



FIELD GUIDE / 2026 EDITION

A Lamp Is Sold by the Light It Throws. Not by Its Shape.

The product and lit-interior scenes a lighting brand needs for catalogues, specifiers and the web, day and night, priced line by line, with the one-page brief to send.

START HERE

The product shot leaves out the product

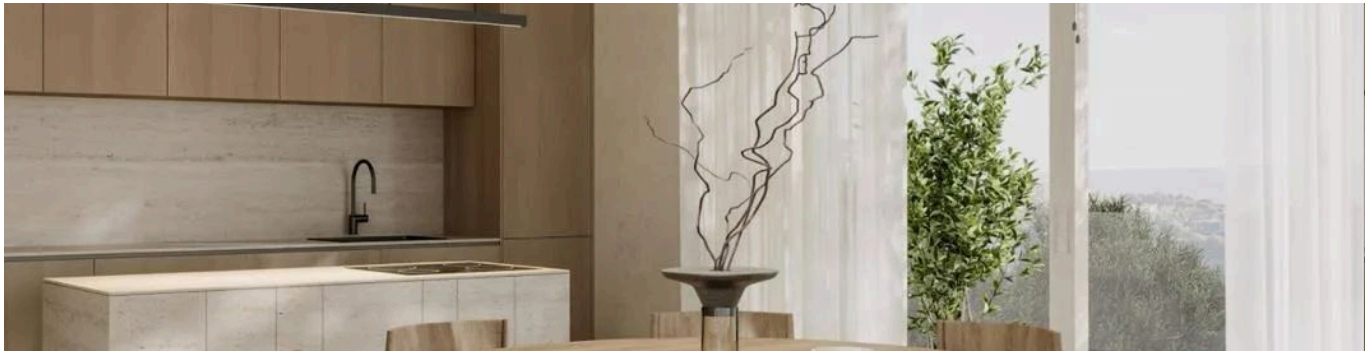
A lighting brand sells light, and a fitting photographed on white, switched off, shows none of it. Specifiers and interior designers want to see the pool on the table, the wash on the wall, the glow through the shade and the absence of glare.

Brands overpay by staging every fitting in a real room, which means hiring the room, and under-use renders by ordering daytime interiors where the lamp is switched off. That is a picture of furniture with a lamp in it.

WHAT GETS ORDERED	WHAT SELLS THE FITTING
01 Views on white, switched off	The same views switched on, with the diffuser glowing. Two images per fitting, and the second is the one that sells.
02 Daylight interiors, lamp as decoration	The same scene at dusk, with the fitting as the main source. Night is where the product works.
03 Every finish staged in a room	One lit scene per fitting, with other finishes on white, where buyers compare them side by side.
04 Beautiful light, invented	Light that follows the photometric data, so a specifier can trust what they see.

Send the IES file.

Photometric data describes exactly how the fitting throws light. Built into the render, it turns a pretty picture into one a lighting designer can work from, and it is usually already on your website.



Maverick Frame production render.

THE SHOT LIST

The collection set, priced

A composite of the lighting sets we price, at mid-market studio rates, for a family of four fittings, a pendant, a wall light, a floor lamp and a table lamp, in two finishes each. Every image shows the product, the light, or both.

LINE ITEM	BASIS	AT STUDIO RATES
01 Product models from CAD, four fittings	4 x \$350	\$1,400
02 Views on white, switched off	4 x \$150	\$600
03 Views on white, switched on, diffuser glowing	4 x \$200	\$800
04 Second finish of each fitting, on and off, on white	8 x \$100	\$800
05 Lit interior scenes at dusk, one per fitting	4 x \$550	\$2,200
06 The same four scenes by day	4 x \$300	\$1,200
07 Close-ups: diffuser, joint, switch, canopy	4 x \$200	\$800
08 Project scene for specifiers, the family together	1 x \$650	\$650
09 Light studies built from the IES data	2 x \$400	\$800
10 15-second dimming loops for web and social	2 x \$1,200	\$2,400
Models and stills, 01-09		\$9,250
Motion, 10		\$2,400
The full collection set		\$11,650
Night first: rows 01, 03 and 05		\$4,400

Row 06 is cheap because row 05 exists.

The day version of a lit scene is a relight of a scene already built and approved. Order dusk first and add day as a relight; a day scene on its own shows your product switched off.

MISTAKES FROM YOUR SIDE OF THE TABLE

What lighting briefs say, and what to write

Six lines we read in almost every lighting brief. Each one leaves the light to our guesswork or multiplies the image count.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 Show the light beautifully	Send the IES files and say which effect matters: the downlight pool, the wall wash, the glow through the shade. Otherwise the light is our guess.
02 A luxury interior	Name the projects you sell into: hospitality, residential, office, retail. A pendant over a hotel bar and over a family table are different scenes.
03 All finishes in all scenes	One finish per scene, the rest on white. Catalogue readers compare finishes side by side, not across rooms.
04 Colour temperature as in reality	State it in kelvin, and whether daylight may mix in. Warm light against a cool window is a real choice with real consequences.
05 Other lamps around it	Say whether other fittings from your range may appear. Otherwise the room gets neutral hidden sources and your product carries the light.
06 Catalogue in time for the fair	Give the date the catalogue goes to print, not the fair date. Catalogues go to print weeks before the stand opens.

Answer it on paper, not in a revision round.

Each line above takes a few minutes to answer before work starts and a full revision round to fix after the first draft. Keep the two draft rounds for the images, not for the brief.

THE ONE PAGE

What lighting brands actually send us

The clients whose logos sit on our service pages do not send specifications. For a collection they send something close to this, usually in the body of an email, and it is enough to quote from and to start work.

01	The fittings	The family, the types and their sizes. One line.
02	The files	CAD, IES files and finish swatches. Say which are final.
03	The effect	What the light should do: pool, wash, glow, accent.
04	Colour temperature	In kelvin, and whether the fitting dims or tunes.
05	The settings	Hospitality, residential, office or retail, one per fitting.
06	Day and night	Which scenes need both, and which only dusk.
07	Finishes	Which one leads in the scenes, which appear only on white.
08	Where it will be published	Catalogue, website, specifier portal, dealers, social.
09	The date	The day the catalogue goes to print.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Send one sample if you can

A fitting on our desk shows how the diffuser really glows. The photometric file gives the numbers; the sample gives the character.

If the budget halves, keep the night

Keep the dusk scenes and the switched-on views. They are the images nobody else can make of your product, and the ones a photograph struggles with most.

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 the IES files

CAD models, IES files, finish swatches, a sample 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/
Lighting product scenes	maverickframe.com/services/3d-interior-rendering-services/
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.