



FIELD GUIDE / 2026 EDITION

You Ordered 12 Images. You Published Four. **\$3,700** Sat Unused.

A typical architectural rendering order priced view by view, the eight images that never left the folder, and how to size the next order to what you will publish.

START HERE

The number comes first. The use comes later.

Most architectural rendering enquiries open with a number: twelve views, fifteen, twenty. The number is rarely wrong on purpose. It comes from the last project, from a competitor's brochure, or from a feeling that more images mean less risk. Where each image will actually be published is decided later, usually after the invoice.

An image count without a destination is a guess, and studios price guesses honestly: every view is modelled, lit, rendered and revised whether or not anyone publishes it. The cheap fix is to reverse the order. Start from the places the building must appear - a planning submission, a brochure, a website, a hoarding - and let the count fall out of that list.

HOW THE COUNT IS USUALLY SET		WHAT SHOULD SET IT
01	A round number from the last project	The list of places the images will be published this year, written down before the quote.
02	One view per elevation, to be complete	One view per question a buyer, tenant or planner asks. Elevations answer the architect's questions, not theirs.
03	Dusk and night versions 'just in case'	One lighting state per view, and a second only for the hero frame.
04	A second aerial for context	One aerial if the location sells the scheme. The second one is the view least often used.

An unused view costs exactly what a published one does.

A studio models, lights, renders and revises the courtyard view nobody publishes as carefully as the hero. The saving is not in a lower rate. It is in the view you never ordered.



Maverick Frame production render.

THE INVOICE

What twelve views cost when four get used

Below is a composite of a typical order for a six-storey residential building with retail at street level, priced at mid-market studio rates. Every view on it is a reasonable request. The second column records what happened to each one after delivery.

	VIEW	AFTER DELIVERY	AT STUDIO RATES
01	Hero from the street corner, daylight	published	\$550
02	The same hero at dusk	published	\$550
03	Aerial view in context	published	\$600
04	Entrance and retail frontage, eye level	published	\$450
05	Second street angle, opposite corner	unused	\$450
06	Rear elevation	unused	\$400
07	Courtyard, daylight	unused	\$450
08	Courtyard, dusk	unused	\$450
09	Roof terrace	unused	\$450
10	Second aerial, masterplan angle	unused	\$600
11	Facade detail, cladding and balconies	unused	\$350
12	Night view of the hero	unused	\$550
	Four views that were published		\$2,150
	Eight views that never left the folder		\$3,700
	Cost per published image		\$1,463

What the order cost	\$5,850
What the four published images needed	\$2,150

\$3,700 is the price of a second commission.

The eight unused views were not badly made. They were ordered before anyone decided where the building would be seen. The same money would have paid for most of a 30-second animation of the hero, or the full set for the next phase.

SIZING THE ORDER

Count the places, not the images

Write this list before you ask for a quote. Each line names a place the building may appear and the smallest set that serves it. Tick the lines that apply to you and add them up: the overlaps between them are where the saving sits.

THE PLACE	WHAT IT ACTUALLY NEEDS
01 Planning submission	Views from the positions the authority asks for, usually a handful. Ask the planning consultant for the positions before you order anything.
02 Sales or letting brochure	The hero, the hero at dusk and one view of the street or entrance. A brochure spread holds three images comfortably.
03 Website and listing portals	The hero, cropped to a wide banner and a square. Ask for crops of one render, not new views.
04 Hoarding and site boards	The hero at large print resolution. Say the size early; it sets the render resolution, not the number of views.
05 Investor or funding deck	The aerial if the location is the argument, the hero if the building is. Decks reuse brochure images.
06 Launch and social campaign	A short camera move on the hero rather than new stills. More than 40% of our commissions now include motion or 360.
07 Competition entry	Two or three atmospheric views chosen against the brief's criteria. They rarely serve sales later, so price them as a separate set.
08 The next phase	Leave the courtyard, roof terrace and interiors until there is something to sell with them. The model is already built, so adding views later is quick.
09 Nothing on this list	If a view has no line, it has no place to be published. Leave it out of the quote.

Order the hero first

Commission the hero on its own, approve it, then order the rest. Materials, context and light are settled on one image by then, and every following view is quicker to agree.

THE ONE PAGE

What brands actually send us

The clients whose logos sit on our service pages do not send a view count and a specification. They send something close to this, usually inside the body of an email, and it is enough to quote from and to start work.

01	The building	One line, plus drawings or a model if you have them. Say which set is current.
02	The stage it is at	Planning, pre-sale, launch or completion. It decides which images exist yet.
03	Where the images will run	The list from the previous page, with the lines you ticked.
04	How many, and the hero	A number, with the one view that matters most named.
05	Which views	Marked on the site plan. Two minutes here saves a revision round.
06	Time of day	One per view. Dusk for the hero if it goes on a hoarding.
07	What must be exact	Cladding, glazing, balustrades and any named products.
08	Context	Whether the real neighbours and street matter, or generic surroundings will do.
09	The date you need it	The real one, tied to the stage, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to a fitting count.

Send the list, not the number

If you cannot say how many views you need, send the places the building will appear. We will reply with a count and a price, and the count is often shorter than the one you had in mind.

Fewer views, more care

Four views ordered deliberately get more attention per image than twelve ordered to be safe. The budget you keep back is better spent on the hero, or on the next stage.

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/
Architectural rendering	maverickframe.com/services/3d-architectural-rendering-services/
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.