



FIELD GUIDE / 2026 EDITION

Design to Refresh: One Set of Models. **\$10,300 Left in Budget.**

Which furniture images to order from design to refresh, what the product models carry over, and a priced composite of a four-piece collection against rebuilding it each time.

START HERE

Why every new fabric starts a new project

A furniture collection is photographed, or rendered, many times in its life: clay studies for the design team, trade show images, a full silo set for the catalogue, lifestyle rooms for the launch, new colourways every season. The piece itself rarely changes. The spend on it keeps restarting.

The leak is almost always the model. Design studies are done in-house, trade images by an agency, the catalogue by a render farm, the launch by a photographer with a set build. Each supplier models the sofa again, and the seasonal refresh arrives late because nobody owns files that could take a new fabric in an afternoon.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Each piece modelled again by each supplier	One accurate model per piece, kept on file
02	Fabrics and finishes set up per project	Material library built once, extended per season
03	Silo angles differ between catalogue and web	One camera set, reused for every colourway
04	Room sets built from nothing for each launch	Room scenes dressed around existing models
05	Refresh images ordered after the range is live	Next colourways planned with the catalogue

A sofa does not change shape between the trade show and the website.

Model each piece once, from CAD or drawings, to a standard that takes any fabric. After that, a new colourway is a material and a render, not a new job.



Maverick Frame production render.

THE ROADMAP

Which images, design to refresh

Five stages in the life of a collection. The last column is what the studio should hand forward, so the next set starts from models and materials that already exist.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design	Clay and material studies of new pieces	Design team, product development	Product models from CAD or drawings
Trade	White-background renders and fabric options	Trade shows, dealers, buyer meetings	Fabric library, hero cameras
Catalog	Silo images in every finish, dimension views, close-ups	Catalogue, product pages	Full finish library, silo camera set
Launch	Lifestyle room scenes, a turntable and social cuts	Collection launch, ads	Room scenes, animation setup
Refresh	New fabrics, colourways and seasonal room sets	Web updates, marketplaces, next catalogue	An updated library for the next range

Start where you are

If you are at Catalog, order the silo set now and ask for two things: the models are built to the real dimensions from your CAD, and the silo cameras are fixed and kept. Launch rooms and every future colourway then reuse the same pieces and angles.



Maverick Frame production render.

WHAT IT COSTS

One collection, priced both ways

A composite for a four-piece collection, priced at mid-market studio rates. Image counts, film length and unit prices are identical in both totals; only the modelling and set-up change.

LINE ITEM	BASIS	AT STUDIO RATES
01 Design: product models of four pieces	4 x \$450	\$1,800
02 Design: clay and material studies	8 x \$250	\$2,000
03 Trade: fabric library, three per piece	scene reused from Design	\$600
04 Trade: four white-background heroes	4 x \$300	\$1,200
05 Trade: eight fabric options, same cameras	8 x \$90	\$720
06 Catalog: finishes and silo camera set	scene reused from Trade	\$300
07 Catalog: silo, dimension view, close-ups	16 x \$250	\$4,000
08 Catalog: finish variants of the silo set	24 x \$60	\$1,440
09 Launch: room set dressed around the pieces	scene reused from Catalog	\$2,000
10 Launch: four lifestyle room scenes	4 x \$600	\$2,400
11 Launch: turntable, 30 s, with social cuts	0.5 min x \$6,000	\$3,000
12 Refresh: new fabrics on the same models	scene reused from Launch	\$400
13 Refresh: new colourways of the silo set	16 x \$60	\$960
14 Refresh: two seasonal room sets	2 x \$600	\$1,200
Design stage		\$3,800
Trade stage		\$2,520
Catalog stage		\$5,740
Launch stage		\$7,400
Refresh stage		\$2,560
Planned as one roadmap		\$22,020
The same visuals bought stage by stage, from scratch		\$32,320

From scratch, each new supplier models the four pieces again (\$2,400), and builds a room set where rooms appear (\$4,400 with the models). Planned as one roadmap, the models are paid for once: \$10,300 less.

17%	11%	26%	34%	12%
DESIGN, \$3,800	TRADE, \$2,520	CATALOG, \$5,740	LAUNCH, \$7,400	REFRESH, \$2,560

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send specifications for furniture rendering. They send CAD, fabric swatches and a line on where the images will live. At any stage, that is enough to quote from.

01	Design: the pieces	CAD, drawings or photographs of the prototype, with overall dimensions.
02	Design: the question	What the team is deciding: proportion, leg detail, a material pairing.
03	Trade: the fabrics	Swatches or scans of the fabrics and finishes, and which are shown first.
04	Trade: the show	Stand graphics size and the date the files must be at the printer.
05	Catalog: the angles	The catalogue and web angles you use now, so new pieces match the range.
06	Catalog: the finishes	The full finish list per piece, named exactly as on the price list.
07	Launch: the room	A mood reference for the room scenes and the buyer the collection is for.
08	Launch: the channels	Where the turntable and cuts will run, for length and aspect ratio.
09	Refresh: what is new	The new fabrics or colourways and the pieces they apply to.
10	Any stage: the date	The show, catalogue or launch date. A set takes 2 to 3 weeks.

Change stage, keep the scene

Ask us to keep the product models, the material library and the camera sets when a stage is delivered. When a new season comes, send the new swatches and we quote only the materials and the renders.

Rates and terms overleaf

Freelance and studio ranges for stills, packages and animation, our turnaround times and what a revision round covers are on the next page, so you can check each line of this composite.

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/
Furniture work	maverickframe.com/services/3d-furniture-rendering-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.