



FIELD GUIDE / 2026 EDITION

Concept to Extend. One Fixture Model. Paid For Once.

Which lighting visuals to order from the first design route to the next finish, what the 3D fixture model carries over, and the budget split per stage, as a priced composite.

START HERE

Five vendors, five lamps, one product

Lighting collections rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: sketches from the designer, a freelancer for the trade show, a photographer for the catalogue, a CAD bureau for the Revit files and a new vendor again for the next finish.

Each of them rebuilds the fixture from the same CAD, and each set looks slightly different: another brass, another glass, another glow. The other leak is timing. Trade show images ordered after the stand was booked, or catalogue images still at the studio when the print date arrives, do their job a week too late.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Every stage rebuilds the fixture from the CAD	One fixture model, updated as the design moves
02	Each vendor builds the light and glass again	Light source and materials set up once and kept on file
03	Trade show, catalogue and room-set images that do not match	One master scene and one camera per angle for every channel
04	The switch-on film starts from a blank file	The film is animated with models that already exist
05	A new finish priced as a new project	A new finish is a new material and a render

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

A fixture built in 3D from your CAD, with its light source and materials matched to the real one, is the largest cost in the first set. If it stays with one studio and is updated as the design changes, every later set is lighting, cameras and rendering rather than modelling, and the same model becomes your Revit, BIM and STEP files.



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 lighting 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
Concept	Design routes in 3D, images for investors and the pre-order page	Your team, investors, early buyers	The fixture models and the master scene
Launch	Trade show hero images and a switch-on film	Distributors, the stand, the press	Light set-up and an animation rig
Catalogue	Views on white, dimension views, Revit, BIM and STEP files	Specifiers, distributors, your store	Cameras per angle and every finish
Projects	Room sets and architectural scenes at dusk and at night	Your website, social media, specifiers	Scenes for the next campaign
Extend	New finishes and sizes from the same models	The same channels, again	A model library for the next collection

Start where you are

If the trade show is next month, order the hero images and the switch-on film now, and ask for the fixture models, the light set-up and the cameras to be kept on file. That is what lets the catalogue, the room sets and the next finish reuse them rather than start again.

Not every collection passes through all five stages. A designer brand may go from Concept straight to Catalogue; a new finish may start at Extend. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



Maverick Frame production render.

WHAT IT COSTS

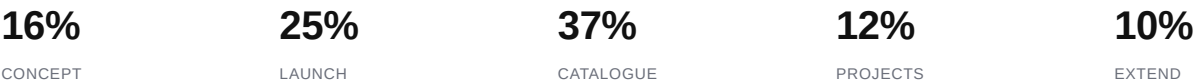
One six-fixture collection, five stages, line by line

A composite of typical orders for a collection of six wall lights and table lamps, from the first design routes to two new finishes. No client's budget is shown. Every line is hours at our \$45 rate: a view on white is 4 hours, a room set 6.

LINE	ITEM	BASIS	AT \$45 PER HOUR
01	Concept: six fixture models and master scene from CAD	30 h x \$45, built once	\$1,350
02	Concept: two design routes for the hero fixture, two views each	4 x \$180	\$720
03	Launch: trade show hero images in room sets	4 x \$270, models reused	\$1,080
04	Launch: 20-second switch-on film	48 h x \$45, models reused	\$2,160
05	Catalogue: views on white, front, side and lit	18 x \$180, scene reused from Launch	\$3,240
06	Catalogue: dimension views	6 x 2 h x \$45	\$540
07	Catalogue: Revit, BIM and STEP files	6 x 4 h x \$45, built from the same models	\$1,080
08	Projects: room sets for the website and social media	4 x \$270, models reused	\$1,080
09	Projects: architectural scenes at dusk	2 x \$270	\$540
10	Extend: two new finishes, material and three views each	2 x (\$135 + 3 x \$180), models reused	\$1,350
Concept subtotal			\$2,070
Launch subtotal			\$3,240
Catalogue subtotal			\$4,860
Projects subtotal			\$1,620
Extend subtotal			\$1,350

Planned as one roadmap \$13,140

The same visuals bought stage by stage, from scratch \$18,540



From scratch means the same lines plus \$5,400: the \$1,350 fixture models built again at Launch, Catalogue, Projects and Extend. Shares are of the \$13,140 planned total.

THE ONE PAGE

What to send us at each stage

The brands 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.

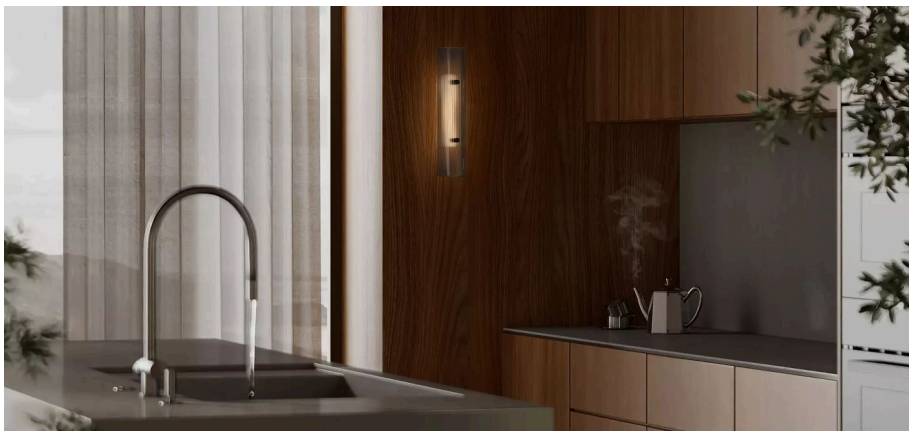
01	Concept: the fixture	CAD or drawings with dimensions, or the designer's sketches if that is all there is.
02	Concept: the routes	Each design route, even rough, and who will judge them.
03	Launch: the date	The trade show or launch date, the stand plan if you have it and where the film will run.
04	Launch: the light	Colour temperature, IES files if you have them and a photo of the fixture switched on.
05	Catalogue: the range	The list of fixtures, finishes and sizes, and the catalogue or spec-sheet template.
06	Catalogue: the files	Which of Revit, BIM or STEP your specifiers and distributors need, and their file rules.
07	Projects: the rooms	The markets you sell in and two or three interiors or buildings you would like to be seen in.
08	Extend: the change	New finish samples or the new size, and what stays the same.
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 model

If we built your fixtures at an earlier stage, reopening them takes one email: name the stage, the new deliverables and any design that changed since. The models and materials 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 our \$45 hourly rate.



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 and the finishes

CAD or drawings of the fixture, photos or samples of every finish and glass, IES files if you have them, and whatever brief you have, in whatever state it is 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/
Lighting work	maverickframe.com/solutions/lighting-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.