

FIELD GUIDE / 2026 EDITION

Six Cabins, One Model. Or Six Models and $25,900 More.

How to brief aircraft CGI so every cabin layout, livery and exterior view comes from the same master build, with the variant plan and a priced composite of both routes.

Dim Kuzmenko
Co-Founder, Maverick Frame Studio

maverickframe.com

START HERE

Every layout briefed as a new aircraft

Aircraft visualisation rarely stops at one configuration. A cabin is offered in several layouts, a fleet flies in more than one livery, and the sales team needs the same views of each. The expensive mistake is to brief those as separate jobs, one after another, as each layout gets approved.

Briefed one at a time, every configuration is modelled on its own: the cabin shell again, the seats again, the galley again. Planned together, the fuselage and cabin shell are built once, the furniture becomes a set of modules, and each new layout is an assembly job measured in hours. The images look identical either way. What differs is how many times the same aircraft is modelled.

	BRIEFED AS SEPARATE JOBS	BRIEFED AS ONE MASTER WITH VARIANTS
01	**Cabin shell modelled for each layout**	One shell with fixed monuments: galley, lavatory, entry, bulkheads.
02	**Seats and divans rebuilt per configuration**	A library of seat families placed by the LOPA of each layout.
03	**Camera angles chosen per job**	The same cameras in every layout, so buyers can compare like for like.
04	**A new livery means a new exterior job**	Liveries as layers on one exterior, swapped in an afternoon.

The master model is the brief.

Decide at the start what stays fixed and what varies. That single list tells the studio how to build, and it is the difference between paying for one aircraft and paying for six.



Maverick Frame production render.

THE INVOICE

Six configurations, built once

Below is a composite of the aircraft programmes we priced this year, at mid-market studio rates: six cabin layouts with three interior stills each, three exterior stills and two alternative liveries. The first total builds one master; the second prices the same images as six separate projects.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Master exterior from manufacturer drawings or CAD	modelling	**$3,500**
02	Master cabin shell with fixed monuments	modelling	**$3,200**
03	Seats, divans, tables and credenzas as modules	library	**$2,400**
04	Six layouts assembled from the modules by LOPA	6 x $350	**$2,100**
05	Three interior stills per layout	18 x $400	**$7,200**
06	Three exterior stills in the base livery	3 x $550	**$1,650**
07	Two alternative liveries on the master, artwork supplied	2 x $600	**$1,200**
	Modelling		$11,200
	Stills and liveries		$10,050
	One master, six configurations		**$21,250**
	Six separate builds, same images		**$47,150**

$25,900 is the price of building the same cabin six times.

The separate route models the cabin shell and its furniture for every layout: six times $5,600 instead of once, plus six small assembly jobs saved. The stills, liveries and exterior cost the same in both columns. Only the repetition is extra.

BEFORE THE FIRST POLYGON

Nine decisions that make the master model work

These belong in the first email, before modelling starts. Each one is cheap to decide at the beginning and expensive to retrofit once three layouts have been rendered.

	DECIDE	WHY IT BELONGS IN THE MASTER
01	**The exterior source**	Manufacturer drawings, CAD from the completion centre or a surveyed aircraft. It sets the accuracy of every exterior view.
02	**What never moves**	Galley, lavatory, entry door, bulkheads and window positions. These become the fixed shell.
03	**What varies**	Seats, divans, tables, credenzas, bed options. These become modules with known dimensions.
04	**The LOPA for each layout**	One drawing per configuration. With it, a layout is assembled; without it, it is guessed.
05	**The material palette**	Leather, veneer, carpet and metal finishes as named swatches, with the combinations each layout uses.
06	**Lighting states**	Day, night mode, window shades open or closed. One or two per layout, fixed for all.
07	**Fixed cameras**	Three positions used in every layout, so buyers compare cabins rather than photography.
08	**Liveries as artwork**	Vector files with placement drawings. Each one is a layer on the same exterior.
09	**Future use**	Say now if the model may later drive a film, a configurator or VR. It changes how it is built, not what it costs today.

THE ONE PAGE

What aviation brands actually send us

The manufacturers, completion centres and operators whose logos sit on our service pages do not send specifications. They send something close to this, usually inside the body of an email with the drawings attached, and it is enough to quote from and to start work.

01	**The aircraft**	Type and variant, in one line. Say whether the exterior is standard or modified.
02	**The drawings**	Exterior source, cabin drawings and a LOPA for each layout. Say which revision is current.
03	**What it is for**	A sales deck, a completion proposal, a trade show, a charter listing.
04	**How many layouts**	A number, and which one is the hero.
05	**Views per layout**	Usually three: looking forward, looking aft, one detail.
06	**The palette**	Finishes per layout, or one neutral scheme for all of them.
07	**Liveries**	How many, with the artwork attached.
08	**Where it will be published**	Print, web, a show stand, a proposal PDF. Sets resolution and rights.
09	**The date you need it**	Usually a show or a customer meeting. Give its date.
10	**The budget**	A figure or a range. It is the fastest way to a fitting scope.

Brief all six at once

Even if only two layouts are approved, tell us about the other four. Knowing they exist is what lets us build the shell and modules once, and render the rest later at assembly rates.

Send the LOPA, not a description

A seating plan drawn by the completion team is worth more than a page of text about the cabin. It is the one drawing that turns a layout into a few hours of work.

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

A LOPA, cabin drawings, CAD from the completion centre, livery artwork or photographs of the aircraft, 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/
Aircraft work	maverickframe.com/services/aircraft-3d-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.