



FIELD GUIDE / 2026 EDITION

The Renders Came Back. The Design **Did Not.**

What an architecture or 3D studio hands over so outsourced images come back in its own style, under its own name, on its own deadline. Priced, with the brief to send.

START HERE

A vendor fills the gaps with its own taste

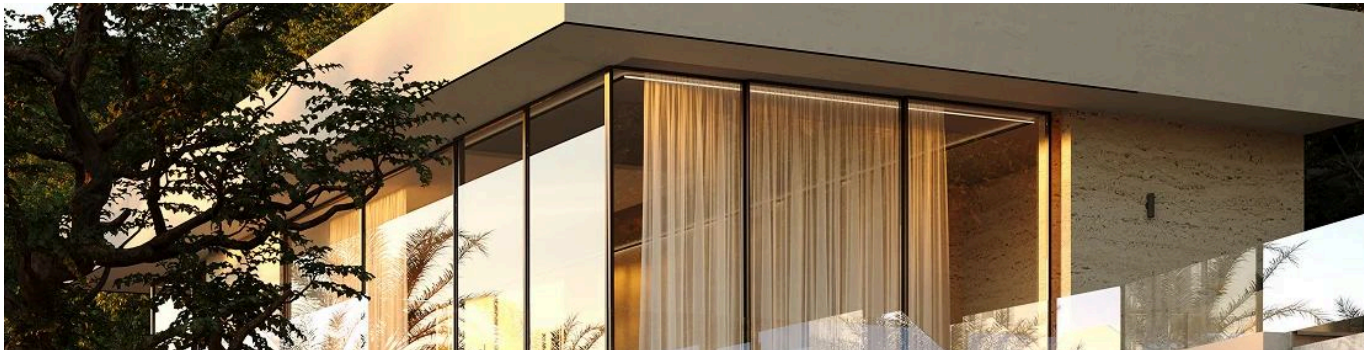
When a studio outsources visualisation and the images come back looking like someone else's work, the cause is rarely skill. It is what the hand-over left open. Every undecided thing, from light direction to planting to camera height, gets decided by the person rendering, in their own habits.

For a design office that matters more than for anyone else. The images are the first public version of the design, and the client judges the scheme by them. A good outside team will follow your intent closely, but only the intent you wrote down. Everything else arrives in its house style.

WHAT STUDIOS HAND OVER		WHAT KEEPS THE DESIGN YOURS	
01	The model and 'make it look good'	Three of your own past images, and the one thing each of them gets right.	
02	Material names from the schedule	Samples or photographs of the actual materials. 'Oak' is forty different colours.	
03	No camera positions	Cameras and eye heights marked, or your sketch views. Composition is design.	
04	Nothing said about credit	White-label terms in writing: no vendor name, no portfolio use until you say so.	

Style is a list of decisions, not a vendor.

Light direction, colour temperature, how much planting, whether there are people. Write those down once and every image, from any team, comes back looking like your office.



Maverick Frame production render.

THE HAND-OVER, PRICED

A competition set, priced two ways

Below is a composite of a typical competition or client-presentation set, priced at mid-market studio rates. The first block is the work itself. The lines under it are what a loose hand-over adds back as rework, and none of them is the vendor's margin.

	DELIVERABLE	BASIS	AT STUDIO RATES
01	Hero exterior from your camera	1 x \$550	\$550
02	Two further exterior views	2 x \$450	\$900
03	Aerial view in context	1 x \$600	\$600
04	Three interior views	3 x \$500	\$1,500
05	Model clean-up from your working file	from BIM	\$600
06	Style frame to your references, signed off first	1 view	\$350
	Subtotal, tight hand-over		\$4,500
	Cameras moved after draft, three views re-set		+ \$900
	Materials swapped after final, four views		+ \$1,200
	Rush to recover the lost week, about 40%		+ \$1,800
	With a loose hand-over		\$8,400
	With a tight hand-over		\$4,500

The rework is the price of deciding twice.

Every line under the subtotal is a decision that was open when production started. A style frame signed off before the full set is the cheapest insurance in the whole budget: one view, one day, and every image after it follows.

MISTAKES

Mistakes from your side of the table

Design offices write briefs for people who know their work. An outside team does not, yet. These are the lines we see most, and what closes the gap.

WHAT STUDIOS WRITE	WHAT TO WRITE INSTEAD
01 'Match our style'	Attach three of your images and say what to take from each: the light from one, the planting from another.
02 'Model attached, latest version'	Name the file and its date, and say which parts are unresolved. We keep those simple rather than guess.
03 'Standard materials'	Send the finishes schedule, with photos or samples of the four surfaces that matter most.
04 'Photorealistic, with atmosphere'	Time of day, season, weather and whether people are in shot. Atmosphere is four decisions.
05 'Confidential'	White-label in writing: no watermark, no portfolio or social use, files named to your convention.
06 'Needed for Friday'	The presentation date, and when you want drafts for your own internal review before it.
07 'The client will comment directly'	One person in your office consolidates comments. Two voices on one round is how a round becomes three.

Say intent, not instructions.

An outside team follows what you value far better than a list of settings. One sentence on what the design is about does more for the images than a page of render parameters.

THE ONE PAGE

What design studios actually send us

The studios whose logos sit on our service pages do not send specifications. They send something close to this, with a link to the model and a folder of references, and it is enough to quote from and to start work.

01	The project	One line, and the stage: competition, planning, client presentation.
02	The model	File, format and date. Which parts are final.
03	The views	A number, with cameras marked or sketched.
04	Your references	Three of your own images, and what to take from each.
05	Materials	The schedule, plus photos of the four key surfaces.
06	Light	Time of day, season and weather, per view if they differ.
07	People and entourage	Yes or no, and roughly how many.
08	White-label terms	No credit, no portfolio use, your file naming.
09	The dates	Your internal review, then the presentation.
10	The budget	A figure or a range. It is the fastest route to a fitting scope.

Sign off one frame first

Ask for a single style frame before the full set. It settles light, colour and materials for every view that follows.

Keep a style sheet

Save the signed-off frame and its notes as a one-page style sheet. The next project, with any team, starts from it instead of from zero.

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 what you already have

Plans, a model, photographs or a draft brief, in whatever state they are 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/
White-label visualisation	maverickframe.com/services/3d-exterior-rendering-services/
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.