



FIELD GUIDE / 2026 EDITION

One Model. Five Films. Built Once.

Which 3D animation to make at each stage of a product launch, from the pitch to training, what to prepare for each one, and what it costs when one model carries through all of them.

START HERE

Why animation budgets leak between films

3D animation rarely overspends on a single film. It overspends because each film is bought separately: the pitch film from one supplier, the launch film from another, the training video from a third, each modeling the same product again.

The model is the expensive part, and it is the part that can be reused. Built once, at the detail the closest shot needs, it carries the investor film, the launch, the sales film and the training sequence, and each new film starts from work already done.

BOUGHT FILM BY FILM		PLANNED AS ONE ROADMAP	
01	The product is modeled again for every film	One model from your CAD, reused in every film	
02	The look changes from supplier to supplier	One approved look across pitch, launch and sales	
03	Each film starts from a blank brief	Each film inherits the scenes and the shot list	
04	Versions are an afterthought	Cut-downs and stills are planned with the first film	

The model is the asset. The films are the output.

Fix the model and the look once, and every later film becomes an edit and a few new shots rather than a new production.



Maverick Frame 3D animation still.

THE ROADMAP

Which film at each stage, and what it keeps

The five stages below are the ones on our 3D animation page. For each: the film that does the work at that stage, who it is for, and what the next stage inherits instead of paying for it again.

STAGE	THE FILM	WHO WATCHES	CARRIES OVER
Funding	A pitch or crowdfunding film that shows the product working before the prototype is finished	Investors, backers, partners	The model and the approved look
Launch	A hero film, 360° spins and feature close-ups	Buyers on the launch page, ads, social media	Scenes, lighting and cut-downs
Sales	A how-it-works film with cutaways and labels	Sales meetings, distributors, trade shows	Cutaway and exploded views
Training	Assembly, installation and service sequences	Staff, installers, customers	Step-by-step scenes
Next model	The same scenes updated for a new version, colour or market	Everyone above, again	Everything above

Start where you are

If the product is already on sale, start at Sales and ask for the model to be built at launch-film detail. That is what lets the next films reuse it.

Not every product passes through all five stages. A product that is already funded may start at Launch. The order still holds: whatever is built first is what every later film reuses.



Maverick Frame 3D animation still.

WHAT IT COSTS

One product, five films, line by line

An illustrative composite: one product taken through all five stages, priced at our \$45 per hour animation rate. The model is built once; every film after it reuses the scenes.

	LINE ITEM	BASIS	AT \$45/H
01	3D model from CAD, materials and look approval	once, 24 h	\$1,080
02	Pitch film, about 45 seconds	40 h	\$1,800
03	Launch hero film, about 60 seconds	60 h	\$2,700
04	Three social cut-downs from the launch film	3 x 6 h	\$810
05	How-it-works film with cutaways, about 90 seconds	55 h	\$2,475
06	Training and installation sequence	40 h	\$1,800
07	Next-model update of the scenes	16 h	\$720
	Hours		253 h

Planned as one roadmap	\$11,385
Each film bought from scratch	\$15,705



From scratch means the same films plus 96 hours: the 24-hour model built again for the launch, sales, training and update films. Hours are an illustration for a mid-complexity product; every real project is quoted for its exact scope.

THE ONE PAGE

What to send us at each stage

The teams whose logos sit on our service pages do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from.

01	Funding: the story	What the product does, for whom, and the one thing the investor must remember.
02	Funding: the files	CAD or STEP files, sketches or photos of the prototype, whatever exists.
03	Launch: the channels	Where the film will run, the lengths you need and the launch date.
04	Launch: the brand	The brand book, two films you like and the product colours.
05	Sales: the questions	The three questions buyers ask most, which the film should answer.
06	Sales: the inside	Which parts to cut away or explode, and any labels or data to show.
07	Training: the steps	The assembly or installation steps in order, from your manual or an engineer.
08	Next model: the change	What is new: a part, a colour, a market or a language.
09	Every stage: the date	The date the film is needed and who signs it off.

Change the product, keep the film

If we made your film, a new version starts with one email: name the change, and we update the scenes rather than starting again.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06.



Maverick Frame 3D animation still.

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/
3D animation work	maverickframe.com/services/3d-animation-services/
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.