

FIELD GUIDE / 2026 EDITION

The Spec Marketplaces Will Reject You For

The seven fields every marketplace and AR viewer constrains, a blank specification sheet you fill in from the platform's own documentation, and what to hand your studio.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio
maverickframe.com

START HERE

A rejected asset is almost never a bad model

It is usually a good model built to the wrong constraints. A marketplace listing, an AR viewer and a print campaign want three different things from the same product, and only one of them is judged on how it looks. The other two are judged by an automated validator that does not care.

So the asset comes back with a polygon count over budget, a texture set that is too large to ship, a mesh split into forty parts when the viewer expects one, or a model sitting a hundred times its real size at an origin nobody set. None of that is visible in the render your studio sent for approval.

What a hero render model is for

- One frame, at one distance, under controlled light
- Detail concentrated where the camera actually looks
- Heavy geometry and large textures are fine — nothing has to load
- Judged by eye, by you

What a shipped web asset is for

- Every angle, at every distance, in someone else's viewer
- Downloading over a phone connection before the shopper leaves
- Held to a hard budget on geometry, textures and file size
- Judged by a validator, then by a reviewer, then by you

The honest position on numbers

This guide deliberately contains no platform figures. Polygon ceilings, texture limits, accepted formats and file-size caps are set by each platform, differ between them, and are revised without notice. Anything printed here would be wrong by the time you used it. **Get the current specification from the platform itself, then hand your studio these fields.** The value below is the list of fields and the questions — those do not change.

STEP 01

The seven fields every platform constrains

Different platforms, same seven decisions. Find each one in the current documentation, write the value down, and the specification sheet on the next page fills itself in.

FIELD	WHAT IT CONTROLS	WHY THE PLATFORM CARES
Polygon budget	How much geometry the shipped mesh may contain, often counted as triangles rather than quads.	It is the main driver of how long the model takes to load and whether an older phone can hold it in memory.
Texture size and count	Maximum pixel dimensions per map, how many maps, and sometimes a combined budget across the asset.	Textures are usually the larger half of the download. A product with nine separate materials ships nine sets of maps.
Mesh structure	Whether the model must be a single merged mesh, may be a grouped hierarchy, or must keep named parts.	Viewers that support configuration need separable parts. Viewers optimised for speed want one. These pull in opposite directions.
Real-world scale, units and origin	That one unit means what the platform says it means, and where the model's zero point sits.	In AR the platform places your model against a real floor. Wrong scale is not a styling issue, it is a broken listing.
Up-axis and front-facing direction	Which axis is up, and which way the product faces when it loads.	Decides whether your sofa arrives lying on its back, and whether the first thing a shopper sees is the front or the cable entry.
Material setup	Which PBR workflow is expected, which map slots are read, and how transparency, emission and double-sided surfaces are handled.	Maps the viewer does not read are simply ignored, so a finish approved in your studio's renderer can arrive flat and plastic.
File format and total size	The delivery format, its compression options, and the hard cap on the finished file.	The cap is where most rejections land, because it is the one number that only exists after everything else is decided.

Two fields nobody thinks to ask about until an asset is returned: **whether a thumbnail or poster image is required**, and **whether the platform re-compresses your textures on upload**. If it does, supplying maps at the maximum permitted size can look worse than supplying them one step smaller and clean.

STEP 02

The blank sheet. Fill it in, then brief

One sheet per destination — the marketplace, your own storefront, the AR viewer. They will not agree with each other, and that is the point of filling in more than one.

```
DESTINATION  _____________________________  (one sheet each)
SPEC READ FROM  ____________________________  DATE _________
   (the platform's own current documentation, not a blog post)

GEOMETRY
  Polygon / triangle budget       _____________________
  Single mesh / grouped / named parts  ___________________
  Separate LOD versions required?  ______________________

SCALE AND ORIENTATION
  Unit = _________________   Up-axis = _______   Front = _______
  Origin sits at  ____________________________________
     (base centre / geometric centre / stated point)

TEXTURES
  Max map size _____________  Maps permitted _____________
  Combined texture budget  ___________________________
  Re-compressed on upload?  ___________________________

MATERIALS
  PBR workflow expected  _____________________________
  Map slots read  ____________________________________
  Transparency / emissive / double-sided handled how? ___

DELIVERY
  Format ___________  Compression ___________  Cap _________
  Thumbnail or poster image required?  ___________________
  Validator available before submission?  _______________
```

Where the values come from

The platform's own seller or developer documentation, read on the day you brief. Write the date on the sheet. If your studio quotes a figure from memory, treat that as a prompt to go and check rather than as the answer — these limits move, and the person who pays for a rejected asset is you.

The line that saves a round trip

Ask whether the platform publishes a validator or a preview tool that accepts an asset before submission. Where one exists, it is the cheapest quality gate in the process: your studio runs it, fixes what it flags, and you never see a rejection at all.

STEP 03

One product, two deliverables

The efficient answer is not to build a light model and upscale it, nor to build a heavy one and hope. It is to build once, at full detail, and derive the shipped asset from it — as a planned step, quoted at the start.

DECIDED AT MODELLING TIME	HERO RENDER MODEL	SHIPPED WEB AND AR ASSET
Geometry	As dense as the close-up needs.	Reduced to the platform budget, with the silhouette protected.
Small detail	Modelled — stitching, chamfers, fixings.	Baked into maps wherever it can be, not carried as geometry.
Materials	Whatever the renderer does best.	The PBR set the viewer actually reads, nothing else.
Parts	Named and separated for variants.	Merged or grouped to whatever the platform demands.
Scale	Should still be real-world.	Must be, in the platform's units, with a defined origin.

Six questions to put in the email before you commission

- ☐ **01** Are we quoting the hero model, the shipped asset, or both?
- ☐ **02** Will you work to the specification sheet we supply, per destination?
- ☐ **03** Who reads the current platform documentation, us or you?
- ☐ **04** Do you run the platform's validator before delivery?
- ☐ **05** If a limit changes, what does re-deriving the asset cost?
- ☐ **06** Do we receive the full-detail source model, not only the exports?

Question six is the one that decides whether the next platform, the next viewer and the next spec revision are a small export job or a rebuild.



Maverick Frame production render.

WORKING WITH A STUDIO

Cost, and how to brief it

Two things people ask us before anything else. Both answers are short.

COMMISSIONED WORK	FREELANCER	STUDIO
Single exterior still	$100 – 300	$250 – 600
Single interior still	$120 – 350	$300 – 700
Package, 5–8 views	$600 – 1,500	$1,500 – 4,000
Animation, per minute	$1,000 – 3,000	$3,000 – 8,000

Market ranges we are willing to publish. Turnaround and revision-round figures are deliberately not in this table: ours vary too much by project type to state as a benchmark, and an invented number here would be worse than none.

How to brief it — shorter is better

This is the opposite of what most people assume. Four things:

- What you need — **how many images, and of what**
- The plans and elevations, as they are
- A few reference images for mood and light
- One clear line on what the images are *for*

Inflating a small job into a fifty-page specification backfires: taken literally it comes out ugly, and it misleads the people doing the work. Tell them the intent and let the team that does this daily handle the detail.

The mistake that costs the most

The biggest failure we see is not choosing the wrong vendor. It is **timing**. People start looking only after the first supplier has already failed and the deadline is on fire, then choose in a panic.

Line up and vet rendering partners **before** you need one. One, ideally a few, briefed and ready to take work. It costs an afternoon now and saves a project later.

10+
YEARS RENDERING VISUAL STORYTELLING

350+
BRANDS & AGENCIES EMPOWERED GLOBALLY

95%
CLIENT SATISFACTION RATE

40%+
OF OUR COMMISSIONS NOW INCLUDE MOTION OR 360

MAVERICK
FRAME
STUDIO

When the image has to hold up, talk to us

We are a CGI studio: architectural and product rendering, 3D modelling, animation, 360 tours and VR. Ten years, 350+ brands and agencies, and the kind of work that still looks right when somebody counts the windows.

Send us the plans and a line on what the images are for. You get a scope and a price, and no obligation to use either.

START HERE

maverickframe.com/contacts

SEE THE WORK

maverickframe.com/gallery

WRITTEN BY

Dim Kuzmenko
Co-Founder



Maverick Frame production render. · Cost ranges are market ranges as of 2026 and are not a quotation.