3D Visualization

process & general info

Process

Rough Sketch
- Check model consistency
- Determine best point of view

Usually one or two rounds

day 1-2

Preview
- Lighting
- Textures
- Ambience

Usually one or two rounds

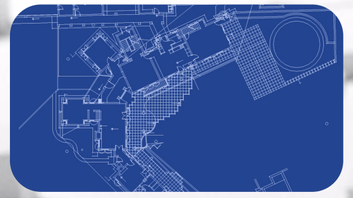
day 3-4

Final Render
- Post processing
- Retouching

day 5-6

Adjustments
- Not ideal

day 7



Useful Information

In order to keep the project running smoothly and free of delays, we need certain bits of information. Strictly speaking, this is not vital but it certainly helps to keep things copacetic.

Timeline
- Project deadline
- If the model is provided allow one week for up to three images
- A further week is required if we are creating models

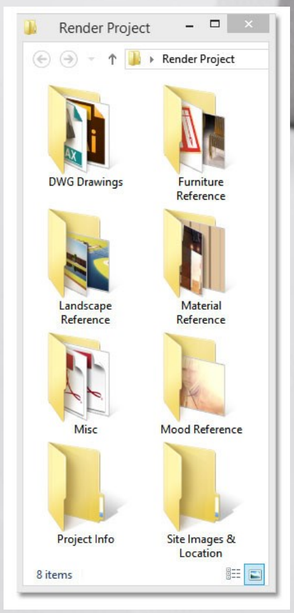
Renderings
- Number of images
- Type of images (exterior, interior, aerial, etc.)
- Size of images (higher resolutions take longer to render)
- Atmosphere (night / dusk / thick fog)
- Suggested points of view

Documents (preferably compiled in a PDF)
- Location/coordinates
- Description of project's intended purpose/goals
- Material descriptions and references
- Furniture description and reference
- Landscape description

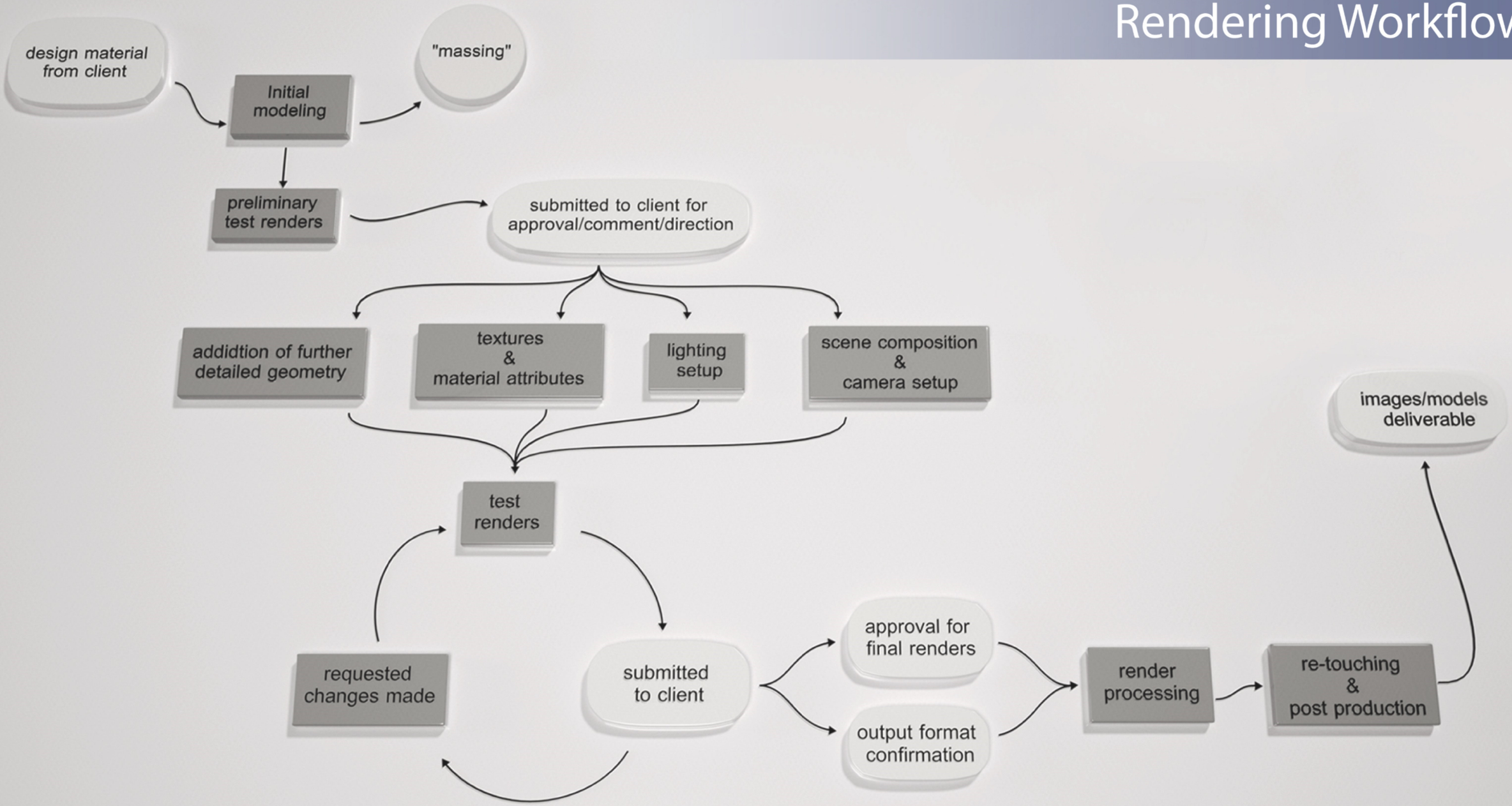
Specific Documents
- Plans, elevations and technical drawings. It is possible to work from less detailed materials but at increased time and cost.

Payment
- Funds for UpWork projects are to be held in escrow by UpWork until completion (as per UpWork T's & C's)
- Payment for other projects is expected not longer than fourteen days after completion

Side note
- While we will always defer to your final decision, we will exercise a bit of artistic license where we think it appropriate. We use a raft of photographic, artistic and technical skills to come up with great images, many of which are not immediately apparent.



Rendering Workflow



Pricing

Pricing Guide

Every picture tells a story. That's especially true when it comes to design visualization. There are many different styles and types of image, all of which have their niche.

Whether you're trying to get across the general concept to potential investors or unveiling the final, polished article to the public, it's important for us to work from the same page.

Collaborating with our clients we've narrowed down a few general rules-of-thumb that we've found helpful in ensuring that we're "on-message".

Our clients have also found that it gives them some idea of what to expect and some rationale behind the timings and costs of the various methods we use.

	Initial Concept	Photomontage	Design Concept	Full CGI
Description	initial concepts, look & feel, impression of design intent	representation of any design it's natural environment	representation of mature design intent using photographic and CG elements to emphasize mood, tone and narrative	using a detailed model and bleeding edge CG techniques, we do our best to mimic reality without the need for existing contextual information
We Need	basic models, sketches or description of the project	basic 3d model, material/texture references, professional photography from desired viewpoint	detailed 3d model, detailed description of the design concepts, texture and photographic references	detailed 3d model, brief, texture/material/ photographic references
Outcome	using a bit of artistic license, we create appealing images that highlight main ideas	rendered models seamlessly implanted into professional photography	beautiful, detailed images clearly conveying the design aspects	photo-real graphic visualization
Usage	mock-ups, early stage design development, convey concepts to potential	marketing material, advertising, brochures, press-releases, hoardings, etc.	further development of design alternatives and ideas, design consultancy input	high-end marketing material, detailed brochures, billboards, hoardings, press releases, verified views