RENDERINGS.COM

ARCHITECTURAL VISUALIZATION CASE STUDY

BRYANT-DENNY STADIUM

TUSCALOOSA, ALABAMA

IN COLLABORATION WITH

UA DEVELOPMENT + ATHLETICS

PROJECT VISION

Renderings.com collaborated with the University of Alabama development and athletics teams to visualize Bryant-Denny Stadium as both a world-class athletic venue and an enduring campus landmark.

THE CHALLENGE

Create a compelling visual story that could communicate scale, tradition, energy and future potential to alumni, students, community members and key boosters.

THE SOLUTION

A coordinated series of photorealistic exterior, aerial and game-day views presented the stadium across multiple perspectives, lighting conditions and audience experiences.

PURPOSE AND IMPACT

The image library was designed to support fundraising presentations, project showcases, stakeholder alignment and broader engagement with the Alabama community.

VISUAL CAMPAIGN

FUNDRAISING PRESENTATIONS

PROJECT SHOWCASE

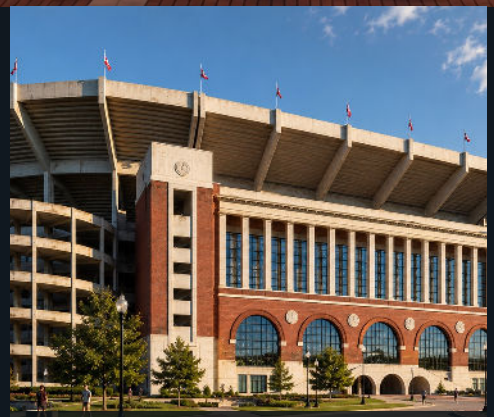
COMMUNITY ENGAGEMENT

A VISION BUILT TO RALLY A COMMUNITY





GOLDEN-HOUR CAMPUS APPROACH



DAYLIGHT STADIUM ELEVATION



STADIUM + CAMPUS CONTEXT

TURNING STADIUM VISION INTO SHARED MOMENTUM



GAME-DAY EXPERIENCE / STADIUM BOWL

ONE PROJECT. MULTIPLE AUDIENCES. ONE SHARED VISION.

VISUALIZATION AS A FUNDRAISING AND ENGAGEMENT TOOL

ALUMNI + BOOSTERS

Show the project with the realism and emotional impact needed to support meaningful fundraising conversations.

STUDENTS + FANS

Capture the energy, scale and game-day experience that make the stadium central to university life.

CAMPUS + COMMUNITY

Position the stadium as a civic and campus landmark with value extending beyond the field.

DELIVERABLES: HERO EXTERIORS / AERIAL CONTEXT / GAME-DAY VIEW / DAY-TO-DUSK STORY



CAMPUS ARRIVAL / GOLDEN HOUR