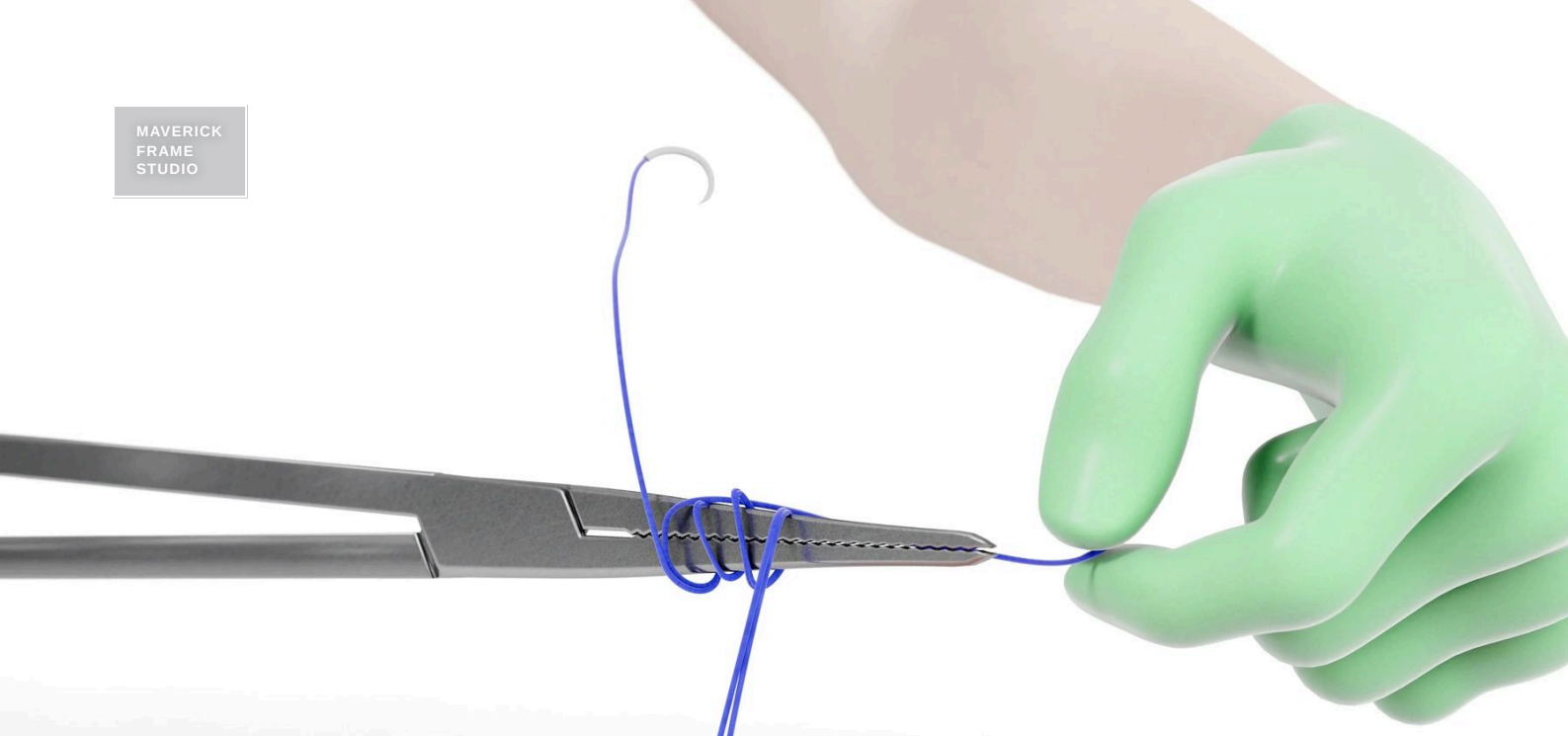




FIELD GUIDE / 2026 EDITION

Five Steps. Every Review Booked. Rendered Once.

What to prepare at each step of a medical animation, where your medical and regulatory reviewers come in, and how long each step usually takes, from brief to delivery.

START HERE

Why medical animation schedules slip

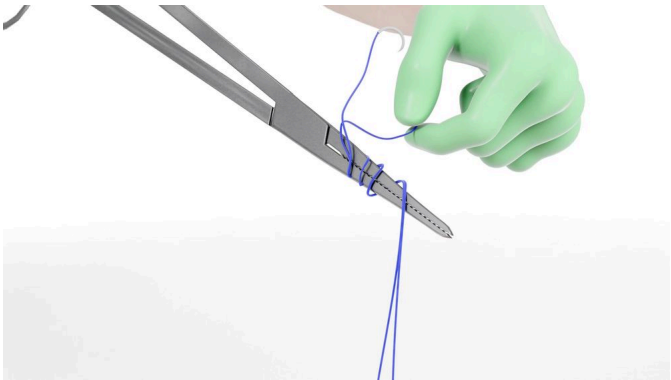
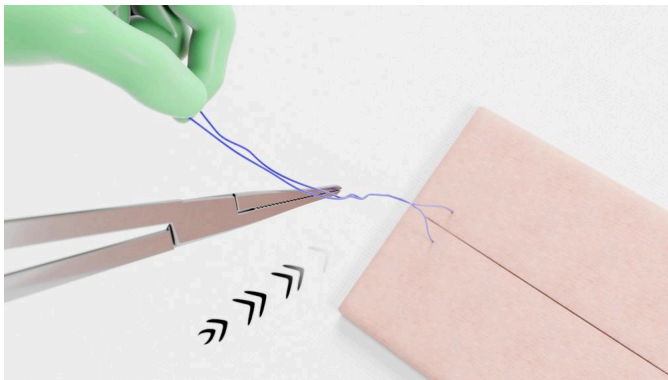
A medical animation rarely runs late because rendering is slow. It runs late because the people who decide whether the film is correct see it too late: the surgeon after the shots are animated, the regulatory team after the voice-over is recorded.

Every late comment throws away work that already exists. A corrected angle of an instrument means new animation; a changed sentence in the voice-over means a new edit; a reviewer who sees the anatomy for the first time in the final film means both.

	REVIEWED AT THE END	REVIEWED AT EACH STEP
01	The surgeon first sees the film when it is rendered	The surgeon checks the storyboard before a single shot is animated
02	The look of tissue is argued about across forty shots	Styleframes fix tissue, device, colour and light once
03	The regulatory team rewrites the voice-over after the edit	On-screen text and voice-over come from copy that is already cleared
04	Timing is judged in the final render	Timing is approved on the animatic, before rendering

The approved storyboard is the asset. The frames are the output.

A storyboard checked by your reviewer and a few approved styleframes are the cheapest part of a medical animation and the part everything else depends on. Fix them first and every later step renders what is already agreed.



Maverick Frame surgical training animation stills.

THE ROADMAP

What to approve at each step, and who reviews it

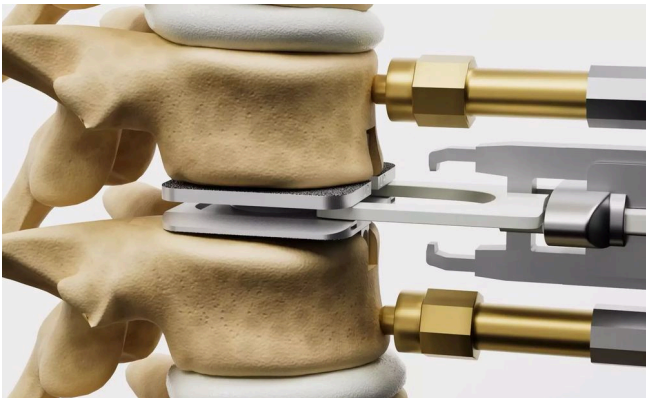
The five steps below are the ones on our medical animation page. For each: what is produced, who on your side reviews it, and what the next step inherits instead of redoing it.

STEP	PRODUCE AND APPROVE	WHO REVIEWS IT	CARRIES OVER
Brief	Audience, message, runtime, channels; CAD, references, literature and brand guidelines collected	Product or marketing lead	The brief every later step is checked against
Storyboard	Script and shot-by-shot storyboard with timings	Medical reviewer, then regulatory if the script makes statements	The shot list, the wording and the timing
Styleframes	Key frames of tissue, device, colour and light	Medical reviewer and brand owner	The look of every shot and every still
Animation	Modelling, animation and rendering, shared first as an animatic	Medical reviewer for accuracy, you for timing	The approved shots for every version
Delivery	Edit, labels and sound to the approved copy; masters and cutdowns	Regulatory or MLR sign-off, marketing	A 3D asset library for the next film

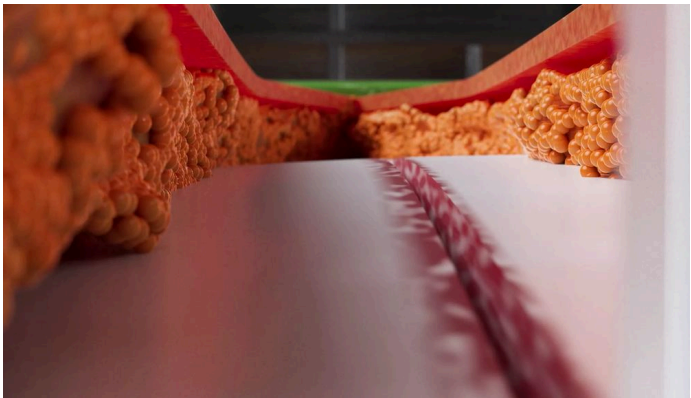
Start where you are

If you already have a script, start at Storyboard and ask for the storyboard and styleframes to be reviewed before any shot is animated. That is what lets the surgeon cut, the sales cut and the patient cut reuse the same shots.

Not every project passes through all five steps with the same weight. A device loop on a plain background may go from Brief to Animation in days; a procedure film always needs a storyboard your reviewer has signed. The order still holds.



Maverick Frame medical animation stills.



HOW LONG IT TAKES

One 60-second film, step by step

A composite of one 60-second device or procedure film of about 15 shots, with CAD available and one reviewer on your side. Studio days and review days are listed separately, because your reviewers' calendar decides the schedule as much as ours does.

STEP	WHO WORKS	WORKING DAYS
01	Brief: kick-off, files, audience and message	studio2 days
02	Storyboard: script and shot-by-shot storyboard	studio3 days
03	Storyboard review for accuracy	your reviewer3 days
04	Styleframes: tissue, device, colour, light	studio3 days
05	Styleframe review	your reviewer2 days
06	Animation: modelling, animation, animatic	studio8 days
07	Animatic review: accuracy and timing	your reviewer2 days
08	Delivery: rendering, edit, labels, sound	studio4 days
09	Final review against the approved copy	your reviewer2 days
Studio working days		20 days
Review days on your side		9 days

Brief to delivery, one 60-second film29 days

In calendar time, with reviews returned on scheduleabout 6 weeks

20

STUDIO WORKING DAYS

9

REVIEW DAYS ON YOUR SIDE

3

REVIEWS BEFORE RENDERING

1

FINAL SIGN-OFF

Anatomy built from scratch, several audience versions, more languages or a formal MLR committee add time. Tell us the date of the committee or the congress and we plan the steps backwards from it.



Maverick Frame medical animation stills.

THE ONE PAGE

What to send us at each step

The teams whose logos sit on our service pages do not send long specifications. At each step 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.

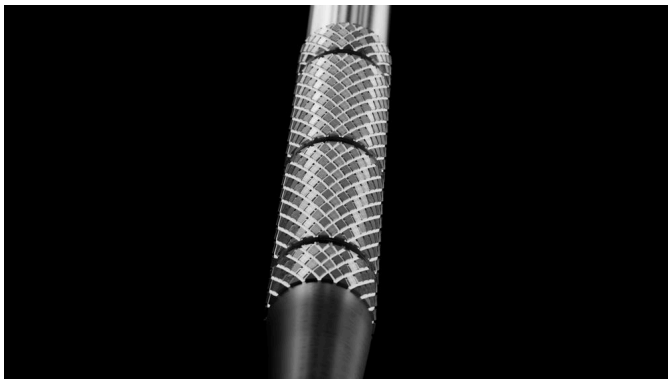
01	Brief: the audience	Who will watch: surgeons, sales teams, patients or a congress hall, and where it will play.
02	Brief: the files	CAD or STEP files, drawings, the technique guide or instructions for use.
03	Brief: the science	References, imaging, papers or slides that the anatomy and the mechanism must follow.
04	Storyboard: the wording	Any script, claims or labels already cleared; we animate to them and add none.
05	Storyboard: the reviewers	Who checks accuracy, who signs off for regulatory, and how long each needs.
06	Styleframes: the look	Brand colours and two or three references for how tissue and devices should look.
07	Animation: the timing	Any fixed lengths, such as a congress slot or a trade-show loop.
08	Delivery: the versions	Formats, languages, cutdowns and whether labels are burnt in or added later.
09	Every step: the date	The launch, the congress or the training start. We plan backwards from it.

A new film, the same assets

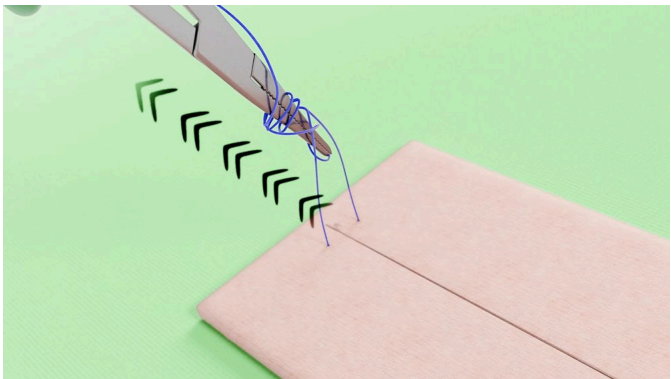
If we made your film, the next one starts with one email: the new audience, message and date. The approved models and styleframes are on file, so the work starts from new shots, not from a new look.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The schedule on page 04 is a composite, not a promise for every project.



Maverick Frame medical animation stills.



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 brief and the date

CAD files, a technique guide, references, approved wording or just a first draft of the brief, in whatever state, and the date the film is needed. We reply with a scope, a schedule and a price, in writing and without a sales call.

The contact form	maverickframe.com/contacts/
Medical animation	maverickframe.com/services/medical-animation/
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.