



FIELD GUIDE / 2026 EDITION

Five Stages. One Kitchen Model. Built Once, Not Five.

Which kitchen visuals to order from design to everyday sales, what the model and the finish library carry over, and the budget split per stage, priced at mid-market studio rates.

START HERE

Five vendors, five models, one kitchen

Kitchen ranges rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: the planner screenshots for the design, a freelancer for the client meeting, a photo studio for the catalogue, an agency for the launch and the dealers for themselves.

Each of them builds the kitchen again from the same drawings, and each set looks slightly different from the last: another oak, another handle, another light. The other leak is variants. A range with ten fronts and six worktops is shot or rendered one combination at a time, and the catalogue goes to print with half of them missing.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	Every stage models the kitchen again	One kitchen model, updated as the range moves
02	Finishes rebuilt and recoloured for every set	One finish library matched to the samples, kept for every view
03	Each variant priced as a new image	Variants rendered on cameras that already exist
04	Launch film started from a blank file	Film made in a scene that already exists
05	Dealers make their own pictures from planner screenshots	Dealer and configurator images from the same scenes

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

A kitchen modelled to your drawings, with a finish library matched to your samples, is the largest cost in any kitchen visual. If it stays with one studio and is updated as the range 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 kitchen 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
Design	Layout and front options side by side	The design team, product managers	The kitchen model
Approval	Photoreal views of the kitchen in a real room	The client, the buyer, the board	The room, the light and the cameras
Catalogue	Hero views, finish variants and close-ups	Catalogue, website, retailers	The finish library and the camera set
Launch	A kitchen film and social formats	Trade shows, ads, social media	The film path and scene library
Sales	Dealer packs, configurator images and seasonal restyles	Dealers, showrooms, online shoppers	A scene library for the next range

Start where you are

If the catalogue is already due, order the hero views and the variants now, and ask for the kitchen and the finish library to be kept as scenes with fixed cameras on file. That is what lets the film, the dealer pack and next season's colours reuse them rather than start again.

Not every kitchen passes through all five stages. A designer's client kitchen may stop at Approval; a new appliance may go from Design 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 kitchen range, five stages, line by line

A composite of one kitchen from a new range, launched in several finishes, priced at mid-market studio rates. The kitchen is modelled once at Design and the finish library is built once at Catalogue. The rows marked as reused cost less because nothing is rebuilt before rendering.

LINE ITEM	BASIS	AT STUDIO RATES
01 Design: kitchen and room model from the drawings	build, once	\$2,400
02 Design: layout and front option views	3 x \$350, model reused	\$1,050
03 Approval: photoreal views for the presentation	2 x \$550, model reused	\$1,100
04 Catalogue: finish library matched to the samples	build, once	\$1,800
05 Catalogue: hero views in the main finish	3 x \$600, model reused	\$1,800
06 Catalogue: finish variants of the hero cameras	12 x \$150, scenes reused	\$1,800
07 Catalogue: close-ups of handles, sinks and edges	6 x \$300, model reused	\$1,800
08 Launch: kitchen film	1 min x \$5,000	\$5,000
09 Launch: social cut-downs of the film	3 edits x \$300	\$900
10 Sales: dealer and configurator images	20 x \$90, scenes reused	\$1,800
11 Sales: seasonal restyle of two hero cameras	2 x \$300, scenes reused	\$600
Design subtotal		\$3,450
Approval subtotal		\$1,100
Catalogue subtotal		\$7,200
Launch subtotal		\$5,900
Sales subtotal		\$2,400

Planned as one roadmap \$20,050

The same visuals bought stage by stage, from scratch \$33,250



From scratch means the same lines plus \$13,200: the \$2,400 kitchen model built again at Approval, Catalogue, Launch and Sales, and the \$1,800 finish library built again at Launch and Sales. Shares above are of the \$20,050 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	Design: the drawings	Plans and elevations or a planner export, even as an early version.
02	Design: the options	The layouts or fronts you want to compare, and who has to choose between them.
03	Approval: the room	The client's floor plan or a reference room, and where the windows are.
04	Catalogue: the finishes	The finish list with sample codes, or the samples themselves posted to us.
05	Catalogue: the variants	Which fronts, worktops and handles go with which, as a simple matrix.
06	Catalogue: the appliances	The models you sell with the kitchen, or the ones the client has chosen.
07	Launch: the channels	Where the film and images will run: trade show, website, ads, social.
08	Sales: the dealers	The formats your dealers and configurator need, and the season's colours.
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 kitchen at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes to the range since. The model and the finishes are 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/
Kitchen work	maverickframe.com/solutions/kitchen-rendering/
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.