

FIELD GUIDE / 2026 EDITION

Concept to Publication. One Scene, Built Once. $6,400 Kept.

Which renders to order from concept to publication, what the 3D scene carries into each next stage, and one project priced against starting every stage from scratch.

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START HERE

One scheme, five vendors, five rebuilds

A building is rendered many times between the first sketch and the launch: massing views to test the idea, a hero image for the jury, photoreal views for the client's sign-off, eye-level views for the planning submission, then the images and film for publication. The design moves, but the building is the same. The scene is usually built again at every step.

The reason is ordinary. The concept views come from whoever in the team had a free afternoon, the competition set from the studio that was free that month, the sign-off views from a freelancer, and the planning views from whoever could meet the date. Each one opens the Revit file, cleans it up and lights it again. And the planning views, which need a fixed design, are usually ordered a week before the submission.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Concept views made in a hurry and thrown away**	Concept massing built as a render-ready scene and kept
02	**The competition vendor rebuilds the model from Revit**	Competition detail added to the same scene
03	**Materials matched again by every new vendor**	Materials specified at sign-off, carried to Planning
04	**Planning views ordered a week before submission**	Planning viewpoints agreed at sign-off, rendered on time
05	**Publication images from new cameras and a new grade**	Final images and film from the approved scenes

The scene is the asset. Pay for it once.

Turning drawing files into a clean, lit, render-ready scene is the slowest part of architectural rendering. Keep the scene, and every later stage pays for cameras, materials and light, not for the building again.



Maverick Frame production render.

THE ROADMAP

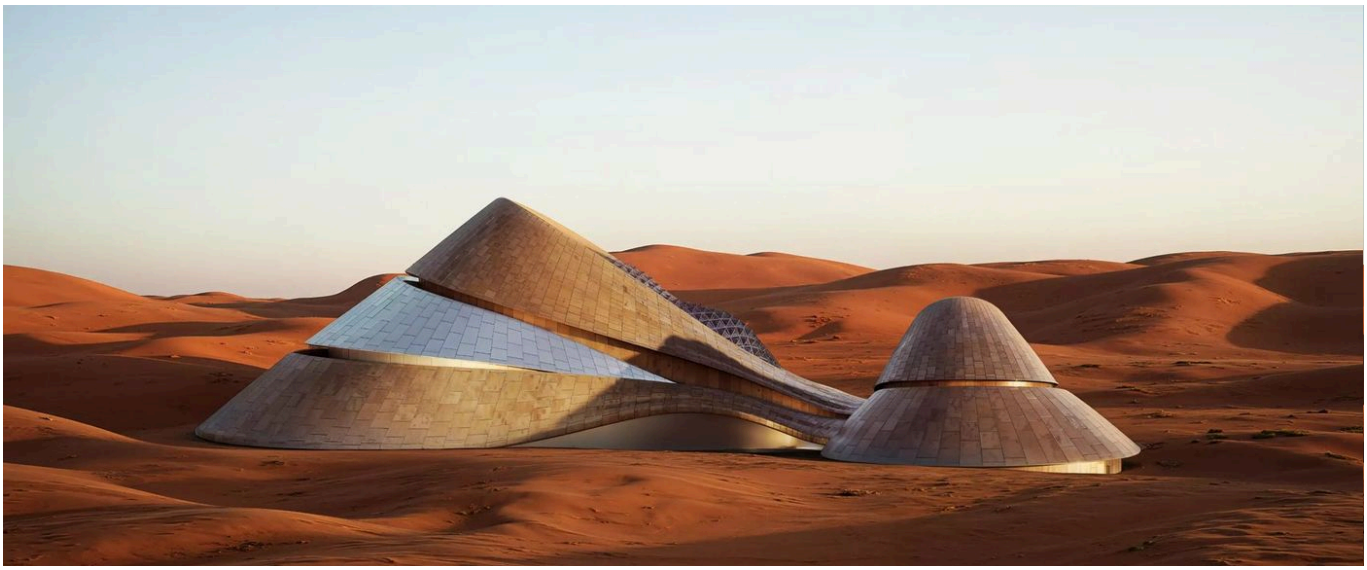
Which renders to order, stage by stage

Five stages, from the first idea to publication. The last column is what the studio should hand forward, so the next stage starts from an approved, lit scene rather than a new model.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Quick clay renders and mood views to test the idea	Your design team, the client's first meeting	Massing scene, site and first cameras
Competition	One hero image, supporting board views and diagrams	The jury and the competition boards	Detailed scene, materials, hero camera
Client sign-off	Photoreal exteriors and interiors with real materials	Your client, before documentation	Signed-off materials, furnished interiors
Planning	Accurate eye-level views in real context, day and dusk	The planning officer, the public consultation	Site context and fixed cameras
Publication	Final images and animation	The client's launch, awards entries, your portfolio	The archived scene, for the next phase

Start where you are

If you are at Client sign-off, order the photoreal views now and ask for two things: the planning viewpoints agreed and set up in the same scene before rendering, and the scene files kept. The planning views and the publication set then start from lit, approved scenes, not from the Revit file again.



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WHAT IT COSTS

One project, priced both ways

A composite for one mid-size building, a small hotel or residential scheme, carried from concept to publication and priced at mid-market studio rates. Unit prices are identical in both totals.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Concept: render-ready massing scene from your Revit, Rhino or SketchUp file	once	**$1,600**
02	Concept: four clay views and two mood views	4 x $250 + 2 x $350	**$1,700**
03	Competition: detail, materials and site context	model reused from Concept	**$900**
04	Competition: the hero image	1 x $600	**$600**
05	Competition: three board views and two exploded diagrams	3 x $450 + 2 x $300	**$1,950**
06	Client sign-off: specified materials and furnished interiors	scene reused from Competition	**$700**
07	Client sign-off: four exterior and four interior photoreal views	4 x $450 + 4 x $500	**$3,800**
08	Planning: site photos matched, eye-level cameras set	scene reused from Client sign-off	**$800**
09	Planning: six eye-level views, day and dusk	6 x $400	**$2,400**
10	Publication: final look-dev on the approved scenes	scenes reused from Planning	**$600**
11	Publication: five final images at print resolution	5 x $500	**$2,500**
12	Publication: one-minute animation	1 min x $5,000	**$5,000**
	Concept stage		$3,300
	Competition stage		$3,450
	Client sign-off stage		$4,500
	Planning stage		$3,200
	Publication stage		$8,100
	Planned as one roadmap		**$22,550**
	The same visuals bought stage by stage, from scratch		**$28,950**

From scratch, each of the four later stages goes to a new vendor who builds the scene again from your files at the same $1,600 as at Concept, then does that stage's work at the same price. Planned as one roadmap, the scene is built once: $6,400 less.

15%
CONCEPT, $3,300

15%
COMPETITION, $3,450

20%
CLIENT SIGN-OFF, $4,500

14%
PLANNING, $3,200

36%
PUBLICATION, $8,100

THE ONE PAGE

What to send us at each stage

The studios whose logos sit on our pages do not send specifications. They send the model as it is, a few references and a date. At any stage, that is enough to quote from.

01	**Concept: the model**	The massing in Revit, ArchiCAD, Rhino or SketchUp, as it is, and one line on the idea.
02	**Concept: the mood**	Two or three references for light and atmosphere, ideally from your own boards.
03	**Competition: the brief**	The competition brief, the board layout and the submission date.
04	**Competition: the hero**	A sketch or phone photo of the one view that has to win.
05	**Client sign-off: the specification**	Materials, finishes and the furniture schedule, even if provisional.
06	**Planning: the site**	A survey, site photos and the viewpoints the authority asked for.
07	**Planning: the dates**	The submission date and the date of the public consultation.
08	**Publication: the uses**	The client's launch, the awards entry or your portfolio, with the formats each needs.
09	**Any stage: the NDA**	Your NDA, and how the files should be named under your studio.

Change stage, keep the scene

Ask us to keep the scene, materials and cameras when a stage is delivered. When the next stage comes, send the changes and we quote only the new views, not the building again.

Rates and terms overleaf

Freelance and studio ranges, our production times and what a revision round covers are on the next page, so you can check the rates behind this composite.



Maverick Frame production render.

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/
Studio rendering	maverickframe.com/solutions/3d-rendering-for-architecture-and-design-studios/
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.