



FIELD GUIDE / 2026 EDITION

Your Floor Plan Is **Missing** 10 Things

What your drawing must contain before anyone can turn it into a 3D plan, what each source format really costs you, and the output sizes to ask for.



START HERE

Three different things get called a 3D floor plan

Most of the confusion in this job happens before anyone opens a file: the buyer asks for one of these and the supplier quotes for another. Decide which one you need first, because the source drawing requirements differ.

TYPE	WHAT IT IS	WHAT IT IS FOR
Dollhouse view	Walls cut at about a metre, seen from above at an angle, furnished.	Listings and brochures. The one most people mean. Reads instantly to a non-technical buyer.
Orthographic 3D plan	Straight down, no perspective, furnished and textured.	Sales boards and portals where several units are compared. Areas stay readable and comparable.
Sectional perspective	A cut through the building, often multi-storey.	Developments, duplexes, anything where the relationship between levels is the selling point.

What decides the price

Not the square metres. It is the quality of your source drawing, the number of distinct room types, and whether the furniture must match a real specification or can come from a library. A clean DWG of a large apartment is cheaper than a scanned sketch of a small one.

Before you ask for a quote

Have three answers ready: which of the three types above, how many units or layouts, and the largest size the image will ever be used at. Those three settle most of a quote. Everything else is detail.



Maverick Frame production render.

STEP 01

What your source must contain

Ten things. Every one of them that is missing becomes either an assumption or a question, and questions are what make this job take three days instead of one.

01 A stated scale, or one dimension we can trust

One known length anywhere on the drawing is enough to derive the rest. Without it every wall is a guess.

02 Wall thicknesses, internal and external

They differ, and on a dollhouse view the difference is visible at the reveal of every window.

03 Ceiling height per room

The most commonly omitted item on the list, and the one that changes the image most. If rooms differ, mark each.

04 Door swings and door types

Which way it opens, and whether it is hinged, sliding, pocket or double. A swing drawn the wrong way is visible and will be corrected late.

05 Window sill and head heights

Floor-to-ceiling, high-level or standard changes the whole character of a room in a way plans alone do not show.

06 Floor level changes and step positions

Including thresholds to terraces and balconies. Easily missed on a plan, impossible to hide in 3D.

07 Stair direction, going and riser count

An arrow and a number. Stairs invented from an outline are almost always wrong and always noticed.

08 Fixed joinery and appliances

Kitchen runs, wardrobes, islands, sanitaryware positions. Anything the buyer of the unit cannot move.

09 Room names and areas

They usually go on the final image, and taking them from your drawing avoids two rounds of corrections about whether it is a study or a third bedroom.

10 North point or a stated orientation

Decides where the light comes from. Without it, the light is decorative rather than true, which matters if buyers will walk the real unit.



STEP 02

What your file format actually costs you

Every supplier accepts all of these. They do not cost the same to work from, and the difference lands on your timeline rather than theirs.

YOU SEND	WHAT HAPPENS	EFFECT ON YOU
DWG / DXF / RVT Best case	Geometry is read directly. Dimensions are exact, layers separate walls from furniture from annotation.	Fastest route, fewest questions, and revisions later are cheap because the base is parametric.
Vector PDF Very good	Lines are real lines and can be traced accurately. Check it by zooming in — if edges stay crisp, it is vector.	Near-DWG quality. Supply one known dimension and this is a perfectly good source.
Scanned PDF or image Workable	Traced by hand from the image. Accuracy depends entirely on scan quality and on that one known dimension.	Add roughly half a day. Expect one round of dimension queries. Skewed or creased scans are worse than low-resolution ones.
Photo of a printed plan Risky	Perspective distortion has to be removed before anything can be traced, and it never comes out perfectly square.	Only for early concept work. Do not use it for anything a buyer will make a decision from.
Hand sketch Concept only	Treated as intent rather than geometry. Everything gets confirmed with you.	Fine for testing an idea. Price it as design work, not conversion.

The one-minute check

Open your PDF and zoom to 800% on a wall line. Crisp edge — vector, you are in good shape. Soft grey pixels — a scan, and you should find the original or supply a dimension you are certain of. This check takes a minute and routinely saves a day.

If all you have is a scan

Send it at the highest resolution available, flat and square rather than photographed, and write down one dimension you are certain of — a door width, a room length measured on site, anything. One trusted number turns a scan into a usable source.



STEP 03

Output sizes, and the handover

Ask for these at the start. Re-exporting later is cheap; re-rendering at a size nobody agreed is not.

WHERE IT GOES	WHAT TO ASK FOR
Listing portals	Portal maximums change — get the current figure from the portal itself, then ask for twice that on the long edge. Also ask for the crop the portal actually displays, so nothing important sits where it gets cut.
Brochure, print	300 dpi at final printed size, CMYK-safe, with 3 mm bleed if it runs to the page edge.
Sales board or site hoarding	Ask for the largest print size in advance; large-format is usually specified at 150 dpi at full size, but confirm with the printer before the render starts, not after.
Website and email	Long edge around 2,000 px, plus a compressed version. Ask for both rather than compressing the print file yourself.
Every case	A layered or transparent-background version. It is nearly free at the time and it is what lets you add unit numbers, prices or a logo later without going back.

The five things to agree before work starts

- ☐ Which of the three plan types — in writing
- ☐ Furniture: library, or matched to a real specification
- ☐ Labels and areas on the image, or a clean version
- ☐ How many revision rounds are in the price
- ☐ Who owns the source file afterwards

The last one matters more than it looks. If you will produce more units in the same development later, owning — or being able to buy — the base scene is the difference between the second batch costing a fraction of the first and costing the same again.



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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.

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SEE THE WORK

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WRITTEN BY

Dim Kuzmenko

Co-Founder



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

