



FIELD GUIDE / 2026 EDITION

Who Does What, and Who Pays for the **Gap**

A responsibility matrix across client, architect, interior designer and 3D visualiser — and the five gaps between them where the expensive problems live.

START HERE

Nobody argues about their own job

An interior designer knows what an interior designer does. A visualiser knows what a visualiser does. Disputes almost never happen inside a role. They happen in the narrow space between two roles, where each party reasonably assumed the other had it.

Two gaps produce most of the cost. The first is furniture: who decides what is actually in the room. The second is the moment the image does not match the specification, and somebody has to pay to redo one of them.

What people think they are buying

- A designer who specifies the scheme
- A visualiser who turns that scheme into images
- A clean handover between the two

This works when the specification is complete. It is almost never complete at the moment images are wanted.

What actually happens

- The scheme is specified for the main pieces only
- The visualiser fills the rest to make the image work
- The client approves the image, believing it is the scheme
- Procurement finds half of it was never specified

Nobody did anything wrong. The role boundary was never written down.

The matrix on the next page is not a contract. It is a page to fill in together at the start, so that four people give the same answer to the same question.

STEP 01

The responsibility matrix

D decides · **P** produces the work · **C** must be consulted first · **I** informed after. One D per row. Cross out and rewrite for your project — the value is in disagreeing about it now.

DECISION OR TASK	CLIENT	ARCHITECT	INTERIOR DESIGNER	VISUALISER
Spatial layout and structure	C	D / P	C	I
Design intent for the interior	C	C	D / P	I
Material and finish specification	C	C	D / P	I
Furniture selection — actual pieces	C	I	D / P	I
Furniture that is decorative filler	I	I	D	P
Lighting design, as installed	C	C	D / P	I
Lighting in the image, as rendered	I	I	C	D / P
Camera positions and framing	C	I	C	D / P
Geometry built to the drawings	I	C	C	D / P
Styling — props, plants, dressing	I	I	C	D / P
Colour accuracy against samples	I	I	D	P
Final sign-off of each image	D	C	C	I
Cost of a change of mind	D	I	I	I
Cost of a departure from the drawings	I	C	C	D

Read the last two rows together. A render that ignores the drawings is the studio's problem to fix. A drawing set that changed after the model was built is the client's. Everything expensive in this relationship turns on which of those two happened, so agree the wording before either does.

STEP 02

The five gaps, and the sentence that closes each

01 Who decides the actual furniture

The designer specifies the sofa and the dining table. Nobody specifies the side table, the lamp, the rug or the twelve objects that make the room look inhabited, and the visualiser chooses them to make the composition work. **Close it:** mark every piece as specified or as filler, in writing, before modelling starts.

02 Who is responsible when the render does not match the spec

The most expensive gap on the list, because both parties believe they are owed. **Close it:** agree that the drawings and the schedule are the single source of truth, that any departure the studio makes is theirs to correct, and that any change issued after the model is built is a variation.

03 Who supplies the product models

Specified furniture and fittings often have manufacturer models. Someone has to request them, and they are frequently unusable when they arrive. **Close it:** name who chases manufacturer files, and agree what happens when a piece has to be modelled from a photograph instead.

04 Who owns colour

A screen is not a sample. If a finish matters, someone has to hold the physical sample against the calibrated judgement of the image. **Close it:** the designer owns colour, the studio matches to samples supplied, and approval of colour from a phone screen counts for nothing.

05 Who tells the visualiser the design changed

The design develops. The model does not know. Work continues, correctly, from a superseded drawing. **Close it:** one named person issues drawings, revisions are numbered, and nothing is modelled from an email attachment with no revision on it.

The rule underneath all five

A visualiser fills every gap you leave, because an image cannot contain a blank. That is not overreach, it is the job — an unfurnished corner or an unresolved ceiling makes an unusable picture. So the question is never whether the gaps get filled. It is whether they get filled by a decision or by a default.

STEP 03

The half-page that prevents the argument

Fill this in at kick-off, with all parties on the call. It takes fifteen minutes and it is the cheapest document in the project.

PROJECT _____ DATE _____

SINGLE SOURCE OF TRUTH
 Drawing set _____ revision ____ dated _____
 Finishes schedule _____ revision ____
 Issued by (one name) _____

FURNITURE
 Specified pieces listed in _____
 Everything not on that list is FILLER, chosen by the studio for composition and not a purchasing instruction.
 Filler approved by _____

COLOUR
 Physical samples supplied by _____
 Colour approved from: sample ____ print ____ screen ____

CHANGES AFTER MODELLING STARTS
 Treated as a variation? yes ____ no ____
 Priced how? _____

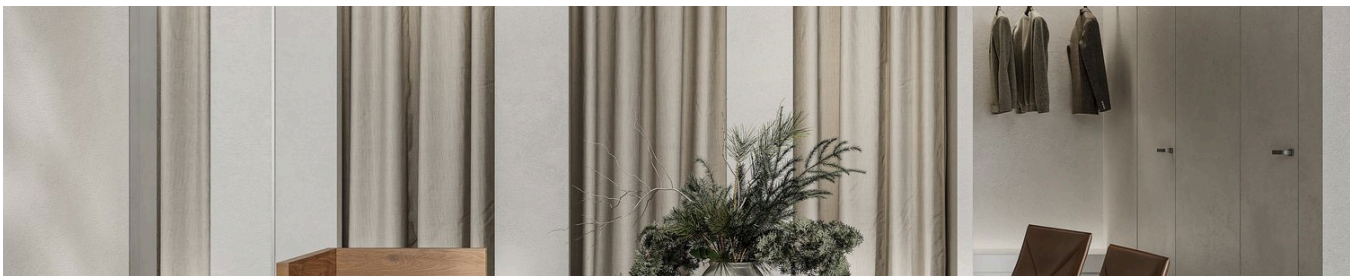
SIGN-OFF
 Each image signed off by _____
 A departure from the drawings is corrected at whose cost? _____

One line to add to the drawing issue

"Modelled from revision ____ dated ____." Ask for it in the corner of every image you receive. It ends the entire category of argument about which version the studio was working from, and costs the studio nothing.

And one habit

Review images against the finishes schedule open beside them, not from memory. Most matching errors are caught in ninety seconds by the person who wrote the schedule and by nobody else in the chain.



Maverick Frame production render.

WORKING WITH A STUDIO

Cost, and how to brief it

Two things people ask us before anything else. Both answers are short.

COMMISSIONED WORK	FREELANCER	STUDIO
Single exterior still	\$100 – 300	\$250 – 600
Single interior still	\$120 – 350	\$300 – 700
Package, 5–8 views	\$600 – 1,500	\$1,500 – 4,000
Animation, per minute	\$1,000 – 3,000	\$3,000 – 8,000

Market ranges we are willing to publish. Turnaround and revision-round figures are deliberately not in this table: ours vary too much by project type to state as a benchmark, and an invented number here would be worse than none.

How to brief it — shorter is better

This is the opposite of what most people assume. Four things:

- What you need — **how many images, and of what**
- The plans and elevations, as they are
- A few reference images for mood and light
- One clear line on what the images are *for*

Inflating a small job into a fifty-page specification backfires: taken literally it comes out ugly, and it misleads the people doing the work. Tell them the intent and let the team that does this daily handle the detail.

The mistake that costs the most

The biggest failure we see is not choosing the wrong vendor. It is **timing**. People start looking only after the first supplier has already failed and the deadline is on fire, then choose in a panic.

Line up and vet rendering partners **before** you need one. One, ideally a few, briefed and ready to take work. It costs an afternoon now and saves a project later.

10+

YEARS RENDERING
VISUAL STORYTELLING

350+

BRANDS & AGENCIES
EMPOWERED GLOBALLY

95%

CLIENT
SATISFACTION RATE

40%+

OF OUR COMMISSIONS NOW
INCLUDE MOTION OR 360



MAVERICK
FRAME
STUDIO

When the image has to hold up, **talk to us**

We are a CGI studio: architectural and product rendering, 3D modelling, animation, 360 tours and VR. Ten years, 350+ brands and agencies, and the kind of work that still looks right when somebody counts the windows.

Send us the plans and a line on what the images are for. You get a scope and a price, and no obligation to use either.

START HERE

maverickframe.com/contacts

SEE THE WORK

maverickframe.com/gallery

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Maverick Frame production render. · Cost ranges are market ranges as of 2026 and are not a quotation.

