Reduced heat gain through shading elements
-

4.3 Animation Results

The animated model provides:

- Realistic visualization of building exterior
 - Dynamic lighting simulations (day/night)
 - Improved understanding of spatial relationships
-

4.4 Impact on Design Process

The integration of animation allows:

- Early identification of design issues
 - Enhanced collaboration among stakeholders
 - More effective project presentation
-

5. Applications

The proposed methodology can be applied in:

- Financial institution design
 - Corporate architecture projects
 - Urban commercial development
 - Digital marketing and visualization
-

6. Advantages

- Enhanced design accuracy
 - Improved communication and visualization
 - Stronger brand identity representation
 - Reduced design and construction risks
-

7. Limitations

- High computational and software requirements
 - Need for specialized technical expertise
 - Time-intensive modeling and rendering process
-

8. Conclusion

The study demonstrates that the integration of architectural design and digital animation is essential for the development of modern bank buildings. The “Dayhanbank” project highlights the importance of combining aesthetic, functional, and technological considerations to create a visually compelling and efficient structure. Future research may focus on incorporating virtual reality and artificial intelligence to further enhance design processes.

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