

FIELD GUIDE / 2026 EDITION

Concept to Opening. One Center Model. Paid For Once.

What to design and render from the first floor plan to the next site, what the 3D model of your center carries over, and the budget split per stage, as a priced composite.

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START HERE

Five deadlines, five vendors, the same center

Most new daycares buy their visuals one deadline at a time. A layout sketch for the go decision, renders for the bank, street views for the landlord and the council, and an agency for the enrolment campaign.

Each of them builds the rooms again from the same plans, and each shows the colours, the furniture and the play yard a little differently. The other leak is timing: parents enrol months before the doors open, so the images that fill the first groups are needed while the center is still a building site.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**The center is modelled again for every job**	One 3D model of the center, kept on file
02	**Bank and council views that do not match**	Funding and approval views from the same model
03	**Enrolment images ordered after the fit-out**	Room views ready for the coming-soon page
04	**A walkthrough film started from a blank file**	Film shot in the model that already exists
05	**Every new site designed from zero**	The brand model adapted to the next floor plan

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

Rooms, finishes, furniture and the play yard are the largest cost of the first set. If the model stays with one studio, every later image pays for cameras and light, not for building the center again.



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THE ROADMAP

What to order at each stage, and what it keeps

The five stages below are the ones on our daycare page, in the order most new centers meet them from the first floor plan to the next site. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	A 3D model of the center, a 3D floor plan and the first classroom views	You, your architect, your partners	Center model, finishes
Funding	Street, play yard and reception views for the business plan	Investors, the bank, the landlord	Exterior cameras
Approval	Street and entrance views and a layout sheet with room areas	Landlord, council, the builder	Street views, layout
Enrolment	Every room, website and social sizes and a walkthrough film	Parents, your website, social feeds	Everything above
Expansion	The brand model adapted to a new site, with its key views	Landlords and lenders for the next center	Brand finishes, furniture

Start where you are

If the lease is signed and enrolment opens next, order the room views and the walkthrough now, and ask for the center to be kept as one model on file. That is what lets the next site reuse the finishes and furniture rather than start again.

Not every center passes through all five stages. An operator converting an existing building may start at Approval. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



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WHAT IT COSTS

Six group rooms, a play yard, five stages, line by line

A composite for a 120-place center with six group rooms, a reception, a dining room and a play yard, priced at mid-market studio rates. Unit rates are the same in both totals; only the model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Concept: 3D model of the center, rooms and play yard	from floor plans and the site plan	**$2,400**
02	Concept: 3D floor plan cutaway and two classroom views	3 x $450	**$1,350**
03	Funding: street view and play yard view for the bank	2 x $480, scene reused from Concept	**$960**
04	Funding: reception view	1 x $450	**$450**
05	Approval: street and entrance views for the landlord and council	2 x $400, scene reused from Concept	**$800**
06	Approval: layout sheet with room areas for the builder	plan export and labels	**$300**
07	Enrolment: nap room, dining room and washroom	3 x $450, model reused from Concept	**$1,350**
08	Enrolment: website, social and flyer sizes	layouts and crops	**$550**
09	Enrolment: 30-second walkthrough film for parents	scene reused from Funding	**$2,000**
10	Expansion: brand model adapted to a second site	new floor plan, same finishes	**$1,200**
11	Expansion: four key views of the new center	4 x $400, materials reused	**$1,600**
	Concept stage		$3,750
	Funding stage		$1,410
	Approval stage		$1,100
	Enrolment stage		$3,900
	Expansion stage		$2,800
	Planned as one roadmap		**$12,960**
	The same visuals bought stage by stage, from scratch		**$21,360**

29% CONCEPT

11% FUNDING

8% APPROVAL

30% ENROLMENT

22% EXPANSION

From scratch means Funding, Approval and Enrolment each go to a new vendor who builds the center again for $2,400, and the second site is modelled from zero for $2,400 instead of adapted for $1,200. Shares are of the $12,960 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Concept: the building**	Floor plans or the architect's model, the site plan and photos of the building or plot.
02	**Concept: the idea**	Age groups, room types, your style references, or just a description. No design yet? We propose it.
03	**Funding: the audience**	Who reads the business plan or the loan file, and the date it is due.
04	**Approval: the rules**	The views the landlord or the council asks for. Your architect confirms what the building allows.
05	**Enrolment: the channels**	Your website, social accounts, flyer sizes and the date enrolment opens.
06	**Enrolment: the film**	Length, the route through the rooms and where the film will run.
07	**Expansion: the next site**	Floor plan and photos of the new building, and what changes from the first center.

Change stage, keep the model

If we built your center at an earlier stage, reopening it takes one email: name the stage, the new images and any changes. The model is on file, so the quote starts from cameras and light, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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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/
Daycare work	maverickframe.com/solutions/daycare-design/
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.