



FIELD GUIDE / 2026 EDITION

Five Stages. Five Model Builds. Or Just One.

Which models and files to order from design to the next edition, what the master model carries forward, and the priced roadmap: \$14,800 planned, \$24,400 rebuilt at each stage.

START HERE

The model is paid for. Then paid for again.

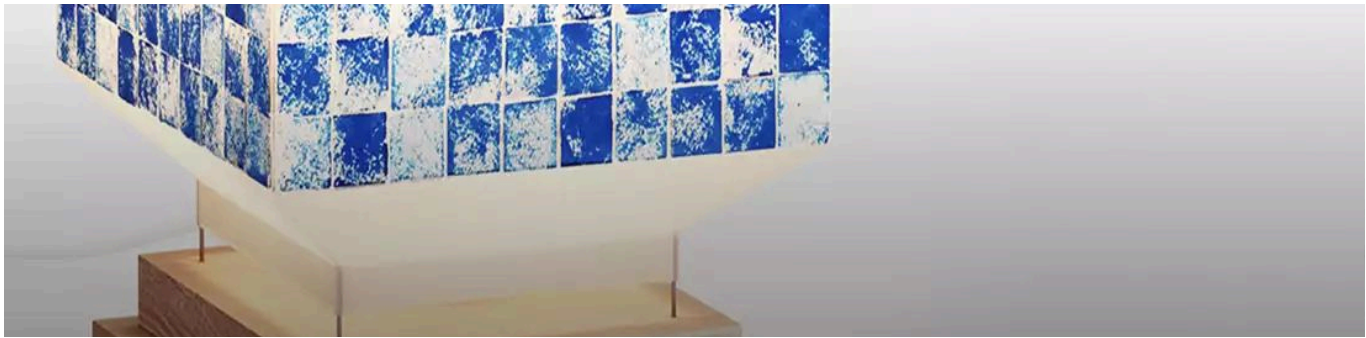
A product usually meets five different teams on its way to market: industrial design, the pitch deck, the launch campaign, the retailers and, a year later, the next edition. Each of them needs a 3D model, and each of them tends to commission one.

The geometry barely changes between those stages. What changes is what the model is for: a form review needs clean surfaces, a render needs materials, AR needs a light mesh, a retailer viewer needs a GLB under a size limit. Built once with those uses in mind, one master model covers all of them. Built for the moment, it gets rebuilt from CAD every time, and the budget pays for the same housing four or five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Each stage briefs a new vendor, who starts again from the CAD files	One master model, adapted for each use and kept by the studio between stages
02	Materials and colours matched by eye each time, so the pitch and the retailer page disagree	Materials defined once and reused, so every file shows the same product
03	The AR and GLB files ordered after launch, when the product page is already live	Web-ready files planned at launch, exported from the same model
04	Each new colour or size quoted as a new model	Variants built on the same base geometry, at a fraction of the price

The expensive part is not the file. It is rebuilding it.

Most of a product model's cost sits in the first build: reading the CAD, cleaning surfaces, splitting parts. Every later stage should pay only for what is new.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our product modelling page. Read the row your product is at now, then the last column: that is what you should insist on receiving, so the next stage starts from it.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design	Master model from CAD, plus colour and finish studies for form reviews	Industrial design, engineering handoff	Clean geometry, part split, named materials
Pitch	Render-ready model with final materials, decals and hero stills	Founders, investors, crowdfunding page	Material library, camera set-ups
Launch	Model optimised for animation and AR, launch film, AR preview	Marketing, product page, ads	Light mesh, rig, texture set
Retail	GLB and USDZ files within retailer limits, configurator part split	Retailers, marketplaces, your own site	Web-ready files, finish variants
Update	Colour, size and edition variants on the same base geometry	Product and range teams	An updated master for the next range

Start where you are

If your product is at Launch, order the animation and AR files from the model you already have, and ask for the optimised mesh and texture set as deliverables. Retail files then become an export, not a rebuild, and next year's variants start from the same base.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for one consumer device, priced at mid-market studio rates. Rows marked "scene reused" start from the model built earlier. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the \$2,400 master model, once per stage.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	Design. Master model from CAD, render-ready	build	\$2,400
02	Design. Four colour and finish studies	4 x \$300	\$1,200
03	Pitch. Final materials, decals and clean-up	scene reused from Design	\$600
04	Pitch. Six hero and feature stills	6 x \$450	\$2,700
05	Launch. Model optimised for animation and AR	scene reused from Pitch	\$800
06	Launch. 30-second launch animation	0.5 min x \$6,000	\$3,000
07	Launch. AR preview for the product page	USDZ + GLB	\$900
08	Retail. GLB and USDZ within retailer limits	scene reused from Launch	\$700
09	Retail. Configurator part split, three finishes	build	\$1,500
10	Update. Four colour and size variants	4 x \$250, scene reused from Retail	\$1,000
	Design subtotal		\$3,600
	Pitch subtotal		\$3,300
	Launch subtotal		\$4,700
	Retail subtotal		\$2,200
	Update subtotal		\$1,000

Planned as one roadmap

\$14,800

The same visuals bought stage by stage from scratch

\$24,400

24%

DESIGN, \$3,600

22%

PITCH, \$3,300

32%

LAUNCH, \$4,700

15%

RETAIL, \$2,200

7%

UPDATE, \$1,000

The \$9,600 gap is four rebuilds of the same housing.

Nothing in the planned column is cheaper per image or per second. The saving comes from one decision made at Design: build the master model for every use it will have, and keep it.

THE ONE PAGE

What to send us at each stage

You do not need a specification to start at any stage. Send what you already have, usually in the body of an email, and we quote from it. Two things per stage are enough.

01	Design: files	STEP or other native CAD, or sketches and a reference product if the CAD is not ready.
02	Design: decisions	Which colours and finishes are still open, and who signs off the form.
03	Pitch: the story	The deck or campaign page the images go into, and the three features to show.
04	Pitch: materials	Physical samples, CMF sheet or Pantone and RAL references for every visible part.
05	Launch: channels	Where the film and stills run, with sizes: product page, ads, social, retail screens.
06	Launch: AR	Whether the product page needs AR, and on which platforms.
07	Retail: limits	Each retailer's 3D file specification: format, polygon and file size limits.
08	Retail: range	Which finishes and bundles are sold, so the part split matches the catalogue.
09	Update: changes	What changed from the base product: new colour, new size, a new part.
10	Update: date	The date the new edition goes on sale, not the date of the brief.

Change stage, keep the scene

We keep the master model, materials and scene files after each stage. When your product moves on, send the new brief and name the earlier order: we reopen the same files, and you pay for what is new.

Our terms are on the next page

Market rates, first draft times, revision rounds and rush terms are set out overleaf. Every figure in this guide sits inside those bands.

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/
Product modelling work	maverickframe.com/services/3d-product-modeling-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.