



FIELD GUIDE / 2026 EDITION

A 360 Sees Behind You. This One Cost **\$2,030.** Briefed Right: **\$780.**

The hidden scope in every panorama, priced line by line, and how to brief what must exist in every direction before anyone places a camera.

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START HERE

You briefed one view. The camera sees six.

Most panorama briefs are written the way a still is briefed: a plan, a reference image of the view you want, a list of finishes. That describes the direction you are looking. A 360 also looks behind you, above you and at your feet, and every one of those directions has to be designed, modelled and finished.

In a still, anything outside the frame can be left unbuilt. In a panorama there is no outside the frame. The wall behind the camera, the ceiling with its lights and grilles, the corridor through the open door and the street outside every window all end up in the image. When the brief is silent on them, somebody has to decide what they look like, and the questions arrive halfway through the job.

WHAT THE BRIEF COVERS

WHAT THE PANORAMA ALSO SHOWS

01	The view you pictured	The wall behind the camera, usually the one nobody drew.
02	Furniture and finishes	The ceiling: lighting, air grilles, sprinklers, acoustic panels.
03	The room itself	Every window, and the real or invented view out of each one.
04	A reference image	The doorways, and whatever lies beyond them.

A panorama is six stills that must agree.

Think of it as a cube: front, back, left, right, up and down. The brief that covers one face leaves five to be guessed, and guesses are what revision rounds are made of.



Maverick Frame production render.

THE INVOICE

What the unbriefed directions cost

Below is a composite of the panorama briefs we have received for a single open-plan office, priced at mid-market studio rates. The panorama itself is fairly priced. The rest is what happens when five directions arrive unbriefed.

LINE ITEM	BASIS	AT STUDIO RATES
01 One 360 panorama of the room as briefed	1 x \$600	\$600
02 The wall behind the camera, modelled from queries	no drawing	\$180
03 Ceiling with no reflected plan: guessed, then redone	2 passes	\$220
04 Real views out of four windows	4 x \$80	\$320
05 The corridor seen through an open door	extra room	\$160
06 Re-render after the seated or standing debate	new camera	\$300
07 A revision round spent on the back wall	1 round	\$250
What the unbriefed panorama cost		\$2,030
The same panorama, briefed in every direction		\$780

\$780 is the same image, decided in advance.

The \$600 panorama plus \$180 of generic context outside the windows. The back wall, ceiling and doorways were answered in the brief, so they were built once, with the camera height agreed before the first render.

The gap grows with every panorama in a set. Six unbriefed scenes repeat the same questions six times.

EVERY DIRECTION

Brief the cube, not the view

Answer these nine lines for each camera position. Most take one sentence, and together they remove nearly every question a studio would otherwise send back mid-job.

DIRECTION OR DECISION		WHAT TO WRITE IN THE BRIEF
01	Ahead	The view that sells the space. Attach the reference image here, and only here.
02	Behind	What is on the wall the camera turns its back to: doors, a kitchen run, shelving, art. If it is not drawn, describe it or say 'keep it quiet'.
03	Left and right	Whether the side walls are furnished, glazed or plain. A plan with furniture marked answers this on its own.
04	Up	Send the reflected ceiling plan, or say what the ceiling is: plaster, exposed services, timber, panels, and where the lights go.
05	Down	The floor finish and what sits on it. Rugs and furniture legs are visible from every angle.
06	Out of the windows	Real surveyed view, a photograph we can use, or generic context. This line alone often swings the price.
07	Through the doors	Closed, or open onto a finished space. An open door is a small second room.
08	Camera height and position	Standing eye level is about 1.6 metres; seated is lower. Mark every position on the plan.
09	Where it will be viewed	A website embed, a listing portal, a phone in the hand or a headset. It sets resolution, format and hotspots.

THE ONE PAGE

What brands actually send us for a 360

The clients whose logos sit on our service pages do not send us six reference boards per camera. They send something close to this, usually in the body of an email with the plans attached, and it is enough to quote from and to start work.

01	The space	One line, plus plans and a model if there is one.
02	What it is for	A listing, a leasing site, a hotel page, a sales suite.
03	Camera positions	Marked on the plan, with standing or seated height.
04	The hero direction	Where the viewer should be facing when it opens.
05	The wall behind	A sentence, a photo or 'keep it quiet'.
06	The ceiling	A reflected ceiling plan or a short description.
07	Windows	Real view, a photograph or generic context.
08	Where it will be viewed	Web, portal, phone or headset, and any hotspots.
09	The date and the budget	The real deadline, and a figure or a range.

Photograph the site

For a building that exists, a phone panorama taken at the camera position answers the back wall, the ceiling and the windows in one file. It is the most useful attachment a 360 brief can carry.

'Keep it quiet' is an answer

You do not have to design every wall. Telling us which directions should stay neutral is a decision, and it is the cheapest one in the brief.

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/
360 panorama work	maverickframe.com/services/panorama-360/
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.