



FIELD GUIDE / 2026 EDITION

Five Launch Stages. One Product Model. \$8,000 Apart.

Which renders to order from design to support, what the product model carries into each stage, and the priced roadmap: \$18,700 planned, \$26,700 with the model rebuilt each time.

START HERE

Every stage buys the same product again

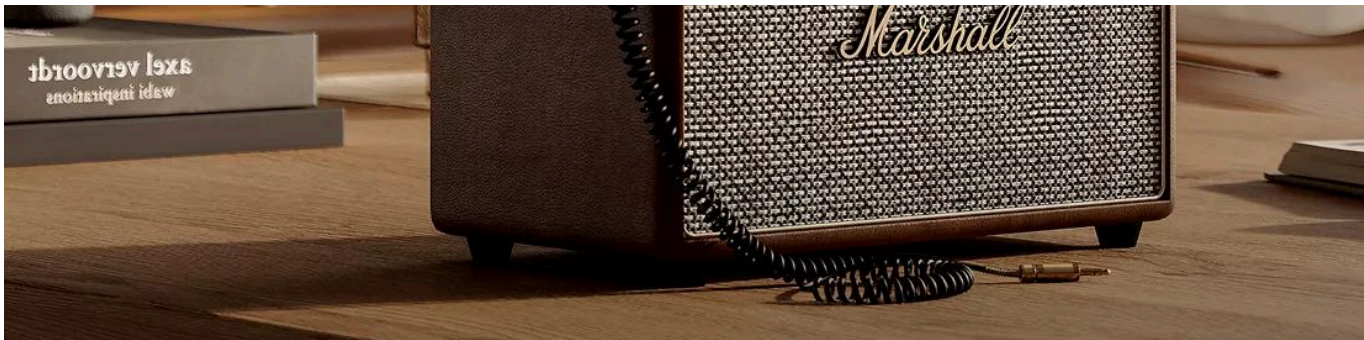
The renders for a product are rarely ordered in one go. Design wants colourways before tooling, the founders want hero images for the deck, retail wants packshots, marketing wants a launch film, and support wants exploded views a year later.

Each of those orders tends to go to whoever is closest at the time: the design agency, a freelancer found for the deck, the retailer's own content team. Each of them builds the product again from CAD or from photographs. The images come out slightly different each time, and the model you paid for in March is not the one the support team can use in November. The second problem is timing: colourway renders ordered after tooling cannot change the decision they were meant for.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	A new vendor rebuilds the product from CAD at every stage	One product model, kept by the studio and reopened for each new set
02	Colour and material matched by eye, so pack, page and ad disagree	Materials defined once, so every image shows the same finish
03	Design options rendered after tooling, when the choice is made	Colourways rendered before tooling, while they can still change it
04	Exploded views ordered from scratch when the manual is due	Parts already split in the model, so support renders are an extra camera

You are not buying images. You are buying a model, again and again.

In a product render, most of the cost of the first set is the model and the studio scene. Every later set should pay for its cameras and lighting, not for the product a second time.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our product rendering page, in their order. Find the row your product is at now; the last column is what you should ask to receive so the next stage starts from it.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Design	Photoreal renders of colourways and design options, before tooling	Industrial design, product management	Product model, material library
Pitch	Hero images and feature callouts for decks and crowdfunding	Founders, investors, retail buyers	Hero lighting set-ups, cameras
Retail	White-background packshots, packaging renders, angle sets	Retailers and marketplaces	Packaging model, packshot scene
Launch	Lifestyle scenes, close-ups and a short launch animation	Marketing, ads, social, launch page	Environments, animation rig
Support	Exploded views, part renders and setup images	Manuals, help centre, spare parts page	Part split for the next model year

Start where you are

If your product is at Retail, order the packshots from the model the pitch images were made with, and ask for the packaging model and the packshot scene as deliverables. The launch film then reuses both, and the support team inherits a model that already comes apart.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for one consumer product, priced at mid-market studio rates. Rows marked "scene reused" start from the model built at Design. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the \$2,000 product model and scene, once per stage.

LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01 Design. Product model and studio scene from CAD	build	\$2,000
02 Design. Six colourway and option renders	6 x \$300	\$1,800
03 Pitch. Hero lighting set-up	scene reused from Design	\$400
04 Pitch. Three hero images, three feature callouts	6 x \$450	\$2,700
05 Retail. Packaging model and packshot set-up	scene reused from Pitch	\$900
06 Retail. White-background angle set	8 x \$250	\$2,000
07 Launch. Model prepared for motion	scene reused from Retail	\$400
08 Launch. Lifestyle scenes and close-ups	5 x \$500	\$2,500
09 Launch. 30-second launch animation	0.5 min x \$6,000	\$3,000
10 Support. Parts split for exploded views	scene reused from Launch	\$600
11 Support. Exploded, part and setup renders	8 x \$300	\$2,400
Design subtotal		\$3,800
Pitch subtotal		\$3,100
Retail subtotal		\$2,900
Launch subtotal		\$5,900
Support subtotal		\$3,000

Planned as one roadmap **\$18,700**

The same visuals bought stage by stage from scratch **\$26,700**

20%

DESIGN, \$3,800

17%

PITCH, \$3,100

15%

RETAIL, \$2,900

32%

LAUNCH, \$5,900

16%

SUPPORT, \$3,000

\$8,000 is the product modelled four more times.

Every unit price is the same in both totals. The difference is one decision: keep the product model with one studio from Design onwards, and let each stage pay for its cameras and lighting.

THE ONE PAGE

What to send us at each stage

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

01	Design: files	STEP or native CAD, or photographs and dimensions of a prototype.
02	Design: options	The colourways and finishes still open, and the date tooling is ordered.
03	Pitch: the story	The deck or campaign page, and the three features the images must prove.
04	Pitch: materials	Samples, CMF sheet or colour references for every visible part.
05	Retail: listings	Each retailer's image specification: angles, background, size, file type.
06	Retail: packaging	Dielines and artwork for the pack, if it should appear.
07	Launch: channels	Where the stills and film run: product page, ads, social, in store.
08	Launch: mood	Two or three reference images for the setting. Not a mood board of forty.
09	Support: parts	Which parts customers replace or assemble, and the manual's page format.
10	Support: date	When the manual or help centre goes live.

Change stage, keep the scene

We keep the product model, materials and scenes after each stage. When the product moves on, send the new brief and name the earlier order: we reopen the same files, and you pay for the new cameras, not a new model.

Our terms are on the next page

Market rates, first draft times, revision rounds and rush terms are set out overleaf. Every price 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 rendering work	maverickframe.com/services/3d-product-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.