MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Five Stages.
One Master Model.
$7,920 Less.

Which renders to order from first CAD to the next model year, what the master model carries into each stage, and one machine launch priced against starting every stage from scratch.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

maverickframe.com

START HERE

One machine, five vendors, five rebuilds

A new machine is rendered many times between the first CAD and the next model year: pitch views to win the budget, catalogue views and exploded views for distributors, in-operation scenes and a film for the show, configurations for dealers, then new colours and options every season. The product changes a little at each step. The model is usually built again from scratch.

The reason is ordinary. The pitch views are made by whoever was free, the catalogue by a product studio, the show film by an agency, the dealer configurations by a freelancer and the next model year by whoever answers first. Each one opens the CAD, cleans it, splits the finishes and relights the machine again. And the visuals needed on the show floor are usually ordered after the booth is booked.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Pitch views from a rough model, thrown away after the board meeting**	Master model built from the STEP data at Concept, kept and updated
02	**Catalogue studio models the machine again from the release CAD**	Release changes applied to the same model in hours
03	**Show film briefed to an agency that starts from zero**	Film animated in the scenes the catalogue views were lit in
04	**Every option and colour priced as a new render**	Options swapped on the lit scene at about an hour each
05	**Next model year briefed as a new project**	Only the changed parts modelled; the library stays

The master model is the asset. Pay for it once.

Turning engineering CAD into a clean, accurate render model is the slowest part of the work. Keep the model, and every later stage pays for cameras, settings and motion, not for the machine again.



Maverick Frame production render.

THE ROADMAP

Which renders to order, stage by stage

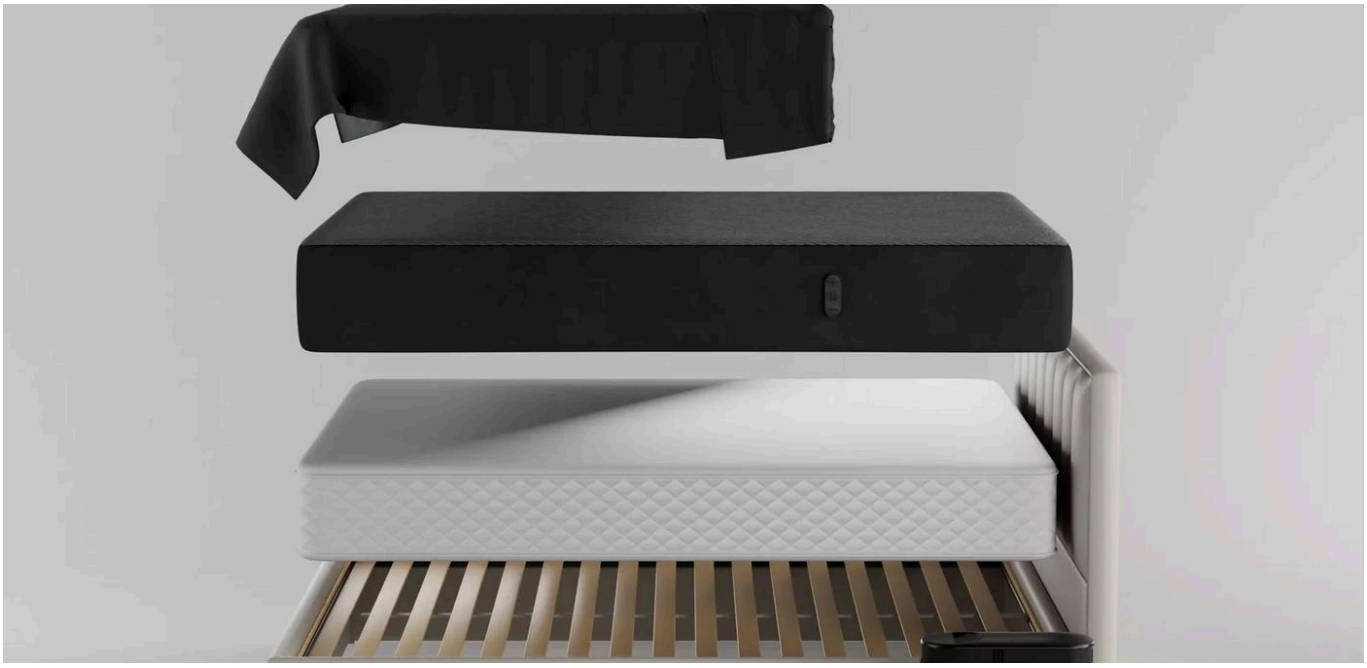
Five stages, from the first CAD to the next model year. The last column is what the studio should hand forward, so the next stage starts from an approved, lit machine rather than a new model.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Pitch views and a short film from early CAD	Management, investors, first customers	Master model, first materials and light
Pre-launch	Catalogue views on white, exploded views and key variants	Distributors, catalogues, pre-order pages	Release-accurate model, named finishes, catalogue scene
Launch	Hero visuals, in-operation scenes, the launch film and booth loops	The booth, the website, the press	Operating setting, cameras, animation rig
Sales	Configuration renders, sales-deck visuals and short explainer clips	Dealers and field sales in every market	Every configuration on file
Next model	New colours, options and model years from the same master model	Dealers, the catalogue, the next show	The whole library, for the model after

Start where you are

If you are at Launch, with the show booked and no visuals yet, order the in-operation scenes and the film now and ask for two things: the model is built from the release CAD with every option as a separate part, and the setting and animation rig are kept. Dealer configurations and next year's model then cost hours, not a rebuild.

Stages overlap in practice: dealers often need configurations before the show, and the next model is in engineering while this one launches. The order matters less than the rule: every stage starts from the files the last one handed over.



Maverick Frame production render.

WHAT IT COSTS

One machine launch, priced both ways

A composite for one new machine with colour and option variants, priced at our rate of $45 an hour from a clean STEP export with a finish list (a raw fused export adds repair first). Hours are identical in both totals.

	LINE ITEM	BASIS	AT $45 AN HOUR
01	Concept: master model from a clean STEP export with a finish list	40 h	**$1,800**
02	Concept: three pitch views and a 20-second concept film	3 x 4 h + 40 h	**$2,340**
03	Pre-launch: model updated to the release CAD, 8 h	model reused from Concept	**$360**
04	Pre-launch: six catalogue views on white, exploded view, cutaway	6 x 4 h + 2 x 8 h	**$1,800**
05	Pre-launch: eight colour and option variants	8 x 1 h	**$360**
06	Launch: operating setting built once: site, terrain, props	24 h	**$1,080**
07	Launch: three in-operation scenes	3 x 6 h	**$810**
08	Launch: 30-second launch film and 15-second booth loop	45 s x 2 h	**$4,050**
09	Sales: twelve configuration renders for dealers, 12 h	scene reused from Pre-launch	**$540**
10	Sales: four deck views and two 10-second explainer clips	4 x 4 h + 2 x 20 h	**$2,520**
11	Next model: model updated for the new model year, 12 h	model reused from Sales	**$540**
12	Next model: twelve new colour and option views	12 x 1 h	**$540**
13	Next model: in-operation scenes re-rendered, 3 x 2 h	scene reused from Launch	**$270**
	Concept stage, 92 h		$4,140
	Pre-launch stage, 56 h		$2,520
	Launch stage, 132 h		$5,940
	Sales stage, 68 h		$3,060
	Next model stage, 30 h		$1,350
	Planned as one roadmap, 378 h		**$17,010**
	The same visuals bought stage by stage, from scratch, 554 h		**$24,930**

From scratch, each later stage goes to a new vendor who builds the model again at the same 40 hours, and Next model rebuilds the setting and its scenes at full price: $7,920 more. On a subscription from $35 an hour, the planned 378 hours come to $13,230.

24%
CONCEPT, $4,140

15%
PRE-LAUNCH, $2,520

35%
LAUNCH, $5,940

18%
SALES, $3,060

8%
NEXT MODEL, $1,350

THE ONE PAGE

What to send us at each stage

The manufacturers whose logos sit on our pages do not send render specifications. They send the CAD they have, a finish list and a line on who has to say yes next. At any stage, that is enough to quote from.

01	**Concept: the CAD**	A STEP export of the current design, even if parts will change. Say which parts are final.
02	**Concept: the audience**	Who has to say yes: the board, an investor, a first customer. It decides views or a film.
03	**Pre-launch: the release files**	The release STEP export and a finish list: colour code, gloss and texture per visible part.
04	**Pre-launch: the options**	Every colour, attachment and option, and the three configurations dealers will sell most.
05	**Launch: the setting**	Where the machine works: the site, plant, terrain or room, with photographs if you have them.
06	**Launch: the dates**	The show opening, the booth graphics deadline and the LED wall size. A minute of film takes 4 to 6 weeks.
07	**Sales: the markets**	The dealer channels and markets, and the formats each one asks for.
08	**Next model: the changes**	The changed parts as CAD, plus the new colours and options. Nothing else.
09	**Any stage: the NDA**	Your NDA, and the one person at your company who signs off accuracy.

Change stage, keep the scene

Ask us to keep the model, materials, settings and animation rig when a stage is delivered. When the next stage or model year comes, send the changed parts and we quote only the new work.

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 the CAD, at whatever stage

A STEP export or the native file, a finish list, photographs of an earlier model and the date that matters next, in whatever state they are in. We will reply with what to order at your stage, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Manufacturing CGI	maverickframe.com/solutions/3d-rendering-for-manufacturing/
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.