MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Sketch to Shelf. One Toy Model. Paid For Once.

Which toy visuals to order from the first sketch to the holiday season, what the 3D model carries over, and the budget split per stage, as a priced composite.

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START HERE

Five deadlines, five vendors, the same plush

Most toys buy their visuals one deadline at a time. Concept art for the go decision, a campaign page for backers, listing images for pre-orders, a sell sheet for the toy fair and an agency for the holiday ads.

Each of them builds the toy again from the same drawings, and each gets the fur, the colours and the proportions a little differently. The other leak is timing: backers, buyers and marketplaces want images months before the first production run, so the visuals ordered last are the ones the launch depends on.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**The toy is modelled again for every job**	One 3D toy model, kept on file
02	**Campaign and listing images that do not match**	Every channel rendered from the same model
03	**Colourways ordered as separate shoots**	Every colourway from one model, same light
04	**The box rendered after the print run**	Packaging visuals ready for the pre-order page
05	**The commercial started from a blank file**	Animation shot with the model that already exists

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

Fur, embroidery, seams and materials are the largest cost of the first set. If the model stays with one studio, every later image pays for cameras, light and colourways, not for building the toy again.



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 toy page, in the order most new toys meet them from the first sketch to the shelf. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	A 3D model of the hero toy and character routes in colour and proportion	You, your designer, a licensor	Toy model, materials
Funding	Hero renders, a how-it-works animation and reward tier images	Backers, investors, toy companies	Hero cameras, animation rig
Pre-order	Listing images on white, scale shots and the window box	Pre-order buyers, marketplaces	Listing scene, box model
Retail	Colourways, the line-up, sell sheets and shelf views	Retail buyers, toy fair visitors	Colourways, line-up
Launch	Play scenes, a commercial and vertical social cuts	Parents, kids, social feeds	Everything above

Start where you are

If the campaign is funded and pre-orders are next, order the listing images and the box now, and ask for the toy to be kept as one model on file. That is what lets the colourways, the sell sheet and the commercial reuse it rather than start again.

Not every toy passes through all five stages. A brand with its own retail accounts may skip Funding. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



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WHAT IT COSTS

One plush, six colourways, five stages, line by line

A composite of typical orders for one plush character in six colourways, from the first sketch to the holiday season. No client's budget is shown. Every line is hours at our $45 rate: a view on white is 4 hours, a scene 6. Rows marked as reused cost less because nothing is rebuilt.

	LINE ITEM	BASIS	AT $45 PER HOUR
01	Concept: hero toy model with fur, embroidery and seams	16 h x $45, built once	**$720**
02	Concept: three character routes, one view each	3 x $180	**$540**
03	Funding: hero renders for the pitch or campaign page	3 x $180, model reused from Concept	**$540**
04	Funding: 20-second how-it-works animation	40 h x $45, model reused	**$1,800**
05	Funding: reward tier and add-on images	4 x 2 h x $45	**$360**
06	Pre-order: listing set on white, with scale next to a hand	4 x $180, scene reused from Funding	**$720**
07	Pre-order: window box with your artwork	6 h x $45 box model + 2 x $180	**$630**
08	Retail: six colourways and the line-up view	6 h x $45 + $180, model reused from Concept	**$450**
09	Retail: sell sheet and shelf views	2 x $270	**$540**
10	Launch: play scenes in a kids' room	2 x $270, models reused	**$540**
11	Launch: 30-second commercial	64 h x $45, models reused	**$2,880**
12	Launch: vertical 9:16 cuts	3 x 4 h x $45	**$540**
	Concept stage		$1,260
	Funding stage		$2,700
	Pre-order stage		$1,350
	Retail stage		$990
	Launch stage		$3,960
	Planned as one roadmap		**$10,260**
	The same visuals bought stage by stage, from scratch		**$13,140**

12%	26%	13%	10%	39%
CONCEPT	FUNDING	PRE-ORDER	RETAIL	LAUNCH

From scratch means the same lines plus $2,880: the $720 toy model built again at Funding, Pre-order, Retail and Launch. Shares are of the $10,260 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	**Concept: the idea**	Sketches, references and the age group, or just a description. No design yet? We develop it.
02	**Concept: the materials**	Fur type, fabrics, embroidery, silicone or vinyl, and any supplier samples.
03	**Funding: the audience**	The platform or the company you are pitching, and the campaign date.
04	**Funding: how it plays**	What the toy does: lights, sounds, parts that click, and the steps to show.
05	**Pre-order: the listing**	Marketplace image rules, the number of images and what is in the box.
06	**Pre-order: the box**	Box dieline and artwork, even a draft.
07	**Retail: the range**	Every colourway and character in the series, and the sell sheet format your buyers expect.
08	**Launch: the channels**	Ad sizes, commercial length and the season you are launching into.

Change stage, keep the model

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

Our terms are on the next page

Market ranges for stills and 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/
Toy work	maverickframe.com/solutions/toy-product-visualization/
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.