

FIELD GUIDE / 2026 EDITION

Built for the Investors. Reused at Delivery. $24,000 Not Rebuilt.

Which renders and films to order from program to service, what the aircraft model carries into each stage, and the priced roadmap: $60,050 planned, $84,050 rebuilt each time.

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START HERE

One aircraft, modelled by five suppliers

An aircraft is visualised for longer than almost any other product. Investors need a reveal film, engineers need cutaways, sales teams need liveries and a configurator for the air show, each customer needs a delivery film, and training needs maintenance animations for years after.

Those orders come from different departments with different budgets, so they usually go to different suppliers. Each of them builds the aircraft again from CAD: fuselage, wing, engines, cabin monuments, seats. The models drift apart, and the cabin in the configurator is not the one in the reveal film. The other leak is timing: a configurator ordered three months before the air show is the one that arrives after it.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Each department briefs its own supplier, who models the aircraft again**	One exterior and cabin model, kept by one studio across stages
02	**Cutaways built separately from the marketing model**	Systems and structure added to the same model for certification
03	**Livery options painted over photographs of the prototype**	Liveries applied to the model, ready for customer renders
04	**Maintenance animations started from zero by the training team**	The same model, opened up for parts and procedures

The airframe is the invoice. Everything else is a camera.

In aviation work, the exterior and cabin model is the largest single item by far. Every stage after the first should pay for new views, liveries and motion, not for the aircraft again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

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

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Program	Concept exteriors, cabin layouts and a reveal film	Investors, partners, reviews	Exterior and cabin model
Certify	Technical cutaways, cabin configuration views, system animations	Engineering, certification briefings	Structure and systems detail
Sell	Livery options, cabin renders and a web configurator	Airlines, charter and private buyers	Livery set-up, cabin options
Deliver	Customer livery renders and a delivery film	Handover events, press, the buyer's channels	Customer configurations
Service	Maintenance animations, parts views, retrofit renders	Training, manuals, upgrade offers	A service model for retrofits

Start where you are

If your aircraft is at Sell, order the livery renders and the configurator from the model the reveal film was made with, and ask for the livery set-up and cabin options as deliverables. Delivery films then reuse each customer's configuration instead of rebuilding the aircraft.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for one business jet, priced at mid-market studio rates. Rows marked "scene reused" start from the model built at the first stage. The from-scratch total keeps every unit price the same and adds back only the rebuild those rows avoided: the $6,000 exterior and cabin model, once per stage.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	**Program.** Exterior and cabin model from CAD	build	**$6,000**
02	**Program.** Concept exteriors and cabin layouts	6 x $500	**$3,000**
03	**Program.** 60-second reveal film	1 min x $7,500	**$7,500**
04	**Certify.** Technical cutaways and configuration views	6 x $550, scene reused from Program	**$3,300**
05	**Certify.** System animation, 90 seconds	1.5 min x $6,000	**$9,000**
06	**Sell.** Livery options and cabin renders	8 x $500, scene reused from Certify	**$4,000**
07	**Sell.** Web cabin configurator, three layouts	build	**$12,000**
08	**Deliver.** Customer livery renders	4 x $500, scene reused from Sell	**$2,000**
09	**Deliver.** 45-second delivery film	0.75 min x $7,000	**$5,250**
10	**Service.** Maintenance animation, 60 seconds	1 min x $6,000, scene reused from Deliver	**$6,000**
11	**Service.** Cabin retrofit renders	4 x $500	**$2,000**
	Program subtotal		$16,500
	Certify subtotal		$12,300
	Sell subtotal		$16,000
	Deliver subtotal		$7,250
	Service subtotal		$8,000
	Planned as one roadmap		**$60,050**
	The same visuals bought stage by stage from scratch		**$84,050**

27%
PROGRAM, $16,500

21%
CERTIFY, $12,300

27%
SELL, $16,000

12%
DELIVER, $7,250

13%
SERVICE, $8,000

$24,000 is the airframe, modelled four more times.

Every unit price is the same in both totals. The configurator and the films take most of the budget either way; the difference is whether each department starts from the CAD again.

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	**Program: files**	Exterior CAD or a general arrangement drawing, and the cabin layout.
02	**Program: the reveal**	Who sees the film first and what they must believe after it.
03	**Certify: systems**	Which systems and structures the cutaways and animations must show.
04	**Certify: audience**	Engineering review or authority briefing: this sets the level of detail.
05	**Sell: options**	Cabin layouts, seat options and the livery scheme to configure.
06	**Sell: the show**	The air show or buyer meeting date. The configurator needs it.
07	**Deliver: customer**	The customer's livery artwork and cabin configuration.
08	**Deliver: channels**	Handover event, press release, the buyer's own channels.
09	**Service: procedures**	Maintenance manual extracts for the procedures to animate.
10	**Service: retrofit**	The retrofit cabin specification and who it is offered to.

Change stage, keep the scene

We keep the aircraft model, liveries and cabin options after each stage. When the aircraft moves on, send the new brief and name the earlier order: we reopen the same model, and you pay for new views and motion, not a new airframe.

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/
Aircraft work	maverickframe.com/services/aircraft-3d-rendering/
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.