

FIELD GUIDE / 2026 EDITION

One Product. Five Photo Shoots. Or None.

Which product photos to order from prototype to a full range, what the 3D model carries into each stage, and the priced roadmap: $15,800 planned, $23,800 rebuilt each time.

Dim Kuzmenko
Founder, Maverick Frame Studio
maverickframe.com

START HERE

Every stage pays for the product again

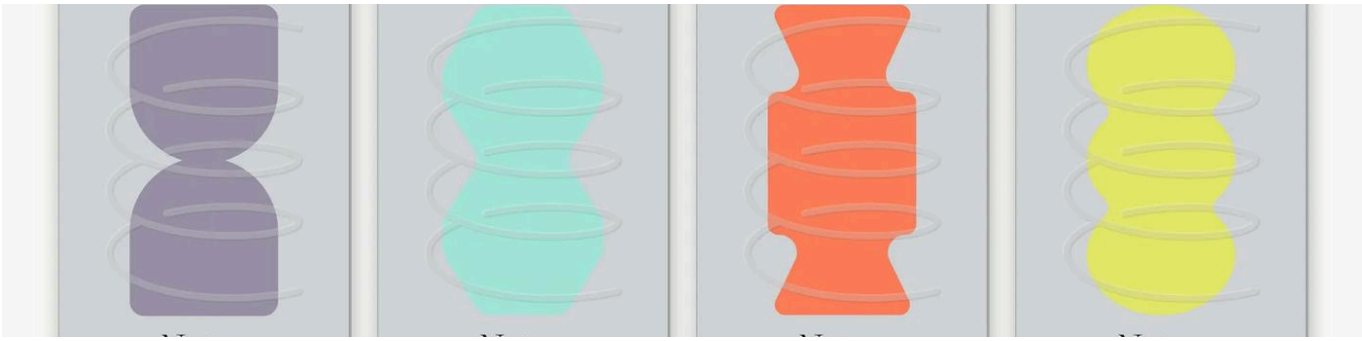
Product photos are rarely ordered in one go. The founders want images for a crowdfunding page before samples exist, the listing needs packshots, marketing wants lifestyle shots with people for the launch, every season asks for a new campaign, and each new SKU needs to join the range photo.

Each of those orders tends to go to whoever is closest at the time: a photographer for the packshots, an AI tool for the social posts, a freelancer for the deck. Each of them starts from the product again. The label drifts, the colour shifts between the listing and the ad, and the range photo has to be reshot every time a product joins it. The second problem is timing: images ordered after the launch date cannot help the launch.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**A new photo shoot or a new AI prompt for every set**	One 3D model of the product, kept by the studio and reused for every set
02	**The label redrawn by a generator, so pack and image disagree**	The label applied from your artwork, readable in every image
03	**Lifestyle scenes generated one by one, each a little different**	Scenes, light and AI models saved and reopened for the next season
04	**The range reshot when a new SKU arrives**	The new SKU dropped into the saved range scene

You are not buying photos. You are buying the product, again and again.

Most of the cost of the first set is the product model and the scene. Every later set should pay for its new cameras, scenes and people, not for the product a second time.



Maverick Frame production render.

THE ROADMAP

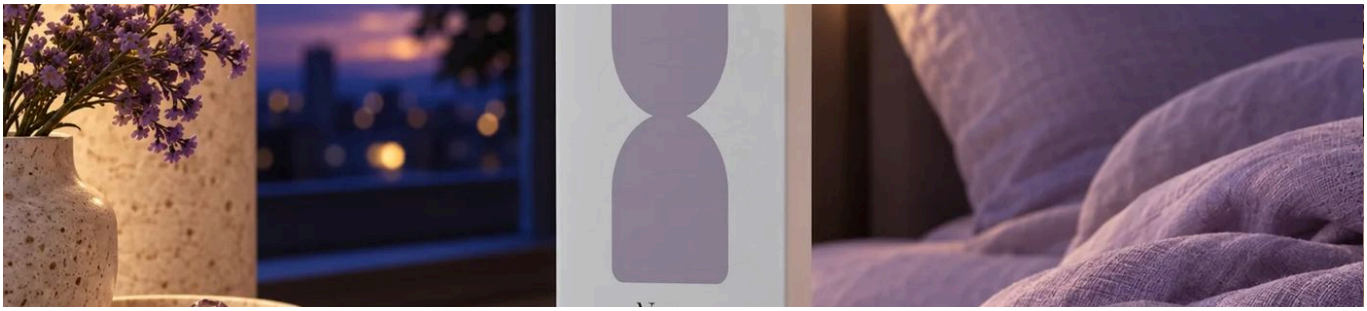
What to order at each stage, and what it keeps

Five stages as they appear on our CGI product photography 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
Prototype	Pre-production hero images from CAD or drawings, before samples exist	Founders, crowdfunding backers, investors, retail buyers	Product model, materials, label artwork
Listing	White-background packshots, angle sets and label close-ups	Amazon, Shopify, retailers and marketplaces	Packshot scene and camera set
Launch	Lifestyle scenes and images with AI models holding or using the product	Website, ads, social, launch page	Scenes, light, AI model look
Campaign	Seasonal, holiday and promo sets from the saved scenes	Marketing, paid social, email	Restyled scenes for the next season
Range	New SKUs, colourways, bundles and group shots of the whole line	Listings, retailer decks, A+ modules	A range scene every new SKU joins

Start where you are

If your product is at Launch, order the lifestyle images from the same model as the packshots and ask for the scenes, the light set-ups and the AI model look as deliverables. The holiday campaign then reopens them, and the next SKU joins the range scene instead of a new shoot.



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 "reused" start from the model built at Prototype. 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	**Prototype.** Product model and studio scene from CAD	build	**$2,000**
02	**Prototype.** Pre-production hero images	4 x $450	**$1,800**
03	**Listing.** Packshot scene and camera set	scene reused from Prototype	**$400**
04	**Listing.** White-background angle set	8 x $250	**$2,000**
05	**Launch.** Lifestyle scenes and AI model look	model reused from Listing	**$800**
06	**Launch.** Lifestyle and AI-model images	6 x $500	**$3,000**
07	**Campaign.** Seasonal restyle of saved scenes	scenes reused from Launch	**$600**
08	**Campaign.** Seasonal image set	6 x $400	**$2,400**
09	**Range.** Two new SKUs on the existing model	2 x $500, model reused	**$1,000**
10	**Range.** Group shots of the whole line	3 x $600	**$1,800**
	Prototype subtotal		$3,800
	Listing subtotal		$2,400
	Launch subtotal		$3,800
	Campaign subtotal		$3,000
	Range subtotal		$2,800
	Planned as one roadmap		**$15,800**
	The same images bought stage by stage from scratch		**$23,800**

24%
PROTOTYPE, $3,800

15%
LISTING, $2,400

24%
LAUNCH, $3,800

19%
CAMPAIGN, $3,000

18%
RANGE, $2,800

$8,000 is the product built four more times.

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

THE ONE PAGE

What to send us at each stage

The brands whose logos sit on our service pages do not send specifications. They send what they have, usually in the body of an email, and we quote from it. Two things per stage are enough.

01	**Prototype: files**	STEP or native CAD, dielines and print-ready artwork, or photographs of the product with dimensions in millimetres.
02	**Prototype: the story**	The page or deck the images are for, and the three things they must prove.
03	**Listing: specs**	Each marketplace's or retailer's image rules: angles, background, size, file type.
04	**Listing: details**	Which close-ups matter: the label, a cap, a texture, a feature.
05	**Launch: people**	Who should appear: age, style and how they use the product. No casting needed.
06	**Launch: places**	Two or three reference images for the settings. Not a mood board of forty.
07	**Campaign: dates**	The seasons and promotions in the year ahead, so scenes are planned to be restyled.
08	**Campaign: channels**	Where the images run, so every scene is framed for each crop.
09	**Range: new SKUs**	Artwork for each new SKU or colourway, and the launch date.
10	**Range: the line**	Which products sit together in the group shot, and in what order.

Change stage, keep the scene

We keep the product model, the scenes and the AI model look after each stage. When the product moves on, send the new brief and name the earlier order: we reopen the same files.

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 photography work	maverickframe.com/services/cgi-product-photography/
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.