

Price Guide 2009

Packaging

Artistic compositions are usually required only for such end uses as advertising or promo shots.



The intent behind our work is representation of key aspects of a package. We are focused on the mass packaging market.



3D images are quickly becoming part of packaging development cycle. By integrating 3D work in package design we are bringing design back to its three-dimensional nature.

Small jobs \$500 a day
Larger jobs \$1,000 to 5,000 per project

Deadlines

- short projects are usually done in 1 day
- complex projects: 2-3 days

Price depends on

- what the client supplies *
- finesse or style (business or artistic)
- shape and material of the package
- type of output (3D file is more expensive)

Cannot do

- certain irregular decorative details
- complex packages requiring heavy modeling
- for now certain plastic wraps are simulated



*** Client may supply**

non-editable files: reference photo of the package (package with label, package without label, empty package), previous rendering

editable files: editable previous rendering, dieline with dimensions, 3D file from actual package manufacturer

actual package: with or without product (with printed label or blank)

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Interiors/Wayfinding/Film Sets

3D images are now part of any architectural workflow.
We work hard to help you visualize spaces and environments in order to cut down production and construction times

Interiors

\$500 a day

Up to 5,000 per project depending on the style and supplied materials

Exteriors

We do not do exteriors

Wayfinding walkthroughs

■ Unlimited signs (should be supplied as Illustrator files)

■ Very limited texturing

■ No soft shadows

■ Priced individually

Film Sets

■ Director and cinematographer must be present during meetings

■ Priced individually

Client must supply

CAD drawings

Samples of textures

Reference objects

Dimensions

Any graphics files (eg. signs, posters)