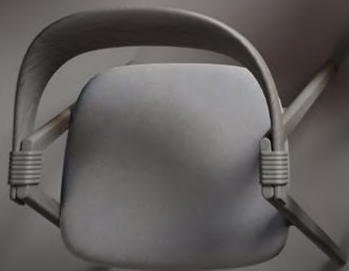# 10 Ways to reduce the cost of product CGI

CGIFURNITURE

The 3D product rendering cost depends on a number of factors, including the complexity and quality of the services. However, even when it comes to the most top-tier CGI, there is always a chance to save some money and reduce the overall expenses on the project. Let's go through each of them!

Max Kharchenko
Chief Business development manager

1 *Create a Detailed Technical Assignment*

The more details you include in the TA, the less time 3D artists need to figure everything out and start the working process.

PRODUCT 3D MODELING AND RENDERING BRIEF

Please fill in this form to get an estimation for your project.

Please note, all these fields are optional. Feel free to send us a brief in any form you prefer: mood boards, photos, and even hand sketches. These references enable us to evaluate the scope of work and understand your concept clearly.

Looking forward to creation outstanding visuals for you!

① —— ② —— ③

General project information

Project Name

Deadline/time frame

Number of images/3d models

Input files (multiple choice)

☐ CAD drawings   ☐ Photo(s)   ☐ 3D model

☐ Sketches   ☐ Freehand item dimensions   ☐ Finishes, fabrics, materials references
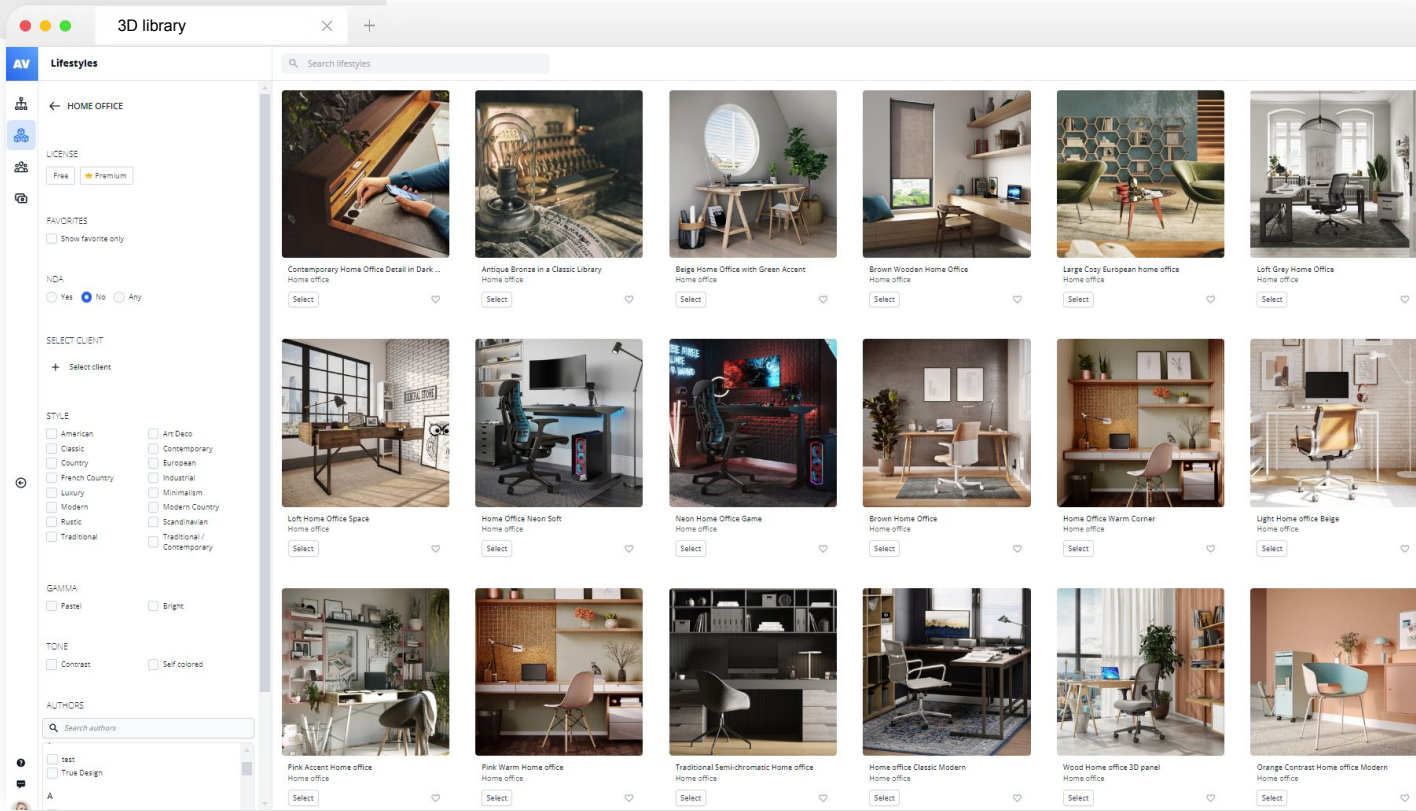
⬆ Upload Files

- Include the basic info on the project

- Provide all the dimensions of the product

- Send drawings and photos of the product

- Add other references such as texture and material refs, mood refs, and lifestyle refs.
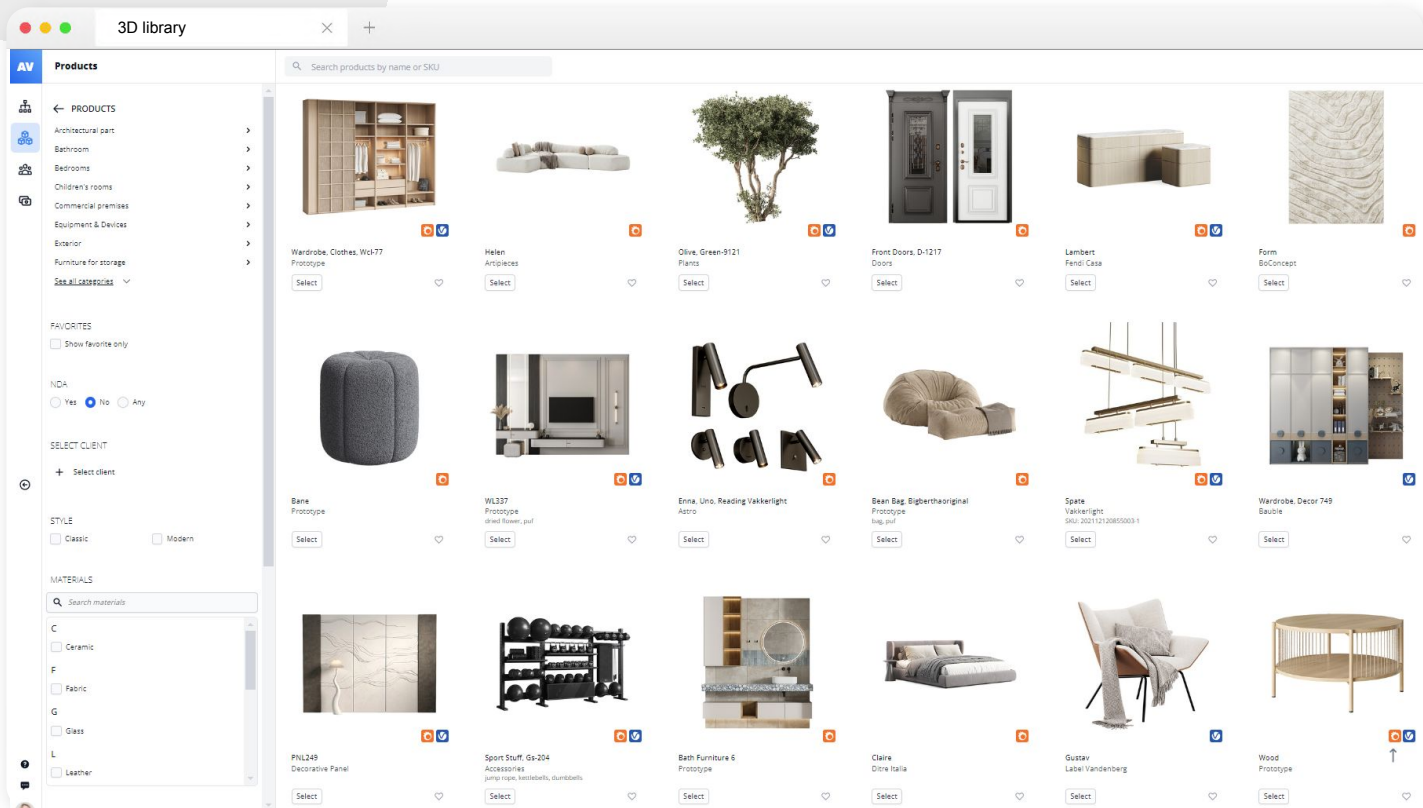
Fill in the brief now

2 **Use a scene template from our 3D lifestyle library**

Our stock consists of 7,000 3D rooms that you can use and get 25% discounts, saving your time and money.
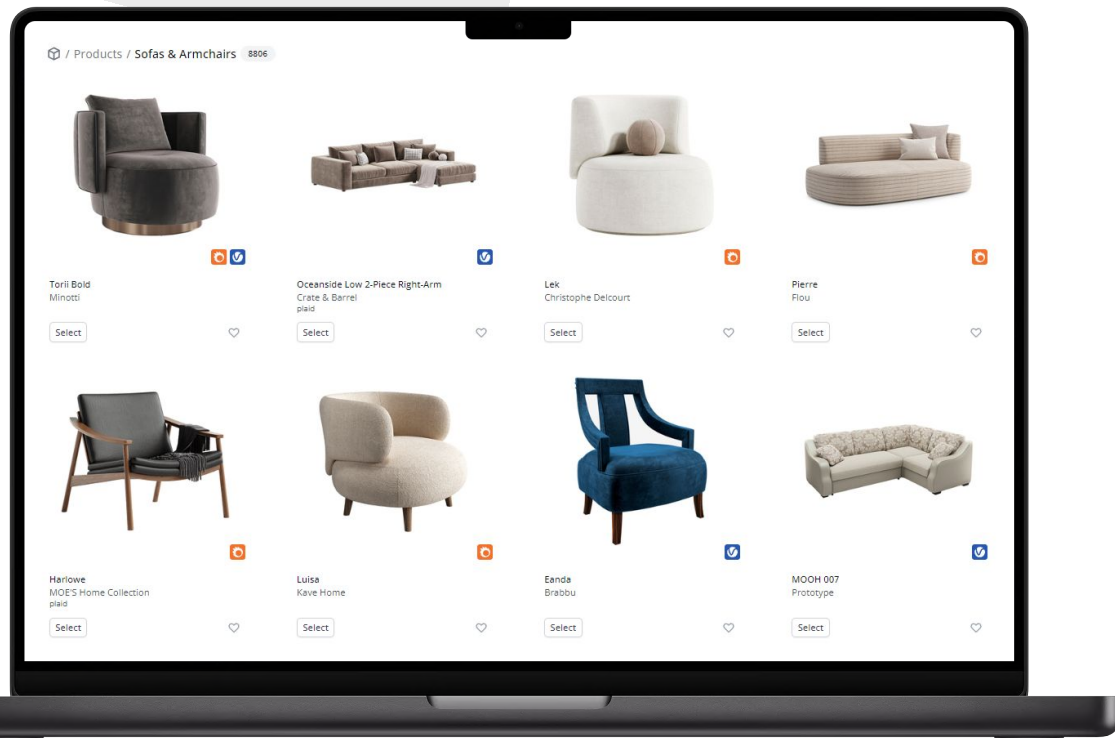
3 Pick ready-made 3D models from our 3D library

CGIFURNITURE library contains more than 60 000 first-class 3D objects that could be used as props for your lifestyle scenes which costs less than custom models.

4 *Reuse CG materials from your previous projects*

Our CRM platform provides personal storage that includes all your favourite 3D models, scenes and materials for future usages.

Save time and money on product images with your personal 3D library. Your library will contain:

- 3D models
- Lifestyle scenes
- Materials

All 3D objects made for your projects will be uploaded to your personal library. You can reuse these objects in further projects and save up to 50%.

5 *Opt for texture swaps of the product model*

Updating 3D textures is a swift and cost-effective process, enabling you to obtain marketing images featuring various colors and materials of the product without breaking the bank.

6 *Implement discounts for a large number of views*

For large-scale projects requiring numerous renders, CGIFURNITURE offers cost-saving packages with discounts for orders of 100+ renders.

Order more, pay less!

7 *Consider the complexity of product 3D models*

Highly detailed 3D models are essential for close-up shots, but they come at a higher price point. For general views, however, less intricate models and textures suffice, reducing the overall project cost.

General Info

Model Purpose
- ☑ 3D Rendering
- ☐ Augmented Reality
- ☐ 3D Animation
- ☐ Virtual Reality
- ☐ 3D Printing
- ☐ Other

Polycount limit
- ☑ No limit
- ☐ Up to [   ]

Output File Format
- ☑ .max
- ☐ .obj
- ☐ .fbx
- ☐ Other

UV Mapping Method
- ☑ RealWorld
- ☐ Tiling
- ☐ No

Material type
- ☑ Corona
- ☐ V-Ray
- ☐ Other

Grid Format
- ☐ Triangles
- ☑ Rectangles

Level of details
- ☐ Low
- ☑ Medium
- ☐ High

8 *Avoid urgent projects*

Urgent projects with tight deadlines cost higher so send your technical assignment and files beforehand. Naturally, projects with more flexible time frames cost less.

9 **Minimize the number of revisions**

Detailed planning and knowing exactly what you want can help avoid costly revisions later in the project as well as stay within budget and timeline constraints. On top of that, the ability to clearly communicate corrections minimizes their amount, and consequently, the cost.

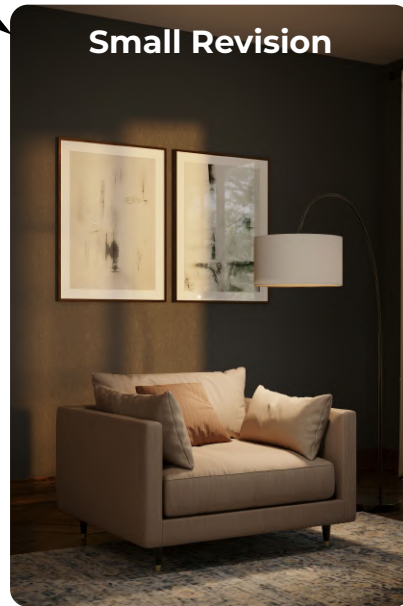

First Result

Big Revision

Small Revision

1. Remove the plant and replace it with a floor lamp.
2. Create two paintings on the wall and change the images.
3. Change the texture on the coffee table to dark.
4. Replace the carpet.
5. Darken the floor.
6. Add a bit of curtain into the frame.
7. Remove the side table and lamp.
8. Change the color of the walls.

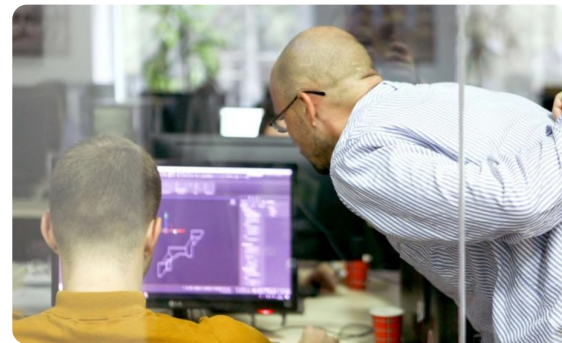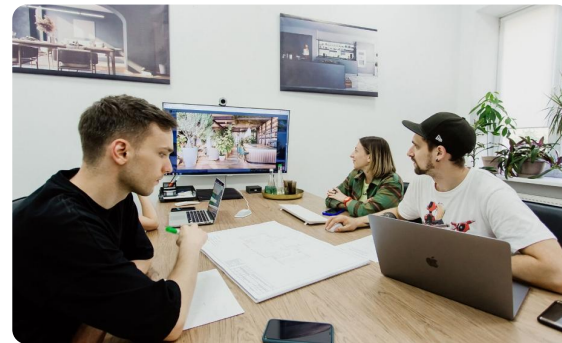1. Replace the images in the paintings.
2. Change the lighting to dusk-like, closer to evening.
3. Remove the coffee table

10 *Go for a long-term partnership*

Long-term partnerships often come with exclusive deals and customized packages for our valued clients. The more you collaborate with our CGI studio over time, the greater the savings you'll enjoy on your projects overall.

Contact Us

Contact us via phone, email
or our website's chat - we're available 24/7 and gladly answer all
your questions.

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

Request a free demo

TEL : +1 607 383 2001 NY, USA
TEL : +44 203 617 1683 London, England
EMAIL : sales@cgifurniture.com
WEB : www.cgifurniture.com