



FIELD GUIDE / 2026 EDITION

Keep the Hero Shot. Hand Us the Sixty Images **Behind It.**

How an in-house brand team uses an outside studio at a launch peak: what to keep, what to hand over, a priced overflow set and the handover lines that decide whether it matches your look.

START HERE

The peak arrives before the help does

An in-house studio is sized for the ordinary month. Then a launch lands: new products, every colourway, lifestyle scenes, files for the site and for retail partners, all due on the same date. The team does not need a new art director. It needs more hands behind the one it has.

Teams tend to get this wrong in two ways. They look for help only when the peak has started, and the first week of it goes on explaining the look to people who have never seen it. Or they hand out the wrong part: the hero image they care most about goes to the outside studio, while their own team spends the launch on the packshots and colourways that are easiest to hand over. Both cost money, and the second costs the brand's best work.

WHAT YOUR TEAM KEEPS		WHAT TO HAND TO A STUDIO	
01	Art direction, and the hero image	The range behind it: angles, colourways, details, lifestyle frames.	
02	The look, as your team defines it	One finished on-brand render to match, and the scene file if you have one.	
03	Final approval, in your own review tool	Drafts delivered into that tool, in your naming, at your sizes.	
04	The brand guidelines	The pages that apply to product imagery, and the rules that never bend.	

Onboard between peaks, not during one.

The most expensive outside help is the help found in a hurry. A small job in a quiet month teaches a studio your look, and the next launch starts on day one instead of week two.



Maverick Frame production render.

THE OVERFLOW SET

One launch peak, priced line by line

A composite of the launch overflow in-house teams hand us: six new products, sixty images and a 3D file of each, priced at our published rate of \$45 an hour. Your team keeps the hero shots. Row 01 is paid once and serves every launch after it.

LINE ITEM	BASIS	AT \$45 AN HOUR
01 Style match: one of your renders rebuilt to your light, lens and grade	12 h, once	\$540
02 Product models from your CAD, six products	6 x 8 h	\$2,160
03 Packshots on your background, three angles each	18 x 3 h	\$2,430
04 Colourways, two per product, front and three-quarter	24 x 0.5 h	\$540
05 Lifestyle frames in your brand's settings	6 x 10 h	\$2,700
06 Detail close-ups: materials, closures, textures	12 x 2 h	\$1,080
07 3D files for web and AR viewers, GLB and USDZ	6 x 3 h	\$810
08 Delivery to your file spec: naming, sizes, colour profile	8 h	\$360
Style match, row 01, paid once		\$540
Launch production, rows 02-08, 224 hours		\$10,080

The launch peak, 236 hours at \$45

The same 236 hours on a subscription from \$35

\$10,620

from \$8,260

Who makes what. Your team keeps the six heroes. The sixty images behind them come to us.

IMAGE TYPE	COUNT	WHO MAKES IT
Hero images for the launch	6	Your team
Packshots, colourways and close-ups	54	The studio, to your spec
Lifestyle frames	6	The studio, to your art direction

Row 01 is the cheapest insurance in the set.

Twelve hours spent matching one of your finished renders means the first draft already looks like your brand. Without it, the first round of comments goes on the look instead of the products.

MISTAKES

Mistakes from your side of the table

In-house teams know their brand better than any agency, and it shows in their briefs. What goes missing is the handover: the files, the tools and the rules the team uses every day without writing them down.

WHAT IN-HOUSE TEAMS WRITE	WHAT TO WRITE INSTEAD
01 'Match our brand look'	Send one finished render you consider on-brand, and its scene file if it exists. We rebuild it first.
02 'Guidelines attached' (the whole brand book)	The pages that apply to product imagery: backgrounds, shadows, crops, colour, what never appears.
03 'Deliver as usual'	The file spec: formats, pixel sizes, colour profile, naming, transparency, and where files are uploaded.
04 'Feedback will come from the team'	Invite us into your review tool and name the one person whose approval closes a round.
05 'We will need help around the launch'	Book the dates now, and send one product for a test render while nothing is urgent.
06 'CAD to follow from engineering'	Send what exists today and flag what will change: shape, colour, label. We model the current state and update.
07 Nothing about source files	Say whether you want the models and scenes back, and in which software. It is a scoping question, not an afterthought.

Your art direction, our hours.

We work behind your team, not beside it. Your art director sets the look and signs off; we answer to that person, in your tool, on your schedule, and nothing carries our name.



Maverick Frame production render.

THE ONE PAGE

What in-house teams actually send us

The brand teams whose logos sit on our service pages do not send production specifications. For a launch peak they send something close to this, with a folder link, and it is enough to quote from and to start the style match.

01	The launch	Products, number of SKUs, launch date.
02	The look	One on-brand render, and its scene file if it exists.
03	The split	What your team keeps, what we take.
04	Product files	CAD, samples or finish codes, and what is final.
05	The image list	Counts per type: packshots, colourways, lifestyle.
06	The file spec	Formats, sizes, colour profile, naming.
07	Review	Your review tool, and the one approver.
08	Brand rules	The imagery pages of the guidelines.
09	The dates	First drafts, internal review, launch.
10	Source files	Whether you want the models back, and in what.

Start small, in a quiet month

One product, one packshot, one lifestyle frame. It tests the look, the file spec and the review loop before anything is urgent.

Reserve the next peak

If launches come on a calendar, a subscription from \$35 an hour keeps capacity booked for the weeks you already know will be busy.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us one render you are proud of

One finished on-brand image, the CAD behind it, your file spec and whatever launch brief exists, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Agency CGI production	maverickframe.com/solutions/marketing-agencies/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.