

Top-10 mistakes to avoid when ordering CGI





Setting up a product rendering project requires careful planning and attention to detail to ensure a successful outcome. However, there are common mistakes that can hinder the process and lead to increased costs and delays. Let's go through 10 common mistakes to avoid when setting up a product rendering project.



Dmytro Lytvynov
Chief Project manager

1 *Sending vague technical assignments*

Not enough information about your vision or possible usages of product 3D renders makes the job of 3D artists much harder. Don't forget to include drawings and/or photos of your products, mood and texture references, brief file with all project information to get the best possible result. This can help to avoid additional rounds of edits and save up to 30% of your budget.



CAD Files & Photos

Product drawings (in dwg, pla or pdf file) photos, and sketches (if available).



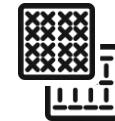
References

Photos for lighting, composition, general mood, furniture, decor, and other elements to use in the render.



Brief File

A pdf file with project information: where to use certain texture, texture examples, names, links, etc.



Textures

Material textures in high quality, usually as front and side photos of an object or links to them.



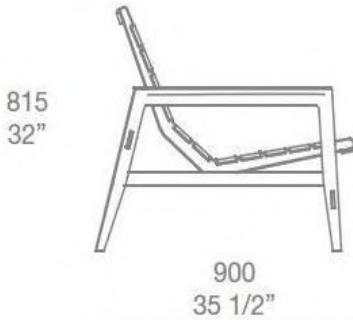
Project Description

General info: how the renders will be used, what project features they are to highlight, etc.

Fill in the brief now

2 *Ordering the same 3D models several times*

When a project involves numerous props, it's easy to lose track and unintentionally duplicate items that have already been created. Keep all files of the project in order.



Learn more about MyLibrary

3 Requesting custom 3D models for props

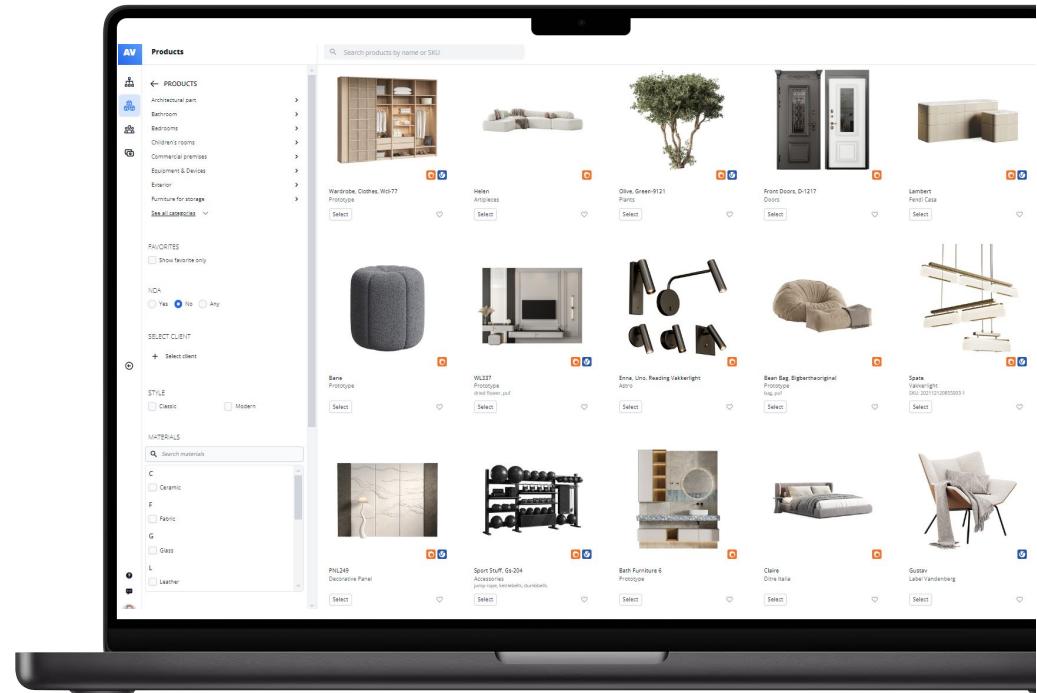
CGIFURNITURE has 65 000 models in its 3D library so there is no need to pay more for custom models instead of using ready-made ones.

Save time and money on product images using our 3D library that contains:

- 3D models
- Lifestyle scenes
- Materials

All objects in your 3D renders, apart from the product model itself, are available in our extensive storage. Whatever prop you need, you can find it, or similar one, there.

Learn how to use product 3D library



Excessive or inaccurate style and mood references

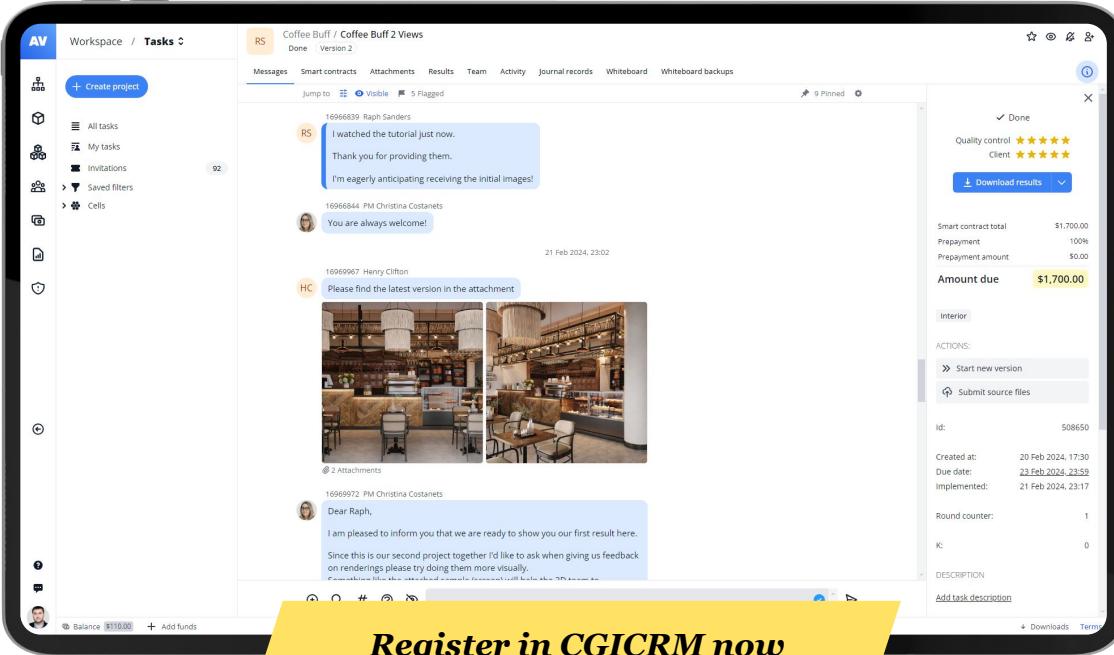
Providing excessive or insufficient detail about the style and vision for product renders can hinder the process. It's essential to specify which elements from the reference should be incorporated. Inaccurate references may result in misunderstandings during later stages of the 3D artists' work.



Find out how to put together detailed references

5 Lack of feedback and regular communication

Irregular or delayed communication is the number one reason for mistakes in the project. Timely feedback and well-delivered corrections save time and budget for any 3D rendering project. Our CRM platform solves this problem effectively.



Our CRM platform allows:

- communicate with a project manager and a 3D team in the chat of the project;
- monitor the progress based on the notifications of project updates;
- check intermediate results and make changes when needed.

Register in CGICRM now

6 Miscalculating time frames for a project

Before setting the project, make sure that the deadline is feasible to ensure smooth execution and satisfactory results. Urgent projects not only cost more but also require a larger team of 3D artists working overtime.

Tasks/Messages x +

Homega  Start Your Home!

Garden Furniture / SS-011F-8 - injection folding table (wooden design)

🔥 In progress

Messages Smart contracts Attachments Team Activity Whiteboard

Authors Visible

Please find an updated quote
<https://docs.google.com/spreadsheets/d/1DSYEBytm-5nv1csYAXULLy-iYlgR6Ytb/edit#gid=901435895>

The scope of work:

- create the 3d models of 9 products
- create 1 outdoor lifestyle scene
- make 12 lifestyle renderings (12 sets in the same 1 lifestyle setting)
- Junior quality
- 2k resolution
- 3 revision rounds

↳ To latest messages

Create project x +

Create project

Client ▼
Select user... ▼

Project name Description ▼

Due date ▼

May 2024 ↑ ↓

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

01 57 PM

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06 02

07 03

Qty Price Subtotal

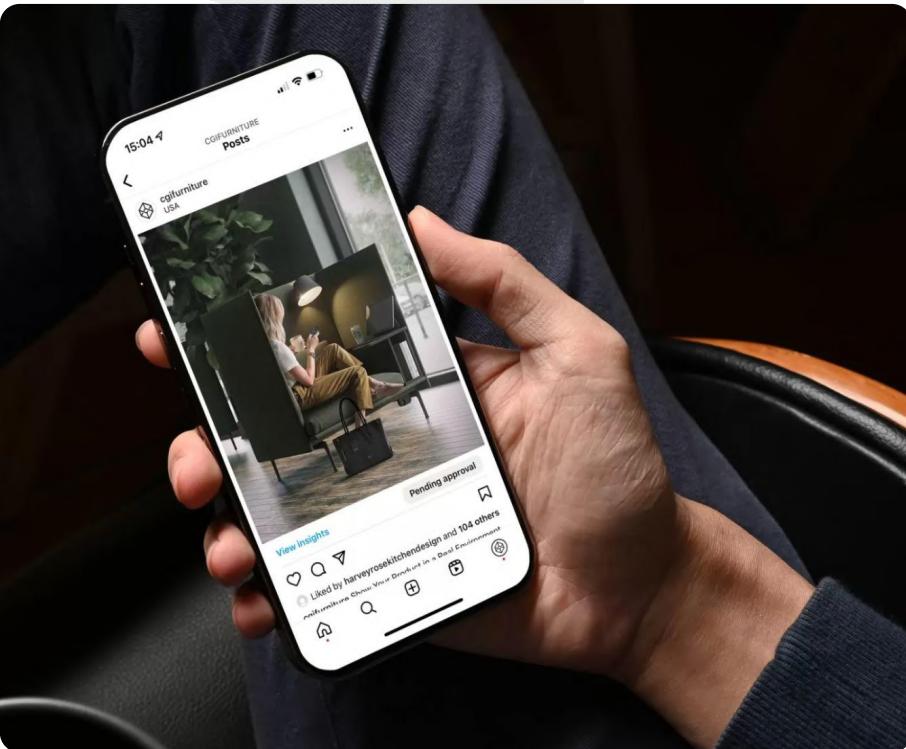
Task total \$0.00

Invitations +

Find out how to speed up your CGI project

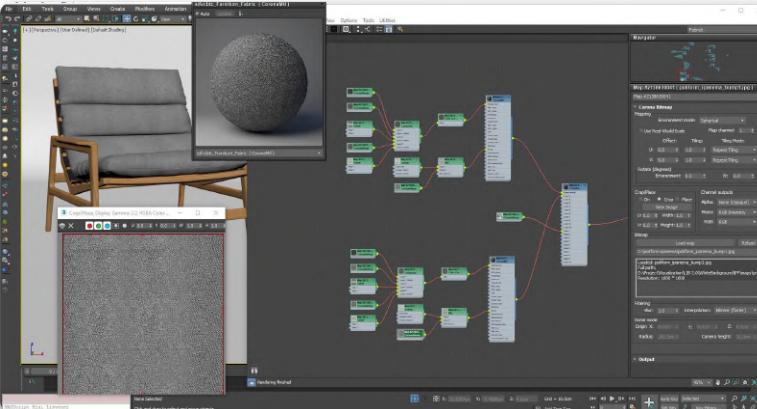
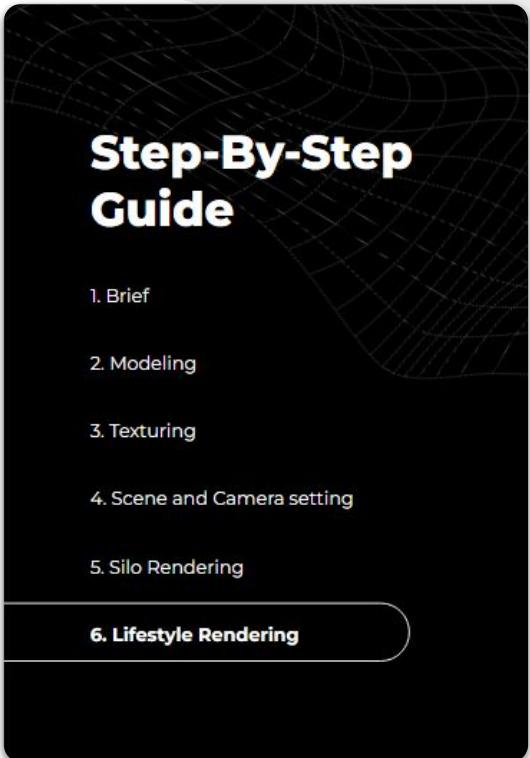
7 Not understanding technical requirements for product 3D images

Make sure you know the resolution and file format of the images you need at the very start of the project. Don't forget that every e-commerce platform, website, or social media has its own standards, preferred visual formats, and trends. Checking all requirements before ordering product images will contribute to satisfying results.



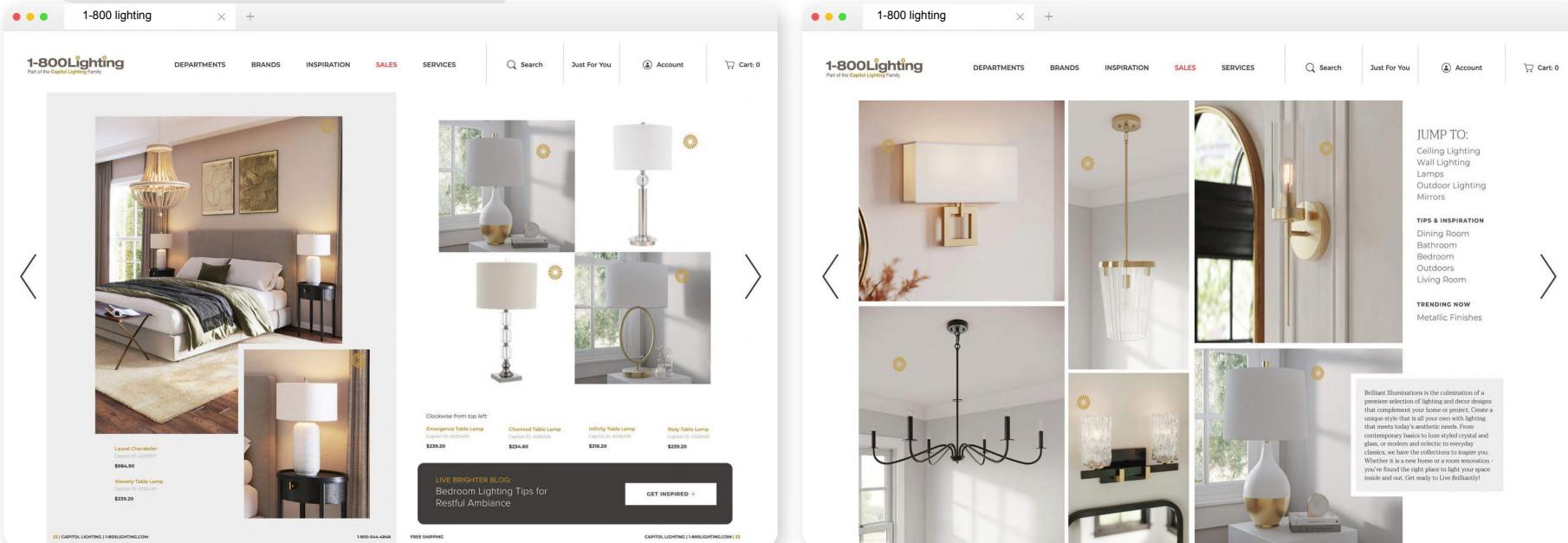
8 The lack of the fine-tuned workflow

Learn how a CGI studio works on the projects before starting one. A streamlined and time-proved workflow process makes and breaks the success of the project.



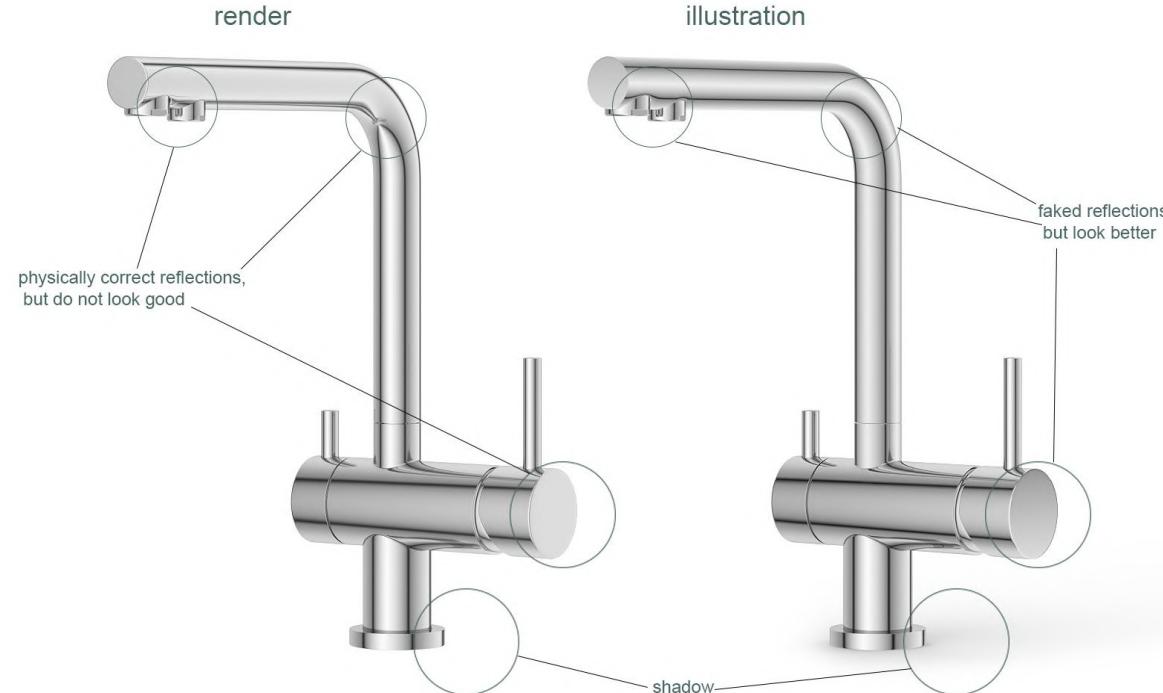
9 Ignoring consistency in the style for marketing materials

Most of the businesses know that consistent visuals across all e-commerce platforms, social media and catalogs improve the brand image. Give a CGI studio visual guidelines and refs of your brand's aesthetics and the same 3D team will keep up the consistent style for all your images, including the future projects.



10 Not realizing the technical limits of 3D renders

While 3D rendering offers realism and timely results, it may not always achieve the hyper-polished visuals akin to magazine-worthy photos. In such cases, 3D illustration steps in to deliver the perfected appearance desired.





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Want to learn more before starting a project? We invite you to a short video presentation about our services!

Request a free demo

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