



FIELD GUIDE / 2026 EDITION

Five Decisions. One Site Model. **Built Once, Not Five Times.**

Which oil and gas films to order from the investor deck to approvals, bids, trade shows and crew training, what the 3D model carries over, and the budget per stage.

START HERE

Five films, five vendors, one method

Most energy and pipeline companies buy animation one decision at a time. An investor film from one studio, cross-sections for the regulator from the engineers, a bid video from an agency, booth loops from the exhibition builder and safety films from the training provider.

Each of them rebuilds the same equipment, the same site and the same method from the same drawings, and each shows it slightly differently. Investors, regulators and crews see five versions of one technology, and you pay for the 3D build five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The site and equipment are modelled again for every film	One site and equipment model, kept on file
02	The investor film and the bid video disagree on details	One accurate scene behind every film
03	Approval visuals are drawn after the film is finished	Cross-sections planned with the first film
04	Training films are ordered when the crew is already on site	Safety scenes reuse the same model and cameras

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

A site and equipment model built from your drawings, with soil, materials and machines at real scale, is the largest cost of the first film. If it stays with one studio, every later film pays for cameras, animation and edit, not for building it again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most oil, gas, pipeline and energy projects meet them. Each row says what to order, who will watch it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Funding	An investor film of the method and a clean cut without captions	Investors, boards, partners	Site and equipment model, look
Approval	Cross-sections and technical stills of the method in the ground	Regulators, utilities, permit reviewers	Section views, engineering overlays
Bid	A short film of the method on the project site and route	Tender panels, clients, EPC contractors	Project site scene, cameras
Trade show	Booth loops and screen formats cut from the films	Visitors, distributors, press	Loop setups, renders on file
Training	Safety and procedure films, step by step	Crews, HSE managers, new hires	A scene library for the next project

Start where you are

If the bid is next month, order the bid film now, and ask for the site, equipment and cameras to be kept as one scene on file. That is what lets the trade show loops and the training films reuse it rather than start again.

Not every project passes through all five stages. A proven technology may start at Bid; a new method may stop at Funding until the round closes. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



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WHAT IT COSTS

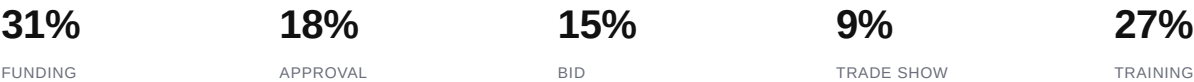
One method, five stages, line by line

A composite for one pipeline or energy technology with its equipment and a typical site, priced at mid-market studio rates. Film lengths and per-minute rates are the same in both totals; only the model and the site build change.

LINE ITEM	BASIS	AT STUDIO RATES
01 Funding: site, equipment and method model from drawings	once	\$3,500
02 Funding: investor film of the method, 90 s	1.5 min x \$5,000	\$7,500
03 Approval: section views and engineering overlays	scene reused from Funding	\$800
04 Approval: technical stills for the submission	8 x \$300	\$2,400
05 Approval: cross-section film of the method, 45 s	0.75 min x \$4,000	\$3,000
06 Bid: project site, route and terrain	scene reused from Approval	\$1,200
07 Bid: bid film on the project site, 60 s	1 min x \$4,000	\$4,000
08 Trade show: loop setups for booth screens	scene reused from Bid	\$300
09 Trade show: three booth loops, 20 s each	1 min x \$3,000	\$3,000
10 Training: safety and procedure scenes	scene reused from Trade show	\$600
11 Training: three procedure films, 60 s each	3 min x \$3,000	\$9,000
Funding stage		\$11,000
Approval stage		\$6,200
Bid stage		\$5,200
Trade show stage		\$3,300
Training stage		\$9,600

Planned as one roadmap \$35,300

The same visuals bought stage by stage, from scratch \$46,400



From scratch means each later film goes to a new vendor who builds the \$3,500 site and equipment model again, instead of the \$2,900 of scene updates above. Shares are of the \$35,300 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	Funding: the method	The installation or process sequence, step by step, in a document, a sketch or an earlier video.
02	Funding: the drawings	CAD, STEP or drawings of the equipment, and reference photos from live projects.
03	Funding: the audience	Who the film is for, where it will play and whether it needs captions or a voice-over.
04	Approval: the submission	What the regulator or utility needs to see, and the section views your engineers would draw.
05	Approval: the engineering notes	Loads, tolerances and material behaviour the film must show correctly.
06	Bid: the project	Site, route, terrain and the client the bid goes to.
07	Trade show: the booth	The show, the screens and their ratios, and the date the files go to the stand builder.
08	Training: the procedures	The safe sequence, the hazards and the steps crews get wrong.
09	Any stage: the date	The investor meeting, submission, bid or show date. A minute of film takes about 4 to 6 weeks.

Change stage, keep the scene

If we built your site and equipment at an earlier stage, reopening it takes one email: name the stage, the new film and any design changes since. The model is on file, so the quote starts from cameras and animation, not from the build.

Our terms are on the next page

Market ranges per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in 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 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/
Oil and gas animation work	maverickframe.com/solutions/oil-and-gas-animation/
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.