



FIELD GUIDE / 2026 EDITION

Twelve Questions Before Your Device Goes in the Catalog

Ask them before you sign a medical device rendering contract. A studio worth hiring answers all twelve in one email. The wrong one goes quiet when you ask how it keeps every model true to the CAD.

START HERE

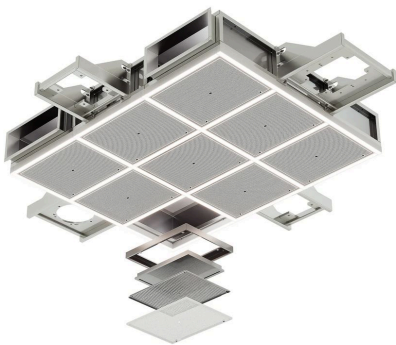
Every failure was visible before you signed

Medical device rendering projects rarely fail on the hero shot. A glossy instrument on black is in every portfolio. They fail on the five things below, and every one of them could have been spotted in the first email, if anyone had asked.

WHAT THE SALES CALL PROMISED		WHAT YOU FIND OUT IN WEEK TWO	
01	"Photoreal, of course"	The stainless steel looks like grey plastic, the perforations blur into noise, and the engineers stop trusting the images.	
02	"We follow your CAD"	Parts are simplified, fixings disappear and proportions drift. Your product manager spots it first, the tender panel second.	
03	"Variants are easy"	Every model in the range is quoted as a new view, the angles and light drift, and the catalog looks like three companies.	
04	"Exploded views too"	The exploded view comes from another vendor, in another style, with parts in an order your service manual does not use.	
05	"We'll have it ready"	The images arrive after the trade show, the catalog print date or the tender deadline. None of those dates moves for a late render.	

You are not choosing a portfolio. You are choosing a process.

The twelve questions on the next two pages test the process. Each one maps to one of the failures above, and each has an answer you can check.



Maverick Frame production render.

THE TEST, PART ONE

Questions 1 to 6: the CAD, the range, the date

Send these as they are. You are not looking for enthusiasm; you are looking for numbers, names and dates. Vague answers are an answer too.

ASK THIS

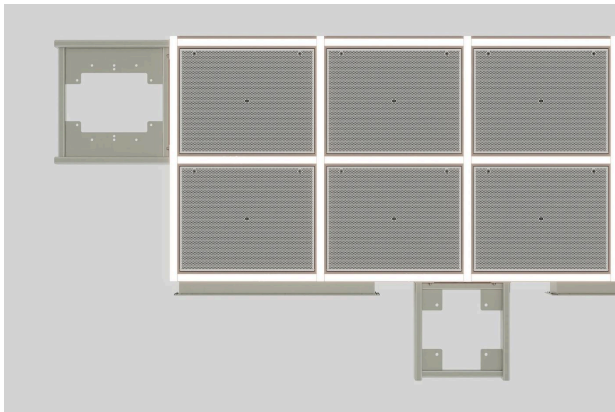
A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

1. What do you need from us to start?	STEP or native CAD exports, colour and material references or samples, and the list of models in the range. For a device without CAD, drawings and photos.	"Send us a finished render model first."
2. How do you keep parts, fixings and proportions true to the CAD?	Your CAD is the source of truth: the geometry is kept as exported and checked against it on previews.	"We rebuild it from photos to save time."
3. How do you price the other models in the range?	A price per variant from a camera and light setup already approved, far below a new view.	Every model quoted as a new render.
4. When would I see the first preview, counted from complete files?	A number of working days, and what "complete" means.	"As soon as possible" or no number at all.
5. What happens if the trade show or the tender deadline moves forward?	A rush option with a price, stated before you need it.	"We'll make it work" with no price attached.
6. How many revision rounds are included, and what counts as one?	A fixed number, with a round defined as one consolidated list of comments from your team.	"Unlimited revisions."

Why questions 2 and 3 matter most

A medical device is judged by people who know the drawings. An engineer checks the parts, a hospital buyer compares the range side by side and a tender panel looks inside the housing. Both questions are decided by how the studio treats your CAD before it starts.



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THE TEST, PART TWO

Questions 7 to 12: views, settings, formats, files

ASK THIS

A GOOD ANSWER SOUNDS LIKE

WALK AWAY IF

7. Can you show exploded views and cutaways in assembly order?	Yes, from the same model: parts separated in the order your manual and your service team use.	"Exploded views are a separate job."
8. Can you place the device in an operating room, a ward or a lab?	Yes, with the room built around your CAD and your installation drawings, at the right scale and ceiling height.	"We use a stock room photo."
9. Who approves the images before they go into marketing or the IFU?	Your regulatory or medical affairs team, with the studio changing any view they flag before release.	"Approvals are not our concern."
10. Which formats do you deliver for the catalog, the website, the booth and the tender?	Print and web sizes, transparent cutouts, booth and screen formats, agreed before cameras are framed.	"We send JPEGs, you resize them."
11. How do you price a new model added to the range next year?	Lower than the first: the camera, light and materials are reused, so a new model is a render, not a new setup.	Every new model quoted as a new project.
12. Who exactly will work on our CAD, and is any part passed on?	Named roles on the studio's own team, an NDA before files change hands, nothing published without approval.	"Our network", a pause, or silence.

10 - 12

GOOD ANSWERS: HIRE, AND ASK FOR THE FIRST DRAFT DATE IN WRITING

7 - 9

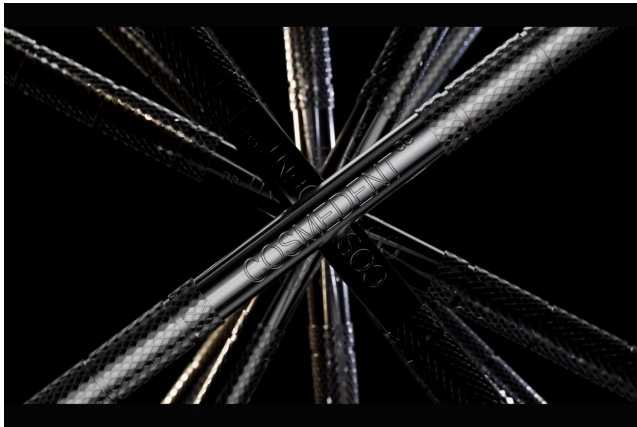
ASK FOR ONE PAID TEST VIEW BEFORE COMMITTING THE SET

0 - 6

WALK AWAY, HOWEVER STRONG THE PORTFOLIO LOOKS

The question studios dodge most often is number 12

Subcontracting is common and not always bad. Hiding it is the problem. An unreleased device should not travel to people you never signed an NDA with, and a wrong part cannot be fixed by a team you are not allowed to talk to.



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SEND IT

One email, three studios, one day

Copy the email below, fill in the brackets and send it to three studios on the same day. Compare the replies side by side: the differences show up in the first answer, not in the portfolio.

THE EMAIL TO SEND

01	Subject	Medical device renders for [product or range], quote and twelve questions
02	Line 1	We need [number] views of [a device / a product range of N models / capital equipment] for [the catalog / the website / a trade show / a tender / the IFU] by [date].
03	Line 2	Attached, or after you sign our NDA: the STEP or CAD files, material and colour references, and two references for the look.
04	Line 3	Please answer the twelve questions below with numbers and names, not ranges.
05	Line 4	Paste questions 1 to 12 from pages 03 and 04.
06	Line 5	We will decide within a week of receiving all three replies.

What good replies have in common

They are short. They answer in working days, name the people, offer an NDA and ask you one or two questions back about the range, the channels and your launch date.

What we would answer

Our own numbers are on the next page, in the same format, so you can score us with the same test.



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 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/
Medical device work	maverickframe.com/solutions/medical-device-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.