



FIELD GUIDE / 2026 EDITION

Five Stages. One Campus. Modelled Once, Not Four.

Which data center visuals to order from financing to launch, what the 3D model of the campus and the hall carries over, and the budget per stage, priced at mid-market studio rates.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

maverickframe.com

START HERE

Five vendors, five decks, one campus

Data center projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: an architect's massing for the investment committee, a consultant's photomontage for the hearing, a broker's stock server room for leasing, the contractor's screenshots during construction and an agency for the launch.

Each of them rebuilds the campus from the same site plan, and each set looks slightly different from the last: another cooling yard, another pod count, another light. The other leak is phasing. Phase 2 is drawn as a new project, and the investor update shows a campus that no longer matches the one in the deck.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP	
01	Every stage rebuilds the campus from the site plan	One 3D model of the campus, updated as the layout moves	
02	Pods and racks redrawn for every set	One pod module from your drawing, placed by the hall layout	
03	Each phase priced as a new project	Phases 2 and 3 added to a scene that already exists	
04	Flythrough started from a blank file	Flythrough made in a scene that already exists	
05	Leasing teams show stock server rooms	Leasing, launch and event images from the same scenes	

The model is the asset. The images are the output.

A campus and a data hall built in 3D from your drawings, with the yards, pods and containment where your engineers put them, is the largest cost in any data center visual. If it stays with one studio and is updated as the design develops, every later set is lighting, cameras and rendering rather than modelling.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

The five stages below are the ones on our data center page. For each: what to order, who looks at it, and what the next stage inherits instead of paying for it again.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Finance	Campus aerial and massing, with the substation, power and fiber context	The investment committee, lenders, utilities	The campus model and the aerial cameras
Permit	Eye-level street views, landscape buffers and screening, day and night	The planning board, neighbours, community meetings	The street cameras and the landscape
Lease	Data hall and white space interiors, suite fit-outs and a 360° tour	Future tenants, colocation and hyperscale buyers	The hall and the pod module
Build	Phase 1, 2 and 3 campus views and a construction sequence animation	Contractors, utilities, investors on progress	The phased scene and the camera path
Launch	Hero stills, a flythrough and equipment close-ups	The website, decks, events, the sales team	A scene library for the next site

Start where you are

If the planning hearing is next month, order the street views now, and ask for the campus to be kept as one scene with fixed cameras on file. That is what lets the phasing views, the flythrough and the launch stills reuse it rather than start again.

Not every data center passes through all five stages. A build-to-suit campus may skip Lease; an equipment maker may go straight to Launch. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

One campus, five stages, line by line

A composite of one developer's AI data center campus, from the investment committee to the launch event, priced at mid-market studio rates. The campus is built once at Finance and the data hall and pod once at Lease. The rows marked as reused cost less because nothing is rebuilt before rendering.

LINE ITEM		BASIS	AT STUDIO RATES
01	Finance: 3D model of the campus, building and yards from the site plan	build, once	\$3,200
02	Finance: campus aerial and massing views with power and fiber context	3 x \$550, model reused	\$1,650
03	Permit: eye-level views from nearby streets, with buffers and screening	4 x \$450, model reused	\$1,800
04	Permit: night variants from the same cameras	4 x \$150, cameras reused	\$600
05	Lease: data hall and AI pod model from the hall layout and pod drawing	build, once	\$2,800
06	Lease: data hall, white space and suite fit-out interiors	3 x \$550, model reused	\$1,650
07	Lease: 360° tour of the data hall for future tenants	1 tour, model reused	\$1,500
08	Build: phase 1, 2 and 3 campus views from fixed cameras	3 x \$400, model reused	\$1,200
09	Build: construction sequence animation	1 min x \$5,000	\$5,000
10	Launch: hero stills for the website and the deck	3 x \$500, models reused	\$1,500
11	Launch: campus-to-rack flythrough	1 min x \$5,000	\$5,000
12	Launch: close-ups of the AI pods and dry coolers	4 x \$300, models reused	\$1,200
Finance subtotal			\$4,850
Permit subtotal			\$2,400
Lease subtotal			\$5,950
Build subtotal			\$6,200
Launch subtotal			\$7,700
Planned as one roadmap			\$27,100
The same visuals bought stage by stage, from scratch			\$39,500

18%

FINANCE

9%

PERMIT

22%

LEASE

23%

BUILD

28%

LAUNCH

From scratch means the same lines plus \$12,400: the \$3,200 campus model built again at Permit, Build and Launch, and the \$2,800 hall and pod model built again at Launch. Shares above are of the \$27,100 planned total.

THE ONE PAGE

What to send us at each stage

The teams whose logos sit on our service pages do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from and to start work.

01	Finance: the site plan	The site layout with the building, substation, generator and cooling yards, even as a PDF.
02	Finance: the audience	Who sees the deck first: the investment committee, lenders, a utility or a partner.
03	Permit: the viewpoints	The streets, homes or roads the planning board and neighbours will look from, marked on the plan.
04	Permit: the screening	The landscape plan, berms, walls and noise screening, or a note that they are still in design.
05	Lease: the hall	The hall layout with pod or rack counts, containment and cooling, plus the pod drawing.
06	Lease: the tenant	Who the space is shown to, and which fit-out options they will compare.
07	Build: the phases	Which halls, yards and buildings come in phase 1, 2 and 3, and in what order.
08	Launch: the channels	Where the images will run: website, decks, events, trade shows, social.
09	Every stage: the budget	A figure or a range per stage. It is the quickest way to a scope that fits, and it is not a weakness.

Change stage, keep the scene

If we built your campus at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes to the layout since. The model is on file, so the quote starts from rendering, not modelling.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The composite on page 04 is priced at the same mid-market studio rates.



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/
Data center work	maverickframe.com/solutions/data-center-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.