

FIELD GUIDE / 2026 EDITION

Forty Sheds Need Six Cameras, Not Forty Shoots.

How a shed, garden room and cabin maker renders a whole range from factory CAD in one look: a priced shot list, the brief mistakes and the one page to send.

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START HERE

Built in the factory, sold from a photo

Sheds, garden rooms, garden offices and log cabins are bought from a catalogue page. The buyer compares sizes, doors, windows and stains on a screen and pictures the building at the end of their own garden.

Most ranges are shown with photographs of whatever display units stood in the yard that season: different light, different lenses, half the sizes missing. Rendered, each model is built once from factory CAD, and every size, door and stain sits in the same gardens with the same camera.

	WHAT DISPLAY-UNIT PHOTOS GIVE YOU	WHAT A RENDERED CATALOGUE GIVES YOU
01	**The models that happened to stand in the yard**	Every model and size, including the ones that are still drawings.
02	**A different sky and lens on every page**	The same garden, camera and light across the series, so the pages line up.
03	**Walls and doors, not how the joints are made**	Close-ups of joints, floor and roof edge that trade buyers ask about.
04	**A new season that waits for new units**	The new range online before the first unit leaves the factory.

181 variants, one model, one camera.

For a UK bathroom brand we rendered 181 finish variants from one model, with the camera and light locked. A shed range has the same problem, with sizes and stains on top.



Maverick Frame production render.

THE SHOT LIST

The catalogue set, priced line by line

A composite of the ranges garden building makers bring us, priced at our architectural rate of $39 an hour. It assumes one series of timber sheds and garden rooms in six sizes and four stains, modelled from factory CAD exports.

	LINE ITEM	BASIS	AT $39 AN HOUR
01	Series model from CAD: frame, cladding, roof, floor, doors, windows	22 h	**$858**
02	Six sizes as configurations of the same model	6 x 2 h	**$468**
03	Four stains and roof finishes as named materials from your samples	6 h	**$234**
04	Door, window and canopy options as switchable parts	4 x 2 h	**$312**
05	Two gardens built once: suburban back garden, country plot	2 x 12 h	**$936**
06	Hero view in each garden: hero size and stain	2 x 4 h	**$312**
07	Size and stain swaps from the locked cameras, five per garden	10 x 1 h	**$390**
08	Front, side and three-quarter views on white for every size	6 x 2 h	**$468**
09	Inside views: shelving, a desk or a sofa to show the use	3 x 3 h	**$351**
10	Close-ups: joints, floor bearers, hinges, roof edge	4 x 2 h	**$312**
	Built once, rows 01, 02, 03, 04, 05, 72 hours		$2,808
	Images, rows 06, 07, 08, 09, 10, 47 hours		$1,833
	The catalogue set, 119 hours at $39		**$4,641**
	The same set without the inside views, 110 hours		**$4,290**

The next size costs about $156.

A new size of an existing model, a swap in both gardens and its views on white: about four hours. Once the model and the gardens exist, a new size or stain is an addition, not a new shoot.

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost garden building makers

These come from briefs for sheds, garden rooms and cabins. Each one is reasonable in a sales meeting, and each one either inflates the quote or produces images that cannot carry a whole range.

	WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01	**Every model in its own garden**	Two or three gardens for the whole series. Each model is a swap from the same cameras.
02	**Like our old photos, but better**	Send the three images you would publish and say what makes them right: light, season, lens height.
03	**Sizes roughly as on the price list**	Send the CAD or the factory drawings. A buyer measuring the plot will notice a wrong proportion.
04	**Wood colour: natural**	Send stain samples or the supplier codes, and a photo of each stain on a finished building.
05	**Show it is good quality**	Name the details buyers ask about: floor bearers, joints, roof felt or shingles, door hardware.
06	**Can AI do the whole catalogue?**	Ask for a 3D model and locked cameras. Image generators redraw roof lines and door positions on every variant.

Before the gardens are built

- [ ] The hero size and stain of each series.
- [ ] Which models share a camera set.
- [ ] What sits inside and around: shelving, a desk, a mower, a car or none.
- [ ] Floor, roof and door details from the drawings.
- [ ] Every format each view goes into, including dealer brochures.

THE ONE PAGE

What garden building makers send us

Makers of sheds, garden rooms and cabins do not send specifications. They send something close to this, with the CAD attached, and it is enough to quote from.

01	**The range**	The series, the models in each and what is new this season.
02	**The files**	Factory CAD, STEP or SketchUp; drawings and photos if there is no CAD.
03	**Sizes**	Every size in each series, and the hero size.
04	**Stains and finishes**	Stain codes, roof finish, door and window options.
05	**The gardens**	Two or three, by market, with a reference for each.
06	**The camera plan**	The views every model must share.
07	**Inside**	What the building is used for: storage, an office, a studio.
08	**Formats and dates**	Website, catalogue, dealer brochure, and when each is due.
09	**The budget**	A figure or a range. It is the fastest way to a fitting scope.

Approve one model first

Sign off one model in one garden. Every other size, stain and series then renders from the same cameras and light.

The same models feed a 3D builder

The catalogue models can run in a web configurator where buyers change size, doors and stain and send a quote request.

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 the CAD and your stain card

CAD, STEP or drawings, stain codes, the option list and whatever brief you have, 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/
Outdoor structure rendering	maverickframe.com/solutions/outdoor-structure-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-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.