



FIELD GUIDE / 2026 EDITION

Five Product Stages. One Product Model. **\$10,580 Kept.**

Which images to order from pre-launch to the seasonal refresh, what the product model carries into each stage, and the priced roadmap: \$11,180 planned, \$21,760 rebuilt each time.

START HERE

Every stage buys the same product again

The images for a product sold online are rarely ordered in one go. Pre-orders need hero renders before stock exists, the listing needs a set on white for every colourway, the launch needs lifestyle scenes and a spin, and every new colour or season asks for more.

Each of those orders tends to go to whoever is closest at the time: the agency that made the pre-order page, a freelancer found for the marketplace images, the retailer's own content team. Each of them builds the product again from CAD or from photographs. The listings come out slightly different from the ads, and the model paid for in spring is not the one that can render the autumn colourways.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	A new vendor rebuilds the product from CAD at every stage	One product model, kept by the studio and reopened for each new set
02	Colour matched by eye, so listing, ad and pack disagree	Materials defined once, so every image shows the same finish
03	Every new colourway priced as a new render	A new colourway is a material swap on cameras that already exist
04	Seasonal scenes shot again from samples	Seasonal scenes built around the model already on file

You are not buying images. You are buying a model, again and again.

In a product render, most of the cost of the first set is the model and the studio scene. Every later set should pay for its cameras, colours and scenes, 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 e-commerce rendering 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
Pre-launch	Hero renders and a teaser set for pre-orders, crowdfunding and retail buyers	Founders, buyers, the pre-order page	Product model, material library
Listing	Main image on white, secondary angles, close-ups and infographic frames per SKU	Your store and every marketplace	Set cameras, white-background scene
Launch	Lifestyle scenes, a 360° spin and a short loop for ads	Product page, paid social, email	Environments, spin and animation set-up
Variants	New colourways, sizes and bundles on the same cameras	Listings, marketplaces	The growing material library
Refresh	Seasonal scenes, new packaging and campaign images	Store, ads, retail partners	Everything, for the next season

Start where you are

If your product is at Listing, order the set on white from the model the pre-launch images were made with, and ask for the cameras and the white-background scene as deliverables. The launch spin then reuses the cameras, and every future colourway is an afternoon, not a new render.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for one consumer product in four colourways, priced at mid-market studio rates. Rows marked "reused" start from the model built at Pre-launch. The from-scratch total keeps every unit price, adds back the \$2,000 product model and scene once per later stage, and prices the reused rows at their first-time rate.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	Pre-launch. Product model and studio scene from CAD	build	\$2,000
02	Pre-launch. Three hero renders for pre-orders and buyers	3 x \$300	\$900
03	Listing. Six images on white, first colourway	6 x \$150, reused from Pre-launch	\$900
04	Listing. Three more colourways, six images each	18 x \$60	\$1,080
05	Listing. Two infographic base frames	2 x \$300	\$600
06	Launch. Two lifestyle scenes	2 x \$600	\$1,200
07	Launch. 360° spin, 36 frames	reused from Listing	\$600
08	Launch. 15-second loop for social ads	0.25 min x \$6,000	\$1,500
09	Variants. Two new colourways, six images each	12 x \$60, reused from Listing	\$720
10	Variants. One bundle image of three products	1 x \$300	\$300
11	Refresh. Two seasonal lifestyle scenes	2 x \$450, reused from Launch	\$900
12	Refresh. New packaging on eight existing renders	8 x \$60	\$480
	Pre-launch subtotal		\$2,900
	Listing subtotal		\$2,580
	Launch subtotal		\$3,300
	Variants subtotal		\$1,020
	Refresh subtotal		\$1,380

Planned as one roadmap

\$11,180

The same visuals bought stage by stage from scratch

\$21,760

26%

PRE-LAUNCH, \$2,900

23%

LISTING, \$2,580

30%

LAUNCH, \$3,300

9%

VARIANTS, \$1,020

12%

REFRESH, \$1,380

\$10,580 is the product modelled four more times.

Four rebuilds of the model and scene are \$8,000; the rest is the reused rows priced as new. Every unit price is the same in both totals. The difference is one decision: keep the product model with one studio from Pre-launch onwards.

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	Pre-launch: files	STEP or native CAD, or photographs and dimensions of a prototype.
02	Pre-launch: the story	The pre-order page or deck, and the three features the images must prove.
03	Listing: channels	Your store and each marketplace you sell on, with their image rules.
04	Listing: colourways	The colour list with swatches or references, and which are final.
05	Launch: scenes	Where the product lives, one line per scene, and two reference images.
06	Launch: motion	Whether you need a 360° spin, a loop or both, and the ratios for ads.
07	Variants: what is new	The new colours, sizes or bundle contents, and the SKU codes.
08	Variants: date	When the new SKUs must be live.
09	Refresh: season	The season or campaign and what changes: scenes, packaging or both.
10	Refresh: artwork	New packaging dielines and artwork, if the pack changes.

Change stage, keep the scene

We keep the product model, materials and scenes after each stage. When the product moves on, send the new brief and name the earlier order: we reopen the same files, and you pay for the new cameras and colours, not a new model.

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/
E-commerce rendering	maverickframe.com/solutions/3d-rendering-for-e-commerce/
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.