



#22
SEP 22

**With CGI, it is easy to
ensure your images tell
the story they have to tell**

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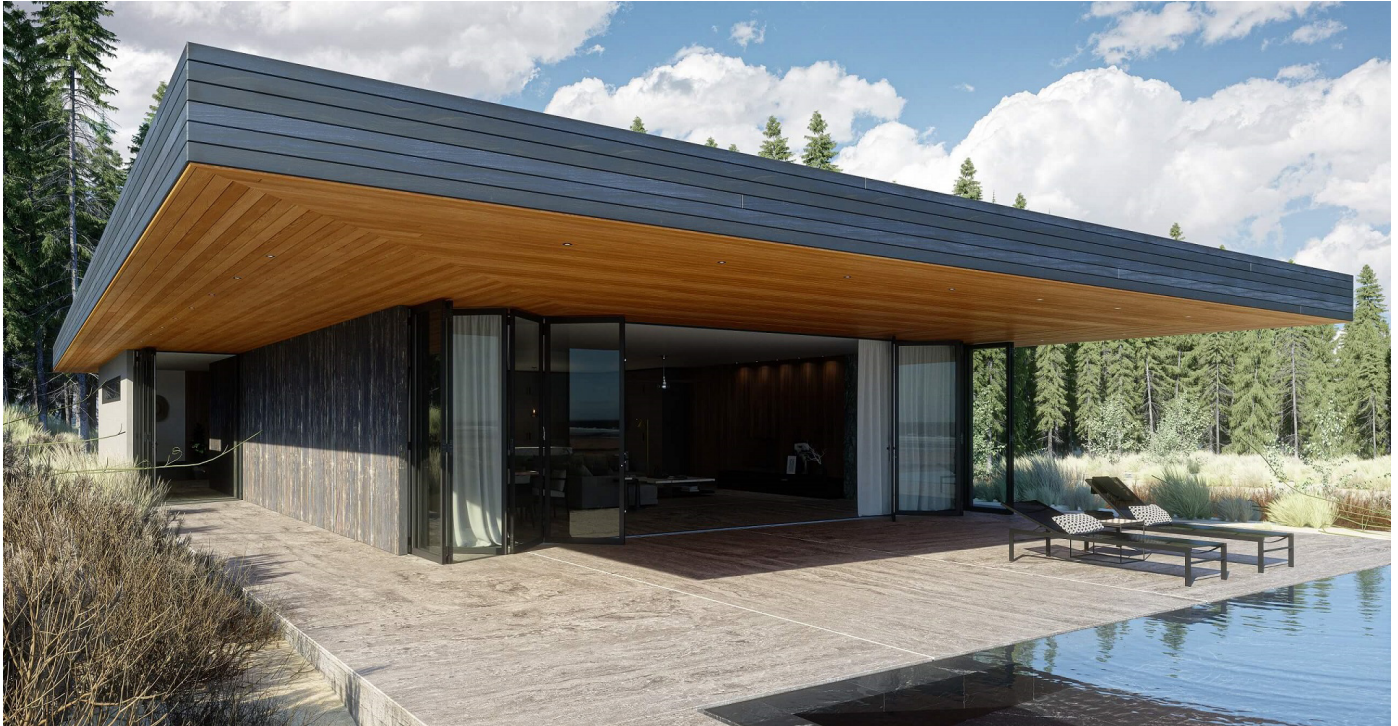


5 Career Goals of an Architect that Are Easier to Achieve with CGI

Architects are exceptionally creative and hard-working professionals. They are always looking forward to fulfilling new ambitious goals. But sometimes, architects lack the time, energy, or other resources to achieve all the desired heights. One of the mentioned resources is high-quality imagery. Whether it is for finding a common language with a client who struggles to grasp design concepts, or for posting

consistently on social media, architects need lots of impressive images every step of the way. But where to get that imagery quickly and effortlessly? As an [architectural rendering company](#), we know the answer. Furthermore, we can tell how photorealistic renderings for architects can help them achieve professional goals.

Want to know how 3D visualization can boost your architectural career? Keep on reading!



#1. Keeping work-life balance

Finding work-life balance is a struggle every architect is familiar with. Developing new projects, communicating with clients, visiting construction sites, and other routine activities take a lot of time and effort. On top of that, architects have to prepare presentations, as well as keep their online portfolio up to date. Which is also quite

time-consuming.

Outsourcing the creation of photorealistic 3D imagery reduces the time architects spend on making presentations and marketing visuals. This way, they can have more opportunities to concentrate on creative tasks. Or simply get some sleep.

#2. Content marketing improvement

High-quality content is a vital part of any marketing strategy. For architects, visual content is especially important. It is the key to effective communication

with their audience. Website, blog, social media, magazine publications – an architect needs a lot of imagery for each of these purposes. And oftentimes, it is

impossible to meet these needs using photography. It is especially so if an architect has only a couple of finished projects, and the new ones are in the early development stage or under construction. In such a case, there is simply nothing to shoot yet.

Photorealistic renderings for architects are incredibly handy in these situations. With 3D technology, one can always get impressive visuals showing how the ongoing projects will look when finished. This way, photorealistic renderings



allow for increasing the quantity of the images without compromising their informational value and quality.

#3. Enhancing the visual identity of an architectural brand

Visuals for a web portfolio and social media should always be high-quality and consistent.



That's because they send a message about your architecture firm, its values, aesthetics, and specialization. Simply put, all

imagery you use in your business must answer the questions of who you are and what you stand for.

With [digital renderings](#), it is easy to ensure your visuals tell the story they have to tell. What's more, photorealistic renders allow for more creative freedom than photography. They are not limited by weather and lighting conditions, available camera angles, and so on. A CG artist can always ensure renderings look exactly like an architect envisions them.

Using CGI, it's easy to communicate the right message with consistent style, lighting, color palette, and overall atmosphere. Moreover, when an architect regularly works with a 3D rendering

firm, the CG artists learn what their client's preferences for imagery are. So, they deliver results that perfectly reflect the style and philosophy of the architect's brand.

Present your architectural project like a work of art with AI-powered CGI

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#4. Improving architect-client communication

Photorealistic renderings for architects solve many issues arising in communication with clients. For instance, sometimes, a customer simply cannot imagine how the project will look in reality. CGI allows for avoiding any misunderstanding of this sort. It conveys the looks of the future building far more comprehensively than any drawings or sketches.

What's more, photorealistic renderings let one review several design options. On top of that, 3D visualization is a great tool to discard any bad design idea a client offers. While they might not trust the architect's word, a

photorealistic render can easily show them that a proposed solution will not work. This way, with 3D visualization, an architect can



prevent the client from choosing a design option they would regret.



#5. Unlocking and showcasing an architect's creative potential

The creativity of architects is limitless. Oftentimes, their ideas go beyond real-world restrictions. Many of such concepts are truly stunning and deserve to be shown to the world. With 3D visualization, it's absolutely possible.

Photorealistic renderings allow architects to visualize even the most fantastic and futuristic ideas. Just look at the projects of a [Martial city](#) or a self-governed [Liberland city](#). As you can see, with photorealistic CGI for architects, there are no limits to artistic expression. Thanks to 3D, architects can showcase their innovative designs at

competitions, on social media, in the Metaverse, etc.

Beautiful quality visuals are vital for an architect's professional activities. Sketches and drawings are no longer enough to impress and attract prospects. As for photography, it might fall short when an architect needs high-quality imagery on a regular basis. That's where CGI comes in. Photorealistic renderings for architects allow them to get lots of consistent on-brand imagery. Also, CGI helps save time, showcase the most ambitious ideas, and improve communication with clients.



How CGI Post-production Helps Get Stunning Architectural 3D Visuals

CGI post-production is the last but not in any way the least important part of working on an architectural render. It defines the overall appeal, atmosphere, and hence the impact and marketing effectiveness of a picture. At the post-production

stage, a CG image actually starts looking catchy and full of life, as the meaningful details and visual effects are added. So, what are those and how can they help you get breathtaking renders?

As an [architectural rendering company](#), we pay the utmost attention to every step of making CGI, including post-production. So, we know exactly what details

matter in this stage. Want to find out what post-production is and what tricks to ask for when commissioning architecture visualizations? Read on!

#1. What is post-production in 3D rendering?

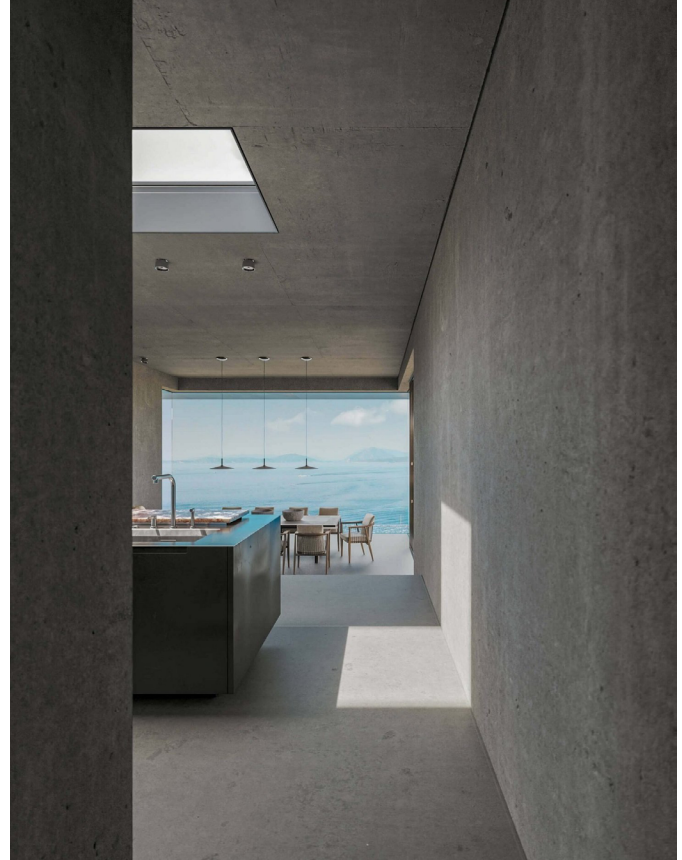
In CGI post-production, an artist processes a rendered image via specialized software. This process adds the final touches to the imagery. At this stage, one can combine a render with photos, adjust its visual properties, and add special effects. The process is usually done not in 3D

software but programs like Adobe Photoshop and Lightroom.

Overall, post-production helps create a story and mood in CGI. It allows an artist to make CG renders photorealistic and life-like. So, what exactly one can do during CGI post-production?



Before post-production



After post-production

#2. Enriching the CG image

- A 3D artist can use [photo matching](#). It is a technique of combining a 3D render of a future building with an actual **photo used as a background**. Of course, the surroundings can be made in 3D from scratch as well. Oftentimes, however, it makes more sense to use a real photo of the place. This way, the cost of the rendering is lowered significantly, and the resulting picture looks incredibly realistic.

- In post-production, it is also possible to **add secondary objects** cut out from the photos. People, animals, plants, or cars – all these can be added seamlessly to a rendered image using Photoshop. This way, an artist avoids the need to use an

excessive number of details in a 3D scene and therefore reduces the time needed for rendering.

- A CGI expert can also enrich a render with **weather effects** such as fog, rain, snow, mist, rainbow, and so on.

- Adding **small imperfections** like creases, folds, cracks, and even dust or dirt can go a long way in making CGI look more like a real photo rather than a digital image. With such details, a render will never feel sterile and artificial.

- Finally, **a brand's logo** or text can be also added to the CG picture during the post-production stage.



Before post-production



After post-production

#3. Improving the visual properties of CGI

- **Denoising.** Depending on the initial quality of 3D renders, it might be a more or less important step. However, adding any additional effects will make the noise more noticeable. So, denoising is often essential in CGI post-production.

- **Adjusting colors and other visual properties.** Brightness, contrast, saturation, color balance, and exposure can be changed for the entire image as well as for specific parts of it. Such changes are especially important if a render was somehow combined with a photo. Adjusting visual properties in CGI makes 3D models and pieces of photos come together into something that looks real and not a mismatched collage.

- Improving **lighting and shadows.** Despite the development of 3D visualization software, real-life lighting conditions might be hard to fully recreate in 3D. Accurate translucency, caustics, as well as subsurface scattering or iridescence can be tweaked in CGI manually during post-production.

- **Tone mapping** ensures the right distribution of tonal values. When done correctly, tone mapping guarantees the 3D image follows the logic of the real world. For example, it can ensure that artificial lighting is not brighter than the sun.

- In its turn, **color grading** focuses on adjusting the hues and saturation to achieve a specific look and atmosphere.



Before post-production



After post-production

#4. Adding camera effects

Finally, there are some subtle touches to enliven the CG

image and make it look absolutely photoreal.



Before post-production

- Adding **grain or noise** in a 3D render helps imitate those of real camera shots.
- **Vignetting** makes the edges of the image blurrier or darker and serves the same goal.
- **Bloom, glare, and glow.** The latter, as the name suggests,



After post-production

helps make an object shiny. Glare, in its turn, is the effect of a bright light that conceals a part of the picture. In real life, glare appears when light is directed on a reflective surface in the frame. And bloom produces the “feathers” of light bleeding from the edges of the light areas in an image.

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- **Motion blur** means blurring some objects in a scene to make them look moving. In architectural 3D visualization, it is especially impactful when a model of a building is contrasted with a fast-moving vehicle. This makes a render look like a camera shot taken with a long exposure.

- **The depth of field** effect helps blur the background, creating a contrast with the

foreground. It defines what parts of an image are in focus.

- **Lens distortions, lens flares, bokeh, and chromatic effects** all imitate the artifacts of a real camera.

- Finally, during post-production, the artist can use **filters and presets** to lend the image a distinctive atmosphere.

Get your project estimated in just 1 hour - fill out this brief!

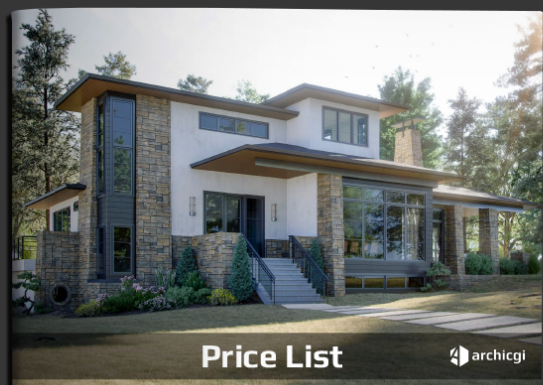
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CGI post-production is the stage when everything in a rendering finally comes together. From adding a background to imitating the camera effects, an artist ensures CGI looks similar to a real photo taken by a

professional camera. Post-production can improve the quality and the atmosphere in CGI dramatically, and any architect or designer working with an experienced 3D artist will see the difference.

Want to learn how much your project costs? See how we evaluate 3D rendering projects

[SEE OUR PRICING](#)





6 Creative Ideas to Win Real Estate Clients With CGI

There are countless secrets and tools to make a real estate advertising campaign successful. But with people looking for properties online now more than ever, catchy visuals are the main key to getting those sales. And there's one thing that can help you use the power of images to the fullest and convert prospects into realty buyers like never before. It's real estate CGI.

With [3D architectural visualization](#), realtors can get different types of high-quality visual content. From photorealistic stills to interactive walkthroughs of yet-to-be residences, CG technology provides so many options to liven up any real estate listing. It greatly helps prospects to make up their minds about buying or renting a place they saw in an

ad. And they won't even have to leave their homes to do that!

Now, ready to learn about all

the types of CGI and how you can use them to improve your next promo campaign? Then read on!

#1. Show the Future Look of Properties Under Construction

The number one unparalleled benefit of CGI is that it allows preparing and launching a real estate advertising campaign before the construction of the building is complete. Professional 3D rendering provides for highly photorealistic results, which cannot be achieved with any other kind of illustration. The images will also be completely accurate because 3D artists base their work on architectural

drawings and/or BIM files.

Moreover, 3D real estate visualization can convey the mood of the yet-to-be places with carefully composed surroundings and atmospheric lighting. Take the 3D render above, for instance. Looking at it, one can immediately picture themselves taking a walk around that peaceful neighborhood on a sunny Saturday afternoon.



That's what you're really selling to your clients. Not just a "box", but a lifestyle. And with limitless possibilities of CGI, you can have numerous unique settings for each of your properties, for

every campaign. So, give your prospects some inspiration and they'll be more likely to sign a deal with you faster and with no doubts.

#2. Use the Power of Virtual Staging

Whether the property you're selling is under construction, unfurnished, or needs renovation, your real estate advertising campaign still needs to present it as a desirable investment. With virtual staging, you can do exactly that. Using photos of the realty for sale, professional 3D artists can create a virtual copy of it and digitally furnish the interior in any style you want. They can also do a [virtual renovation](#) by removing imperfections and adding fresh finishes to walls, floors, and ceilings

in the pictures.

With such CG images, you'll be able to demonstrate the full potential of real estate that doesn't look like much at first sight. For the advertising campaign, you can show actual photos next to 3D renders as sample before/after visuals. That'll give your buyers the confidence that the place they're seeing in the listing has everything to become their dream home with a little work on it.



Before



After

#3. Add Walkthrough Videos to Your Listings and Ads

Video is the type of visual content that's been dominating social media and websites for a while now. People love watching videos more than looking at still images or reading text. That also makes this type of content perfect for online advertising. But what do you do when the building isn't ready yet and there's no chance to shoot a video? You order 3D animation that will show the upcoming result.



Immerse clients into your design projects with a 3D animation

LEARN MORE

Using walkthrough 3D animations in your real estate listings, social media posts, and ad campaigns will definitely get you a lot of views and audience engagement. Your prospects will be able to view a dozen of such quick video tours in just a few

minutes. As a result, they'll be able to choose the one they like the most a lot faster, and with no effort. And you'll get more happy clients in a much shorter time than in the case of advertising with pictures alone.

#4. Demonstrate Properties with 3D Virtual Tours

Another way to spice up a real estate advertising campaign is to add virtual 3D tours of soon-to-be-built properties to

the listings. This kind of CGI is interactive, easy to navigate, and very informative. Potential buyers can open [3D real estate tours](#)



on any device and take a close look at every part of the future house, for as long as they need. They can virtually move through the space using navigation

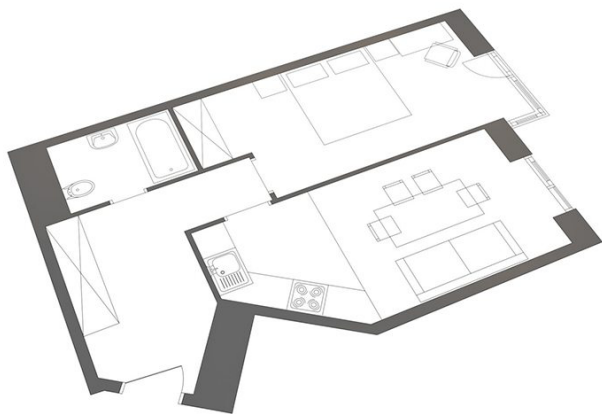
buttons and hotspots. Also, a realtor can add information buttons here and there with short descriptions of particular items used in the interior design.

This way, prospects can get comprehensive information about the listings in a short time, and they don't even have to visit an agent's office. Considering the current situation with constant lockdowns and other restrictions, it's an incredibly valuable opportunity for real estate buyers. And realtors that provide it appear more professional, thoughtful, and trustworthy in the eyes of their clients.

#5. Include 2D and 3D Floorplans in the Listings

It's true that floorplans alone don't do much as visuals for a real estate advertising campaign. But they sure are a great addition to photos, photorealistic 3D renders, 3D tours, etc. [Real estate house plans](#) allow prospects to fully understand the dimensions of a space. Plus, they allow seeing what kind of furniture layout one can have in a particular house.

Apart from the regular 2D floorplans, a realtor can have the same plans done in 3D. Those can be virtually staged to look realistic so that it's even easier for prospects to understand them. Overall, masterfully done digital floorplans, both 2D and 3D, can be very useful and informative for a realtor's clients. Plus, they make the listings in an advertising campaign look truly professional.



Before



After

#6. Let Your Prospects Experience Homes In VR

The use of VR in real estate advertising is no news, but recently it has seen a rise in popularity. All because of the Covid-19 pandemic and its consequences. The thing is, VR was already a quite common tool realtors used to show properties to clients at their offices. But amidst lockdowns, a trip to an agent's office has become as impossible as a trip to space.

Yet, a growing number of people are looking for new places to buy or rent. Some want to downsize and others, on the contrary, want to get larger houses in the suburbs. In any case, the realty business is booming. At the same time, a lot of people now have VR headsets at home. In fact, many have purchased those along with video game consoles

and other similar gadgets during the very first lockdown. And now those things can do more than just entertain their owners.

VR provides for the most immersive remote real estate viewing experience one can imagine. With a headset and a pair of controllers, prospects can go on their own private house tours whenever and wherever they want. It's almost like going to an open house in person, except there's no rush and it's completely safe. Plus, there can also be such unique features as tweaking interior design elements, like the color of furniture, in real time. Naturally, realtors that provide such experience have a much higher chance of closing amazing deals in no time at all.

Those were the 6 creative CGI-related ideas you can use in your very next real estate advertising campaign. As you can see, there are several types of 3D visualization designed specifically

to make your job easier and your marketing efforts — more fruitful. Ultimately, that means better deals, more sales, and happier clients. And that's what the work of a realtor is all about, right?



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3 Usages of Real Estate 3D Virtual Tours

Let's begin by saying that virtual tours for real estate agents are extremely useful digital tools for property sales. They allow prospects to view every corner of a place without having to actually go see it in person. Moreover, 3D tours can show what a house or an apartment will look like even before it's built and furnished. Plus, one can view those 24/7, which is incredibly convenient, since there's no need

to schedule a showing. Ultimately, virtual tours save potential buyers a great deal of time, as well as help to eliminate doubt and stress in the process of choosing a new home. And for agents, that means higher real estate sales rates and quickly sealed deals.

However, to achieve those impressive results, one must find out how to properly use virtual

tours. Namely, it's crucial to know what platforms support this kind of interactive content. And, of course, knowing what features 3D tours can have is a must. This way, it'll be clear what aspects of real estate promotion they can help with.

#1. Website

The number one place for using virtual tours for real estate agents is a website. Interactive 3D panoramas like the ones we create at ArchiCGI using Pano2VR software can be easily embedded into any webpage. In the context of real estate, that's usually property listing pages. To provide potential buyers with a full understanding of the features of listed houses and apartments, agents can have hotspots, navigation, and information buttons added to their virtual tours. Using those features, prospects can view different rooms from various angles, zoom in and out on particular areas and objects, and learn more about furnishings used in the design.

As an [architectural visualization studio](#), we want our clients to be fully informed about the amazing opportunities that interactive CGI offers. So, let's learn about the 3 types of usage for virtual tours and see how one can get the most out of them!



Furthermore, it's possible to add a button for switching to a VR headset. This way, the clients of real estate agents can have a fully immersive experience viewing the property as if they were actually inside it.

Take your design presentation to a new level with interior rendering

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#2. Apps

As the use of virtual tours for real estate agents grows in popularity, app developers aren't staying idle. Now, there are numerous applications that allow



viewing interactive 3D panoramas on mobile devices, such as smartphones and tablets. For instance, there are Vieweet 360

and P360 — apps where one can upload 360-degree panoramic images and link them together, creating a fully-fledged tour. Both of them are available for iOS and Android.

Such applications are perfect for viewing offers at home or at a realtor's office. They provide all the necessary information to the clients and allow them to quickly see all details of multiple properties. As a result, the prospects can select just a few places to visit, or even find their dream home before going anywhere. This way, real estate agents can shorten the search time and provide a better customer experience.

#3. Facebook

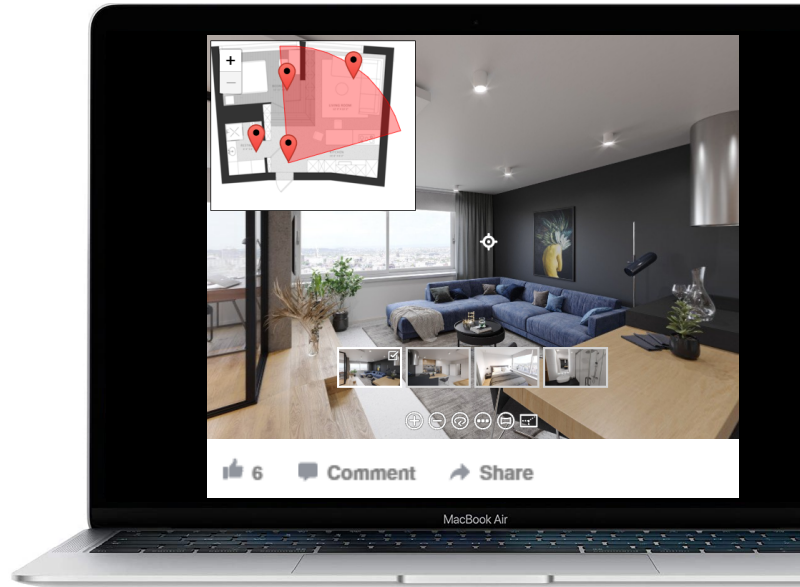
When it comes to [real estate social media content ideas](#), realtors rarely think about adding interactive visuals right to their profile pages. That's because most of the SM platforms do not support such type of content, but still, there are some opportunities to explore. For instance, the greatest of all social media giants — Facebook — has

a panoramic 3D image-viewing feature.

To use it, one can upload a panoramic picture or render of a property that will move together with the viewer's smartphone, allowing one to “look around” a place. As for virtual tours with multiple 360 views and information buttons, they are not

supported by Facebook. But even so, one detailed panoramic view is quite enough to set real estate agents apart from their competitors.

So, those were the 3 ways virtual tours for real estate agents can be used to close deals faster and improve property sales rates.



Where to Use 3D Virtual Tours for Real Estate



Websites



Mobile Apps



Facebook

Since any deal requires, first of all, giving full information about a place and showing all of its benefits, interactive visuals are key to gaining their interest and

trust. And now that you know all the possibilities you'll have with 3D tours, you can be sure that using them will be highly beneficial for your business.



6 Things to Mention in an Exterior CGI Brief

3D exterior rendering services begin with a brief. CG visualization brief must contain all the documents and references an [architectural rendering company](#) needs for smooth project work and accurate depiction of a design. The more details it specifies, the fewer questions arise during the work process. If the information is incomplete and the wording is blurred, this may

lead to additional discussions, unnecessary clarifications, revisions, and results delays.

Meanwhile, a good brief will allow for minimum edits in the future. It will give a 3D artist a full understanding of what renderings he needs to create and the location of all the elements and items. The Architect will not waste time on big edits and will

receive the results right on time. Moreover, with a good brief, communication between the Architect and his 3D team won't take much time and effort.

Wonder how to fill in the brief to get such results? That's easy – you'll just need to include there these 6 points.

#1. General Information About the Project



For 3D exterior rendering services to produce top-quality work, the brief should naturally include three key dates: the date of the request, the date of the first draft, and the date of the results delivery. In addition, it is important to specify the type of building, and camera height – eye view or bird view.

Also, it is essential to specify the camera angles that need

to be shown in the exterior CGI. There are several ways to do this.

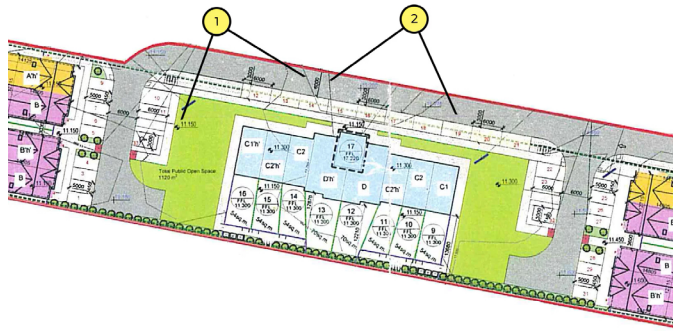
The most convenient option is to show the required angle through a view from a Rhino, Revit, or SketchUp 3D model.



Another way is to indicate the required camera views on the plan.

Make sure your exterior design project takes your clients' breath away

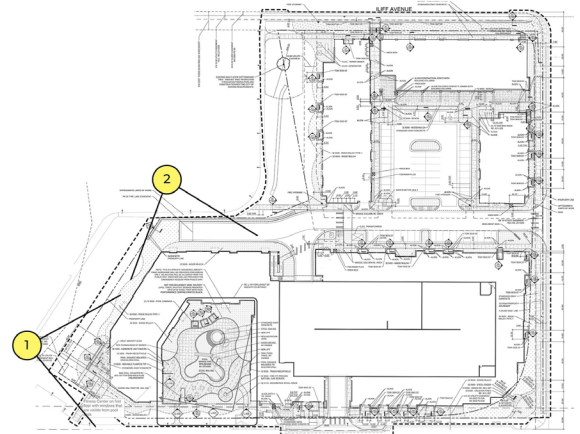
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It is also possible to use an elevation drawing as a reference for camera angle.

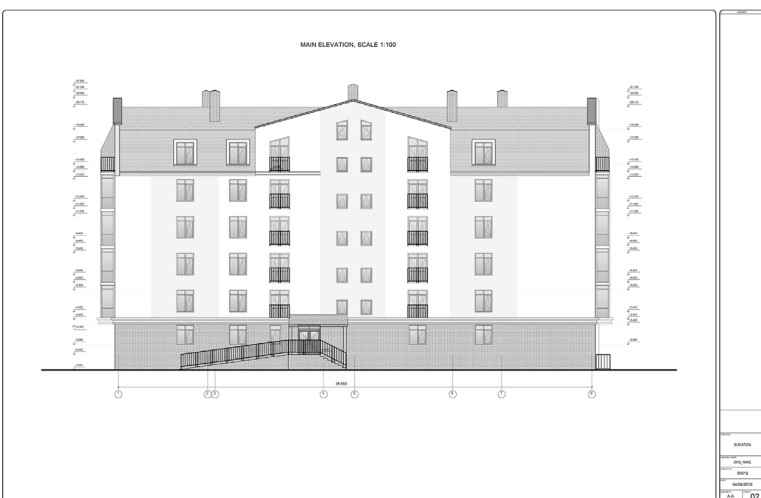
Finally, even if an architect cannot use any of the options mentioned above, they can draw the needed views by hand.

All this information will give the 3D modeling studio a



general understanding of the project and deadlines.

#2. Drawings



In addition to general information for 3D exterior rendering services, it is necessary to provide project drawings. This key point includes building elevations, building sections, floor plans, roof plans, and Revit/Sketchup model. All this information is crucial for describing the scope of work and getting accurate results for any real estate project.

#3. Environment Specifications

It is important to describe the environment in which the building should be situated. This part of the instructions for 3D exterior rendering services requires such documents as site

plan, landscape plan, site photos, google maps coordinates, greenery preferences. The more, the better – for the entourage greatly influences the overall picture.



#4. Architectural Elements and Finishes

This part of the brief for exterior 3D rendering services should include all available

characteristics and parameters about roof materials, trim, window and door frames, shutters,

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walkways, and wall finishes. These specifications are crucial for the proper transmission of an architect's idea. The availability of all the necessary information will directly affect the final result. If the Architect forgets to mention something important here, the exterior visualization might need major corrections and more time. All these details will help the [3D architectural rendering outsourcing](#) team to



frame the main work object and give it the necessary traits.

#5. Exterior Rendering Mood

The product of 3D exterior rendering services is not just an eye-catching marketing visual. It's an image that causes emotions – and for this reason, the picture must be atmospheric and have a certain “mood”. This is achieved by very specific instruments, the most important of which is light.

That's why the client should indicate the time of day for the 3d exterior design rendering services company – day or night, morning or evening. In addition, it is important to add the final details of the environment, namely people, animal cars, and so on.



#6. Exterior Render Properties

Another thing any architect's client always wants to know is what their buildings will look like at different times of the day — with natural and artificial lighting. And with a CG architecture presentation, they can get the full picture. For instance, take a look at the 3D renders above. If you saw the daytime version only, you'd never guess how translucent the material of the house walls would appear in the evening with external lights turned on. In this case, the nighttime image is absolutely essential for covering all the bases at a presentation.

Now you know 5 ways a 3D architecture presentation can help you successfully demonstrate



your concepts to clients. As you can see, there are no tricks here — just the power of CGI to perfectly depict your vision down to the last detail. Which, most importantly, gives you the possibility to fully convey all the design aspects to an audience of investors with no training in architecture.

Present your architectural project like a work of art with AI-powered CGI

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Want to get jaw-dropping photo-realistic visual materials for your presentations? Contact ArchiCGI architectural rendering services

for top quality 3D exterior renders – and blow your clients' socks off.



5 Tips to Get Mind-blowing 3D Exterior Imagery

Exterior 3D rendering is often used by architects and real estate experts. It serves a wide range of purposes from client presentations to social media marketing. But to do its job impeccably, CGI must be realistic and visually impressive. And to get exceptional rendering for a house exterior, it's best to know exactly what to ask CG artists for when starting a project. There are some particular things you

should pay attention to in order to get the finest results.

Our [architectural rendering company](#) knows that every detail matters when creating CGI. And we'll gladly share 5 tips on how to make your next exterior design project shine in 3D renders. So if you need exterior rendering services and want to ensure you get stunning imagery, read on!

#1. Ask for Renderings with Different Weather Conditions, Seasons, and Times of the Day



By ordering renders showing a house exterior in various weather and lighting conditions, you'll present your project in the most appealing and informative way. Let's see what options you have.

Sunny weather is the most obvious and popular choice. That's because it imparts a cheerful mood to your image and allows one to see the colors and materials clearly. Sunset or sunrise is a go-to option for showing an exterior design in atmospheric lighting. However, don't underestimate the potential of an overcast twilight rendering which is perfect to emphasize the exterior lighting of the house. In its turn, rainy or stormy weather will give your rendering an unusual and spectacular look. Such a render will work great in your

portfolio or on social media.

When it comes to choosing the season for a rendering for a house exterior, summer or spring are the most popular options. They are ideal to showcase the design in a neutral environment. An autumn setting can make the scene more vibrant and colorful. It's especially useful if you present a countryside house project where the nature around a building plays a big role. Last but not least, a snowy winter scene in an exterior rendering will give a house an especially welcoming cozy atmosphere.

Overall, it is a great idea to get a couple of different renderings showing a design in various settings. This way, you will tell the most comprehensive story about the house and its environment.

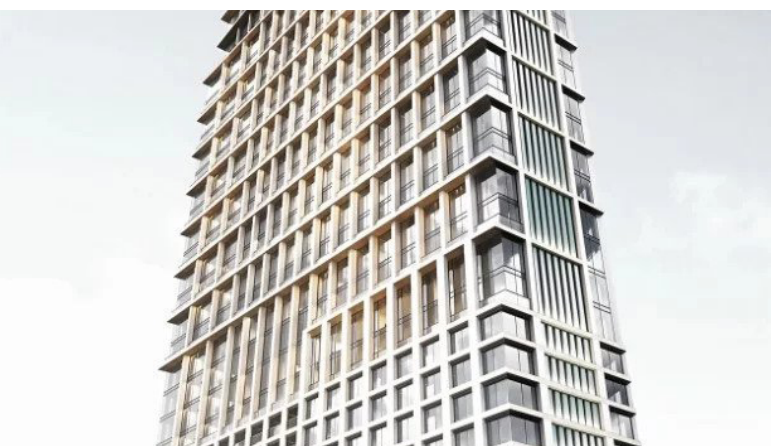
2. Choose Camera Angle and Height Smartly

First of all, the camera angle should highlight the selling points of the project. For example, if a house has a roof terrace, it makes sense to opt for a rendering showing the building from above. In your brief, you should specify the selling points of your exterior design so that a CG artist knows what to focus on.

Eye-level view, the one at which a person usually sees the house, is a reasonable choice for almost any exterior rendering.

It gives a realistic visual context as it shows the house closest to how it will look to passers-by and visitors in real life.

Aerial, or so-called bird-view, shows the entire house from afar and covers a large surrounding area. This is a good choice for a rendering for a house exterior if the project consists of several buildings or if there's a need to emphasize how harmoniously the house will work with its neighborhood.



#3. Use Secondary Details to Tell a Story

In a rendering for a house exterior, secondary details, such



as trees, street signs, animals, cars, people, etc., help to set the mood and make the image more atmospheric. Adding lifestyle elements gives a rendering

a sense of life and evokes an emotional response in your audience. In a rendering of a residential building, details can tell the story of the people who will live there. And if it is a commercial or a civic project, the secondary elements can help show how the building will be used.

For example, the grazing deer in the CG picture above adds to the concept of a fairy-tale house lost in the woods. Such details make the audience contemplate the image longer. They entice one's imagination and make the place look real.

Make sure your exterior design project takes your clients' breath away

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#4. Don't Ask to Curtain All the Windows

Giving a glimpse of an interior in the window can go a long way in making a rendering for a house exterior more lively, inviting, and visually appealing. It's especially useful in the evening or overcast scenes. In

such a setting, showing a room with warm light inside will add coziness. Moreover, showcasing interiors in windows helps viewers imagine how people could spend time in the presented building.

On the other hand, curtaining all the windows can slightly lower the exterior 3D rendering cost as a CG artist won't need to build an additional part of the scene. But we recommend showing the interior at least in one of the windows. This will certainly make the rendering more visually interesting and realistic.



#5. Avoid Chasing Perfection in Every Detail

Everything is possible with CGI, including the depiction of squeaky-clean cars, flawless-

on, will go a long way in making a rendering truly realistic and appealing.



ly mowed lawns, and absolutely symmetrical brightly green trees. However, the more perfect an image is, the more it speaks of artifice. A too ideal render will look sterile and unnatural. Small imperfections, such as dust, slight signs of wear on the materials, doors left half-open, and so

In architectural CGI, all details matter. The glimpses of the future life inside and around the building capture viewers' imagination. The weather and lighting conditions and camera angles set the mood, while small imperfections make a rendering for a house exterior exceptionally lively and appealing. We hope now you know what to look for in an exterior render and will always get truly magnificent images!

Want to ensure your next project presentation takes the viewers' breath away? Contact us for [architectural rendering services](#) to get mind-blowing 3D imagery!



CGI Case Study

10 Impressive CG Project Presentations from Different US States

Are you planning to get 3D architectural rendering in the USA? Then it's a great idea to start by checking out some visuals used by other architects across the country. That will help you understand what kind of imagery your clients will expect from the presentations, and set your standards accordingly. It's especially useful to look at examples from different states if you work with clients from various



parts of the country. This way, you can get a feel of every state's unique aesthetic, which is crucial for achieving a spot-on look for your visuals.

To help you find inspiration, our [architectural rendering company](#) has gathered 10 works created by our 3D artists. Each of these renders helped architects from the USA present their designs successfully. Take a look!

#1. Pedestrian Bridge in Chicago, Illinois

This 3D architectural rendering for a USA project in Chicago shows the concept for a pedestrian bridge reconstruction. The new structure will incorporate an open-air market space, as well as a public recreation zone. Because of the large scale of this design, the architect wanted an aerial 3D rendering to show the entire bridge, and how it will fit into the existing surroundings. As a result, they got just what they wanted — an image that



depicts this ambitious concept with impeccable accuracy, down to the last detail.

#2. Restaurant in New York City

Above you can see the CG visualization created for a presentation of a restaurant exterior in New York, USA. This hyperrealistic 3D architectural rendering

is full of details, which convey the instantly recognizable NYC vibe. The place itself is shown in the middle of the day, right at lunchtime. This image is full of

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dynamic with vibrant colors and people coming into the restaurant, and some sitting at the outside tables. The restaurant looks classic and authentic, which is exactly the feel the architect was going for here. And our 3D artists made sure to achieve that in the rendering.

If you'd like to see more of our projects done for buildings in New York, USA, check out this case study on [3D animation for real estate](#).

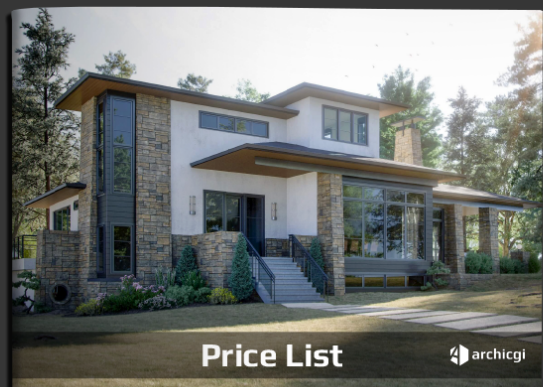
#3. Office Building in Dallas, Texas

This 3D architectural rendering for a USA project in Dallas, Texas is a visualization of an office building design. The concept is shown in an evening setting, which gives a perfect opportunity to demonstrate

the exterior lighting solutions. The overall soft color scheme of the rendering complements the neutral tones used in this sleek and modern architectural design.

Want to learn how much your project costs? See how we evaluate 3D rendering projects

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#4. Residence in North Carolina

Next on our list, we have this 3D architectural rendering of a gorgeous residence in the woods of North Carolina, USA. Here, the 3D artist worked closely with the architect to accurately realize their vision. One of the main tasks was to convey the charming, dreamy mood of this beautiful place. For that, the CGI specialist set a soft late afternoon lighting and slightly lowered the contrast of the image. The final touch was adding the deer grazing on the grass right outside the house. This fine detail made the residence look truly serene, exactly as the author of the design intended.

Want to see more visuals we created for architects from this state? Take a look at this article on [3D rendering services for](#)



[North Carolina](#) architectural projects and this case study on [3D house visualization](#).

#5. Restaurant in Bal Harbour, Florida

Moving on to the fifth image on our list of the best examples of 3D architectural rendering in the USA, we have this extremely stylish project from Bal Harbour, Florida. It's a 3D visualization of a chic restaurant interior with a focus on

natural materials and lots of indoor greenery, which makes the whole place look exquisitely refreshing. Located in the Miami Beach area, this restaurant might just become a new high-end tourist attraction once it's completed.



#6. House in Maine

This 3D architectural rendering shows a proposed design for a house located in a suburban town in Maine, USA. The classic-style residence is complete with a classic American car, which adds some personality to the overall look. The vibrant

greens of the front lawn and the surrounding trees complement the exterior of the residence. And the calm sunny afternoon atmosphere matches the place perfectly, making it vividly picturesque.



#7. Residence in Utah

Our studio made this 3D architectural rendering for a USA project in Utah. This contemporary house with clean geometric shapes looks absolutely stunning against the prairie landscape. The subdued tones of the residence exterior and its surroundings work great with each other. And the thin clouds in the sky make this rendering particularly atmospheric,



adding a hint of movement to this otherwise still picture.

#8. Apartment Block in Vermont

The 3D architectural rendering above was created for a real estate company that developed

this sleek and minimalist mid-rise apartment block in Vermont, USA. The developer needed



apartments. To show the block this image, among several

#9. House in Michigan

We continue our list of examples of 3D architectural rendering for USA projects with this cozy-looking visualization of a house in Michigan. Our 3D artist did a really great job recreating this reserved but inviting modern design in photorealistic quality. The angle in the rendering shows us just enough of the lake so we can tell how amazing this place is — both as a vacation house and a permanent residence. And the soft sunset

others, to start pre-selling the at its best, they chose a pleasant sunny day mood for the rendering. And they weren't wrong — the building definitely looks inviting and ready to welcome its first residents.

Want to learn more about a similar project we did for the same client? Check out this case study on [CGI for real estate](#) in Vermont, USA.



lighting fully ties the image together, giving it a calm and relaxed feel.

#10. Veterinary Clinic in Hawaii

We made this 3D rendering for an architectural firm that developed a remodeling and expansion proposal for a

veterinary clinic in Hawaii. The building was designed to look welcoming, and our CGI specialist made sure to convey that



feeling in the image. Keeping true to the architects' vision, the 3D artist worked meticulously on every detail from the selection of typical Hawaiian vegetation to the placement of images of people with their pets. That's how we produced this stunning

visualization for the clinic that, hopefully, will become reality in the nearest future.

Would you like to learn more about this project? Take a look at our case study on making this [3D building rendering](#).

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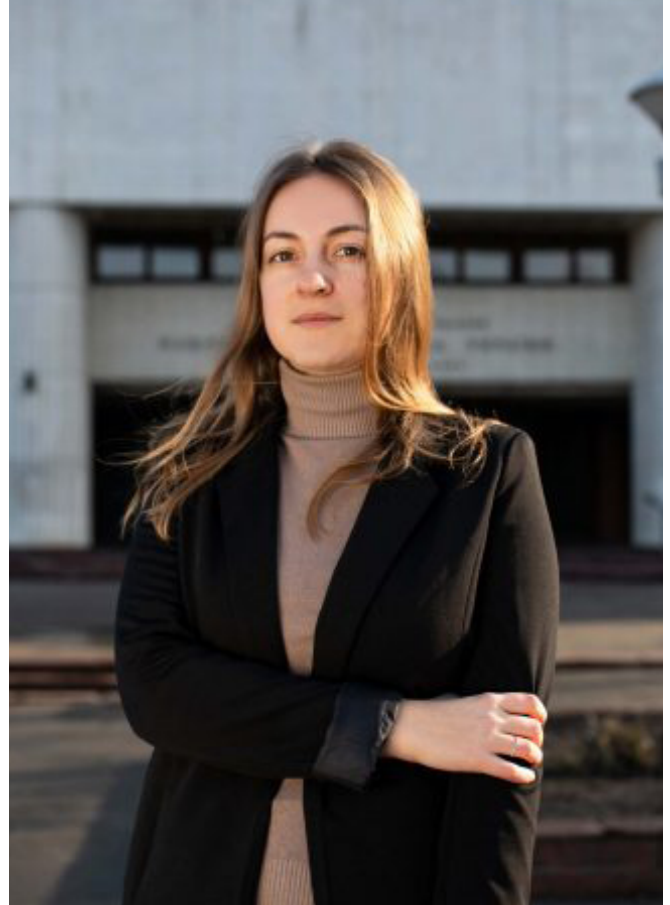
Now, we'd like to introduce you to some of our amazing 3D artists. You can see the entire team of 3D ninjas on our [website](#).



Igor Tsogla

Mentor & CGI Artist

Igor is an SoA Academy graduate and CGI expert with 11 years of experience. He says working in 3D is a mindset: one can always get creative, go beyond what's asked, and impress the client. In his free time, Igor is a mountain climber and a wine taster.



Mariia Polchenko

Senior CGI Artist

Mariia is one of the most hardworking and joyful people we know. She used to work as an architect, but 6 years ago converted to CGI. She says 3D allows seeing the future and just loves to admire the design in different views, and weather conditions.



Veronika Ukrainets

Mentor & CGI Artist

An architect by education and an artist by soul, Veronika has been working in archviz for 4 years. Her favorite thing about her job is that it gives never-ending opportunities for growth. Our clients appreciate Veronika for being a true master of CGI and an easy-going person. When not in the office, she enjoys traveling, playing tennis, and birdwatching.



Anton Tertytsia

Mentor & CGI Artist

Anton believes that architects and designers are agents of progress and change, and loves helping them impact the world. As a hobby, Anton loves sketching, photography, sports, traveling, and discovering urban architecture of different countries.



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