



FIELD GUIDE / 2026 EDITION

Every SKU on Your Store. **No Studio Day.** The DTC Render Set.

The render set a DTC supplement brand needs for every product page: which images each SKU gets, what one pack model saves, and what a six-SKU store costs, line by line.

START HERE

One shoot per SKU is how a store goes stale

DTC supplement brands rarely overpay for one image. They overpay by booking a shoot every time the range changes: a new flavour, a new claim on the label, a bundle for a sale. Each shoot is planned around stock, and stock is the last thing to arrive.

So product pages launch with a supplier mock-up, and the store fills up with images from different days, different light and different photographers. A pack modelled once from the dieline removes both problems: the images exist before the stock, and every SKU is lit and framed the same way.

A STORE FILLED SHOOT BY SHOOT	A STORE FILLED FROM ONE MODEL
01 Product pages wait for finished stock	Pages go live while the labels are still at the printer
02 Each SKU shot on a different day	One master scene and one camera per angle for the range
03 A label change means a reshoot	A label change means new artwork and a re-render
04 Capsules shot as they came out of the jar	Dosage forms built with translucency and texture, checked against samples
05 Lifestyle images bought from stock	Your pack in a kitchen, a gym bag or on a bedside table, built for it

Plan the product page, then the render list.

Decide what each image on the product page must answer, in order: what it is, what is inside, how much, how it fits a day. The shot list follows from those questions, not from what looks good in a portfolio.



Maverick Frame production render.

THE SHOT LIST

The DTC render set, priced line by line

A composite of typical orders from DTC supplement brands, not one client's budget. It assumes six SKUs in one pack format, sold on your own store. Every line is hours at our \$45 rate: a view on white or on brand colour is 4 hours, a lifestyle scene 6.

LINE ITEM	BASIS	AT \$45 PER HOUR
01 Pack model and master scene from the dieline	12 h x \$45	\$540
02 Capsule or softgel model, with translucency	8 h x \$45	\$360
03 Six SKU labels mapped at print resolution	6 x 2 h x \$45	\$540
04 Packshots on white: front, three-quarter, back label	18 x \$180	\$3,240
05 Brand-colour hero per SKU for collection pages	6 x \$180	\$1,080
06 Ingredient and capsule macros	2 x \$180	\$360
07 Lifestyle scenes: kitchen, bedside, gym bag, shelf	4 x \$270	\$1,080
08 360° spins for the two best sellers	2 x 12 h x \$45	\$1,080
Built once: pack model, capsule model, six labels		\$1,440
30 images and two spins		\$6,840
The DTC render set, priced as a composite		\$8,280
Each SKU you add later: label, three packshots, hero		\$810

The seventh SKU costs \$810, complete.

Its label is mapped onto the existing model, then three packshots on white and a brand-colour hero are rendered in a scene that already exists. A new pack size costs more, because the container changes; a new flavour is mostly artwork.

IMAGE	WHAT IT ANSWERS	WHERE IT WORKS
Front on white	What it is, at a glance	Product page, cart, ads
Back label	What is inside and how much	Product page, customer service
Capsule macro	What I will actually swallow	Product page, email
Lifestyle scene	Where it fits in my day	Home page, social, email

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost DTC brands a reshoot

These come from DTC supplement briefs we receive. Each one is understandable, and each one either wastes an image on the product page or doubles the work.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 Make it look premium	Send two product pages you admire and say what each image on yours must answer. Premium comes from light and restraint, not from props.
02 Label to follow	Send the dieline now and the artwork when it is final. The model is built while design finishes, so the label goes on in hours, not days.
03 All SKUs in every lifestyle scene	Pick one lead SKU per scene and show the rest on white. Swapping the label inside a scene is a separate line, worth it for best sellers.
04 Capsules like the photo on our site	Send a sample or daylight close-ups of the real dosage form. A render built from an old photo copies its flaws.
05 Add our claims as text later	Send the approved claims now, so frames are composed with room for them. Claims stay the brand's copy: we place them, we do not write them.
06 Same as last time	Attach last time's files and say what changed: flavour, size, claim or finish. The model on file covers the rest.

Keep the model, not just the images.

Ask for the pack model and the master scene to stay on file. When a claim changes, a flavour launches or the store is redesigned, the update starts from rendering, not from modelling.



Maverick Frame production render.

THE ONE PAGE

What DTC brands actually send us

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

01	The products	The SKU list, with the lead product marked.
02	The pack	Dieline and container dimensions, or the manufacturer's drawing.
03	The labels	Artwork as print files, final or nearly final.
04	The dosage form	A sample or daylight photos of the capsule, softgel, gummy or powder.
05	The store	A link, and the image slots each product page has.
06	The look	White, brand colour or both, with two references.
07	The scenes	Where the product lives in a customer's day: kitchen, bag, bedside.
08	The date	When pages go live, and whether a launch email sits behind it.
09	The budget	Per SKU or for the range. Either is enough to scope.

Start with the best seller

Approve the full set for one SKU first. The rest of the range follows that template, and the store reads as one brand.

Test the lifestyle slot

Try two lifestyle scenes on the best seller and keep the one that sells. A render can be adjusted; a shoot has to be repeated.



Maverick Frame production render.

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 dieline and the label artwork

The dieline, label artwork as print files, the container dimensions, a sample or photos of the dosage form, 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/
Supplement work	maverickframe.com/solutions/supplement-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.