



## MAXIMIZING YOUR RENDERING INVESTMENT

Architectural Art has served thousands of clients all over the United States in its 25 year history. Architectural Rendering is our only business, so we stake our reputation on every piece we create, whether a simple pencil drawing of one home, or a multi-media presentation for a resort community or office complex.

Because of our deep experience and long history, we understand that our reputation and your trust are earned one rendering at a time. Architectural Art can offer you computer or hand-generated work in any style or media, so our only goal is to propose the type of work which best fits your needs.

You should also keep us in mind for site plans, floor plans, aerials, displays, brochure layouts, digital editing, and scanning. In this article, we have tried to give you a general education about the process of rendering, and what you can expect when working with us.

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## 1.0 MEDIA & STYLES

The table below lists some of our commonly requested services. Do not hesitate to ask if you do not see your requirement here – our artists love to tackle new and unique projects!

MEDIA ~
GRAPHITE
PEN & INK
WATERCOLOR
3D MODEL
SUBJECT MATTER ~
RESIDENTIAL
COMMERCIAL
MULTIFAMILY
GOVERNMENT
TYPE OF RENDERING ~
FLOOR PLAN
SITE PLAN
LOCATION MAP
ELEVATION
TWO-POINT PERSPECTIVE
AERIAL PERSPECTIVE
STREETSCAPE
ANIMATION
ADDITIONAL SERVICES ~
SCANNING
FILE TRANSLATION
DISPLAYS
POSTERS
SIGNAGE AND BILLBOARDS
BROCHURE DESIGN & PRODUCTION
WEB SITE DESIGN
HTML WEBSITE PRODUCTION
DATABASE WEBSITE PRODUCTION

## 2.0 RENDERING FOR THE DIGITAL AGE

All of our artists are skilled in translating their work into high quality digital media in a variety of formats. We also have professional electronic media and website designers and developers, so we can contribute as much or as little to your project as you wish.

- If a client requests a traditional rendering, then scanning will be available according to the client's specification. The required information will include the highest resolution and dimensions of any possible use for the digital file, with lower resolution copies provided for internet and email use, if needed.
- If an image is composed digitally, then the conversation about ultimate use and purpose will determine the resolution and dimension of the piece before production begins, and no scanning will be necessary.
- For any application, Architectural Art will gladly perform any file translation or formatting requested for the client's desired use.

Examples of how Architectural Art can help facilitate internet projects may include:

- Formatting a traditional rendering for display online.
- Preparing one or more downloadable images or files so clients can prequalify themselves before visiting a model or sales center.
- Developing web pages that include renderings for inclusion in an existing





- **3D Rendering requested, Digital Composition as an option:** There are frequently client requests for renderings that emphasize a building rather than the environment. In contrast to a full watercolor or ink rendering, it may be possible to render only the building and then pull from our original library of scanned landscape and environmental elements to digitally complete the image.

**Architectural Art will recommend that a client select a lower cost option than their original request.** This approach may mean less profit for Architectural Art on a particular piece, but usually results in stronger bonds with our clients and more confidence in Architectural Art. After 25 years in business, we know that what is best for our clients is always best for Architectural Art.

#### 4.0 SUBJECT MATTER, BIDDING & PRICING

Some studios set prices according to subject matter. For example, they may have a fixed price for single family homes in a particular media. Some even post their prices online, and expect you to order over the web.

At Architectural Art, we do not try to fit round pegs into square holes. Every project gets reviewed by our staff and is priced based on the time that we estimate

it will take to complete, along with some other important factors which are described below.

Because of this, you only pay for what you need, and we can often suggest small changes that will result in big time/price savings for you.

Thus, the subject matter of a rendering does not, in itself, determine the price of a project - except in as much as a multifamily apartment building or townhouse row is generally larger and more complex to render than a single family home.

#### 5.0 FACTORS IN PRICING YOUR PROJECT

Once the media and type of rendering are chosen, the price of any rendering will depend upon four things:

1. Size (square feet, number of floors, number of buildings)
2. Degree of architectural detail (Is the project a self-storage warehouse or a Georgian mansion with wrap around porches and bay windows?)
3. Environmental treatment (e.g. How much detail is required in the landscaping? Do surrounding buildings need to be shown?)
4. The quality and type of available source materials (Are you sending full CAD or other digital files, printed plans, or only rough sketches?)

website. Continuity with the established brand will be maintained, and pages will be set up for easiest later updates.

- Creating and implementing an entire internet presence including project content, interactive features and a brand identity in line with the foundation of the project. If you need work on the level of new branding, then the first step is a conference call with our Art Director and Lead Designer to help identify and manage the hallmarks of the new identity. (Call toll free : 800.796.1077)

#### 3.0 HOW (& WHY ) WE TRY TO SAVE YOU MONEY

When a client requests a proposal for a new project, the Architectural Art process will include making a recommendation for the lowest cost option that suits the use and purpose of the piece. For example, a client who needs flexibility on a low budget may start a project requesting a particular style or media. The proposal in response to their request will (of course) include the original option the client specified, but it may also include other options, such as;

- **Watercolor requested, Pen & Ink as an option:** A black and white original may be used in a variety of ways at low cost. Then, when there is a use that requires color, the piece may be colorized either digitally or with traditional paint. This can provide multiple applications for a rendering – often at a lower cost than a single rendering in watercolor or from a 3D computer model.





## 6.0 PRICE RANGES FOR RECENT PROJECTS

While it is not possible to provide an estimate in advance of reviewing a project's source materials, we can describe the practical extent of possible costs by reporting the prices for actual jobs for the previous year. The following are the maximum and minimum price figures for projects in each category through 2009. A new project will fall within each range according to the qualifying factors described above. There are many more categories than those listed below. The intention of this table is to give a general ballpark even in advance of specifying the scope of work for a project.

3D COMPUTER MODEL . . . . .	\$1,800 ~ \$5,250
(COMMERCIAL)	
3D COMPUTER MODEL . . . . .	\$800 ~ \$1,800
(RESIDENCE)	
DIGITAL COMPOSITION . . . . .	\$225 ~ \$750
GRAPHITE OR PEN & INK . . . . .	\$750 ~ \$1,250
(COMMERCIAL)	
GRAPHITE OR PEN & INK . . . . .	\$500 ~ \$750
(RESIDENCE)	
FLOOR PLANS . . . . .	\$175 ~ \$245
SITE PLANS . . . . .	\$600 ~ \$800
PRINT DESIGN / . . . . .	\$1,800 - \$3,800
PRODUCTION	
WATERCOLOR . . . . .	\$1,200 - \$2,250
(COMMERCIAL)	
WATERCOLOR . . . . .	\$750 - \$1200
(RESIDENCE)	

## 7.0 TURNAROUND TIME

The studio is generally booked two weeks in advance. When a proposal is signed, it will include a ten to fifteen business day delivery schedule as a matter of normal production. Sometimes we can complete your work more quickly, and all work is delivered ASAP. We feel strongly about delivering our work when promised, so we will not commit to dates we are not certain we can meet. Of course, Architectural Art is also sensitive to the occasional urgency of important projects, and offers expedited production schedules at additional cost. Please call for new projects at **800.796.1077 ext 1** (toll free) for details about what we can do for your current project requirements.

## 8.0 SOURCE MATERIALS FOR GETTING STARTED

Printed plan documents are acceptable, although the studio always requests electronic source such as AutoCad DWG or Adobe PDF files. If you supply printed plans, there will be a modest scanning charge, and the production time will be slightly longer.

## 9.0 CHANGE ORDERS

All price estimates are made based on the assumption that the studio receives all text and graphics in their final and approved form. The client will generally see the work at various stages for approval. Very minor changes at the approval stage can often be accommodated without additional cost. Changes to the requirements of a job once production begins are always

possible, but also will require a proposal addendum defining the scope and cost of the changes.

## 10.0 CONCEPT PIECES

Yes, we are often called upon to produce renderings at the concept stage, before full architectural plans are available. Rendering of concept artwork is generally more of a collaborative process than a traditional detailed rendering. Describing the Scope of Work for a concept piece will require explanation from the client for all known features, and a written description to define the project.

## 11.0 HELP !

Architectural rendering is a specialty with which few people have any experience, much less expertise. So don't worry! We are happy to work with, and consult to, new clients who do not yet know what they need or want.

We are happy to offer a complete proposal with a variety of media and rendering types listed, so it is easy to find the best value.

At Architectural Art, we are proud that over 90% of our clients are repeat customers and we do our best to recommend a rendering that will be the best match for our client's audience, and for the use and the purpose of the piece.

## 12.0 CONTACT US

If you would like to discuss your potential rendering needs, call our toll free number and we will answer all of your questions and help you get the process started. If you know the requirements of your next project and source materials are available, then Architectural Art is ready to go! Call us at **800.796.1077 ext 1** (toll free) for new projects.

