



FIELD GUIDE / 2026 EDITION

# One Kitchen, **40 Images**, One Model

Why colourway and door-front variants should not cost forty times one render — and the production order that makes them nearly free.

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## The arithmetic that catches kitchen brands

Five door fronts, four worktops, two handle styles. That is forty combinations, and quoted as forty renders it is a budget nobody approves. Quoted properly it is one model, one lighting setup, and forty exports — and the gap between those two numbers is almost entirely about the order the work is done in.

### Done wrong

Forty separate jobs. Each one re-lit, re-framed, re-rendered. Small differences in light between variants, which customers notice when they flick through a configurator.

### Done right

One scene. One camera. One light. Materials swapped by a script. Forty images that are pixel-identical apart from the thing that changed.

### The difference

Not a discount. A different production method, which has to be decided **before** the first image is made, not after you ask for the second colourway.

And there is a quality argument as well as a cost one. Variants produced from one scene are directly comparable, which is exactly what a customer choosing a finish needs. Variants produced separately are forty photographs of forty kitchens.



Maverick Frame production render.

STEP 01

# Map the matrix before you brief

Fill this in first. It is the single document that decides whether your quote is one number or forty.

| VARIABLE                | HOW MANY | CHANGES WHAT, IN THE SCENE                                                             |
|-------------------------|----------|----------------------------------------------------------------------------------------|
| Door front / finish     |          | Material only. Cheapest variable there is, if materials were separated.                |
| Worktop                 |          | Material only, usually.                                                                |
| Handles                 |          | <b>Geometry.</b> Costs more than a finish swap — each one must be modelled and placed. |
| Layout / configuration  |          | <b>A new scene.</b> Treat each layout as its own job, then run finishes within it.     |
| Appliance package       |          | Geometry, and often the fiddliest part if brands are specified.                        |
| Camera angles           |          | Multiplies everything above. Decide the minimum number that does the job.              |
| Room context / backdrop |          | Keep it fixed across the matrix unless you have a reason not to.                       |

### The rule that comes out of this table

**Material variants are cheap. Geometry variants are not. Layout variants are new jobs.** Structure your range presentation around that, and you can often show customers more choice for less money than you are spending now — by putting the variety into finishes rather than into configurations.

## STEP 02

# What to specify so variants stay cheap

**01 Every finish as its own named material**

Not "cabinet". "Door\_front", "carcass", "worktop", "handle", "plinth". This is what makes a swap a swap rather than a rebuild.

**02 One locked camera per angle, reused across the whole matrix**

Named and saved. If the camera moves between variants, your customer cannot compare them, which defeats the point.

**03 One lighting setup, frozen**

Agree it on the first variant and do not touch it again. Relighting one variant late forces a re-render of all forty.

**04 A file naming convention, agreed in advance**

range\_layout\_door\_worktop\_handle\_angle.jpg — something your website or PIM can parse without a human renaming four hundred files.

**05 Real texture scale on every finish**

A wood grain that runs at the wrong size across a door is the most common error in kitchen CGI, and the one your dealers will report first.

**06 Physical samples, not screenshots**

For any finish where the colour actually matters, send the sample. Screen-matching a laminate from a supplier's website is how a customer receives a kitchen that is not the colour they chose.

**Ask for this one deliverable**

A transparent-background export of each variant, on top of a separate background layer. It costs almost nothing at production time and it means your marketing team can change the backdrop, add a room, or drop the kitchen onto a lifestyle plate for two years afterwards without commissioning anything.

### STEP 03

## The brief, in one page

RANGE \_\_\_\_\_

LAYOUTS \_\_\_\_\_ (each layout = its own scene)

WITHIN EACH LAYOUT

Door fronts \_\_\_\_\_ Worktops \_\_\_\_\_

Handles \_\_\_\_\_ Appliance sets \_\_\_\_\_

Angles \_\_\_\_\_

TOTAL EXPORTS \_\_\_\_\_ (layouts x fronts x tops x ... x angles)

FIXED ACROSS THE WHOLE MATRIX

Camera positions \_\_\_\_\_ Lighting \_\_\_\_\_ Backdrop \_\_\_\_\_

SAMPLES SENT FOR \_\_\_\_\_

SCREEN REFS ONLY \_\_\_\_\_

NAMING \_\_\_\_\_

DELIVERY transparent bg? \_\_\_\_\_ layered? \_\_\_\_\_ web sizes? \_\_\_\_\_

REUSE do we receive the scene for next season's range? \_\_\_\_\_

**The last line is the one that compounds**

Kitchen ranges change annually and mostly at the edges: two new fronts, a discontinued worktop. If next year's shoot starts from this year's scene, it costs a fraction. If it starts from nothing, you pay the full amount again, every year, forever.

## A note on angles

Angles multiply the whole matrix, so they are the most expensive line in the table. Three well-chosen angles — the overall view, the working run, one detail — usually outperform six taken because they were available.

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

[maverickframe.com/gallery](https://maverickframe.com/gallery)

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

