



# CLEAR CGI.

IT'S ALL ABOUT YOUR IMAGE.

## WORK PROCESS

OUR WORK FLOW PROCESS.

# WORKING WITH CLEAR CGI.

STREAMLINING SUCCESS, ONE STEP AT A TIME.

## WHEN WORKING WITH US

At Clear CGI we believe in providing more than just an image. We're passionate about the detail and obsessed with ensuring that the images we produce are photo realistic and of the highest quality.

There's no magic involved in creating our 3D visualisations, only hard work and years of experience.

It takes so much more than just a click to create a compelling image that evokes emotion. It's about design, composition and colour.

Where we differ from real photographers, is only down to the tools we use. Our images are just as evocative, with the added benefit of being able to create any environment or setting you can imagine. We can even market your product before you have a physical sample!

With over 10 years' experience producing images for a range of industries, we're confident that we have the skills to give you exactly what you need.

## BEFORE WE START

Before the project begins, we ask for the following information:

- A detailed brief outlining your requirements and ideal deliverables.
- All of the assets and artwork that will be featured in the image.

- Your time line and deadlines.
- Invoicing details.

## PROJECT COMMUNICATION

We're flexible about how we communicate with our clients, whatever works for you. However, we do need to ensure that any verbal communication is followed up by a written summary.

If you prefer to communicate on email, WhatsApp or by phone that's fine with us. Equally, if you have an established system like Trello that you use internally, we're happy to use it.

## MATERIAL

Before we start any project, we need the following material (with some exceptions in certain types of projects):

- 2D floorplans and elevations containing measurements (3D model if available)
- Mood board/design concept approved by the end client.
- Material references.
- Suggestions for camera angles if desired.

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## DRAWINGS / 3D MODEL

If we're modelling a specific architectural space/object, 2D drawings (DWG or PDF) should be made to scale and contain all important information such as measurements, any bulkhead heights, ceiling heights etc.

If we're tasked to visualise a kitchen, we need measured kitchen drawings.

If available we also request any SketchUp, Revit or similar 3D files exported in any of the following formats:

- .Obj
- .3ds
- .Fbx
- .Stl
- .Step

## MOOD BOARD/DESIGN CONCEPT/ INSPIRATIONAL IMAGES

Regarding the design concept, there are three alternatives...

(1) Clear CGI will hire one of the professional interior stylists we collaborate with to create a design concept and mood boards. The concept contains approximate furniture choices and styling and is created to go well with the client vision and target audience. If this option is required, Clear CGI will

request a quote from a recommended stylist.

(2) Clear CGI will, with our own years of experience and expertise, create a concept and send a mood board to the client for approval.

(3) The client has their own professional art director or design concept and mood boards. If specific requests regarding furniture and stylists exist, it is very important that they are specified with name, model and choice of material.

Regardless of which option fits best, the design concept must be approved by the end client before we start producing any images.

## MATERIAL REFERENCES

Material description / design program that describes in detail, shapes and colours, as well as choices for features such as flooring, windows, doors, wall colours and baseboards.

## CAMERA ANGLES

If a specific camera angle is required, they should be marked on the 2D drawings. At Clear CGI we'll of course happily assist with our own suggestions for camera positions.

The first image of a space, for example a living room, is considered the main

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image. An image that can be created in that very same space is called an “additional image”.

Additional images can be close ups, alternative angles or a version of the room where some elements are replaced. These images are considerably cheaper to produce and are often very useful for marketing as they create a full rounded experience that is appreciated by the audience.

Additional images can be added to the order during the course of the project. Clear CGI will happily give suggestions of angles and compositions as well as providing additional costs.

## OUR PROCESS

Before we begin the project, we plan start dates and deadlines for delivery. We'll start by scheduling in the necessary number of hours for full production of the main image. The number of hours depends on the agreed requirements and budget.

Before the project starts, we set aside four hours for an internal start up meeting where we go through all the material you have sent. During this phase we also create a project schedule that contains dates you can expect drafts for each image. The project schedule also includes what dates we need feedback for those images and any other dates that are important for the production. This schedule may have to be adjusted along the way, but it's important that it is followed as closely as possible by all parties.

When a client requests furniture or styling in the images, where there are no such 3D models to purchase online, we can (with some exceptions) model it for the project. Our quote includes 4-5 hours of custom modelling, how much we can fit in to that time depends entirely on the model's complexity. If it's not enough time to cover the request, you have the option to either use other models in a similar style or pay for the extra modelling.

We have a model library containing over 15,000 models and our client and any stylists involved can preview this online. If models can be pulled from the library, it allows more time to work on the images.

Before every draft we send, we have an internal image meeting where we discuss and criticize the images and decide on what can be improved and refined before the image makes its way to you for feedback. Since we offer a limited number of revisions on the images, we want the draft we send to be as close to a finished result as possible.

## FEEDBACK

We prefer feedback to be provided visually showing exactly what needs changing – this can be done in Photoshop, on a PDF or by pasting the image into a document of your choice. You can even print it off and write on it if that suits you. We want to make sure there are no misunderstandings and we have found that this is the simplest and most effective way to work.

# CONTACT DETAILS

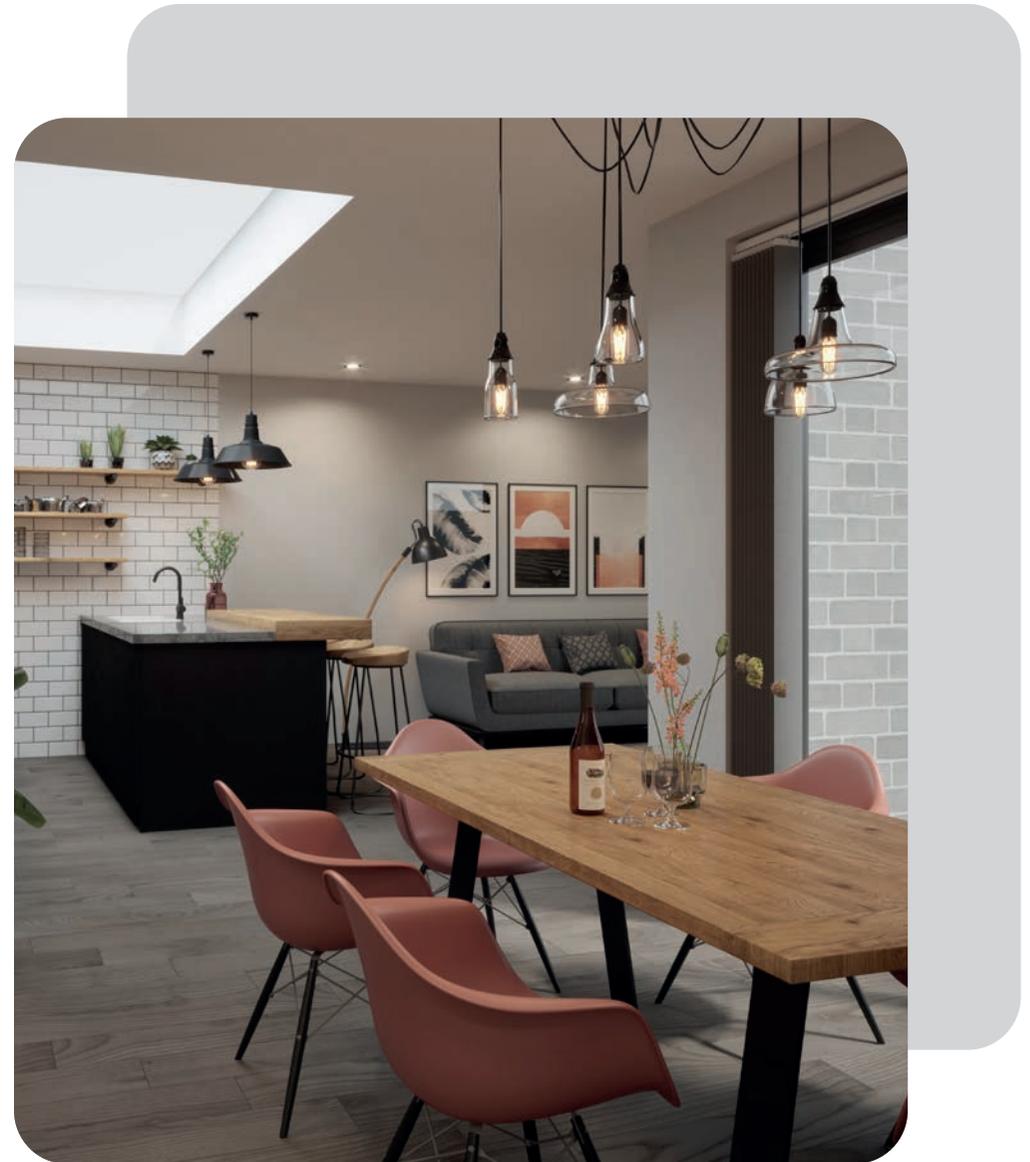
STAY CONNECTED.

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