

**3D visualization can help
architects not only present
projects but also evolve talents
and accelerate career growth**

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7 Factors Influencing Your Archviz Project Timing

When it comes to outsourcing architectural visualization, the quality of images is the first thing that seems to matter. However, even the most breathtaking 3D visuals will be of no use if not delivered on time. But what influences the time frames of outsourced 3D rendering projects? The truth is that CGI project timing depends on multiple factors. Some of them just have to be kept

in mind when working with an archviz studio to get the result on time. And being aware of other ones can actually help you hasten the process and have your CGI made faster.

A professional [3D visualization studio](#) will always do whatever it takes to stick to your deadlines. However, it's even easier if you know which aspects shape the

duration of a project and what can be done to speed it up. So, do you want to find out what impacts CGI

project timing and learn how to accelerate it? Read on!

#1. Type of a project

The timing of a 3D rendering will inevitably vary depending on the complexity of your project. For example, providing you send us a comprehensive brief, the creation of the first rendering results for a small room interior with a few furnishings will

exterior rendering usually requires a bit longer timeframe: 3-4 days for a small or middle-sized building, 5-8 days for a skyscraper, and 8-10 days for a city view.

Not only does the size of the space or building influence the timeframes, but the style as well. For instance, a minimalist room will have fewer details and therefore will require less work than a luxurious classical interior with intricate lavish decorations.

It's reasonable to always keep in mind the above-mentioned timeframes for [an architectural visualization project](#). Also, if your visuals are supposed to include numerous large buildings or lots of chic interior decor, make sure you contact your archviz studio in good time.



take 2-3 days. A larger room or a commercial interior, such as a restaurant, will take 3-4 days. Delivering the first results for

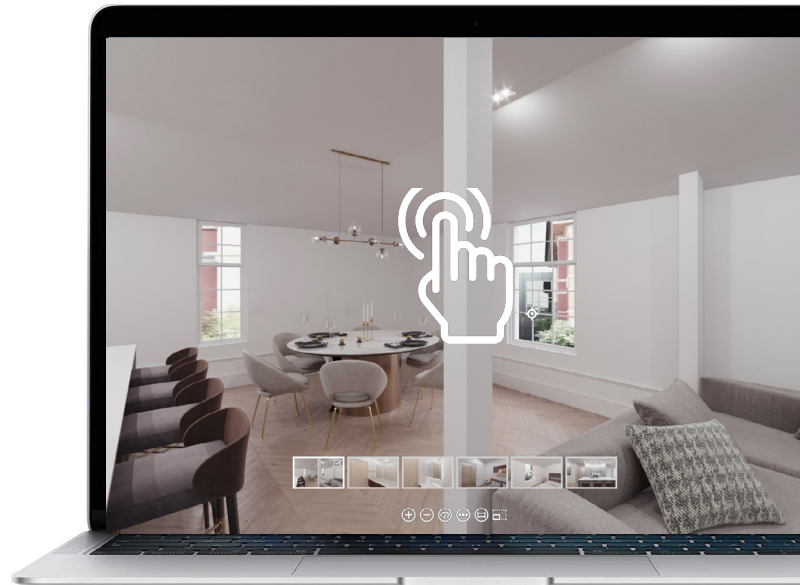
#2. Type of CG visuals

CGI project timing depends greatly on this aspect. As a rule of thumb, static renderings mentioned in the previous paragraph

take the least time to make. But with interactive images or 3D animations, things get trickier. For example, to create a 3D virtual tour,

the artist needs to texture and render the whole space instead of just a part of it as in the case with static imagery.

Making an architectural 3D animation will take the longest. First of all, the team will need to come up with a scenario and frame-by-frame story or figure out how to realize your proposed scenario in the best possible way. Adding VFX, as well as any extra elements, such as subtitles, music, voiceover, and so on, also make the work process longer. Because of this, the creation of animation might take approximately 2 to 4 weeks. So, if that's

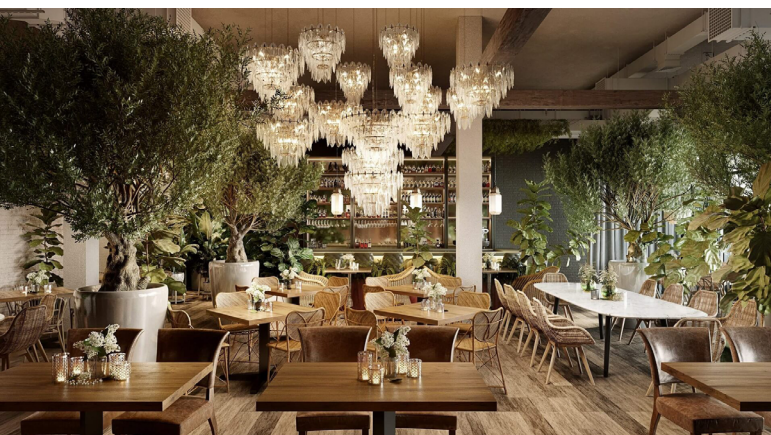


what you need for your project, it would be wise to mind this timing and keep the deadline realistic.

#3. Additional views

It often happens that in the course of work on a project, the clients get so excited about the results that they ask for a couple of additional angles, for example, some atmospheric close-ups. Of course, we are happy to

provide them. There is one caveat, though. When texturing and adding details to the 3D scene, the artists typically focus on the areas that will be actually seen in the frame in the final renders. Therefore, if you ask for some



other views of the same scene, creating them will require a bit more work and thus will influence the project's timing. So, if you have a

tight deadline, it's best to request all the needed views from the very beginning.

#4. The number of revisions

CGI project timing will heavily depend on the number of corrections you ask for. Requesting them is absolutely natural,

and that's why up to 60% of changes to the initial project are included in its cost. However, if you fall short of time, we highly recommend you try to minimize the number of revisions.

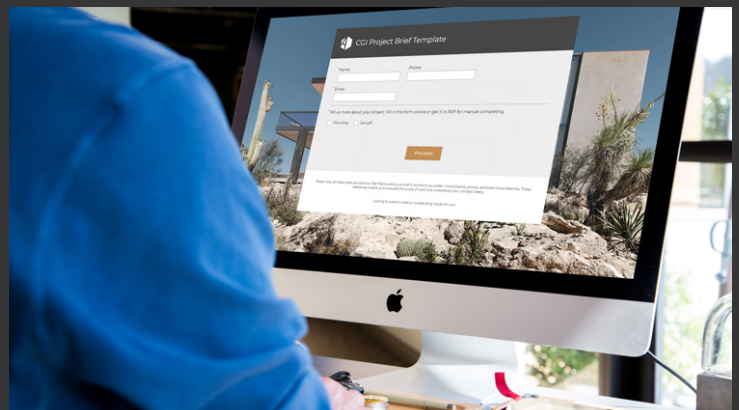


as revisions are an integral part of any dynamic creative process. At ArchiCGI, we always strive to fulfill the client's vision perfectly,

To help with that in advance, we ask our clients to fill out our standardized [3D technical assignment](#) at the start of work. The assignment is designed to convey all the information vital for us to ensure the accurate and timely completion of a project. We also ask our clients to get in touch with us in our CRM at least once a day if possible. This way, we can be sure we're always on the same page in terms of timing.

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#5. Custom 3D modeling

Another aspect that can make the project's timing longer is the number of 3D models the artists have to create from scratch. Luckily, there are a couple of things that can hasten the process, minimizing the need for custom modeling.

First of all, if you have a model of a building in Revit or FBX formats, please send it to us. Any other models you might have, for example, those of furniture, decor items, or any other secondary objects, can also be extremely helpful. They can be adjusted and used in the project or at least serve as a precise reference for making photorealistic CGI.

Another great option is to choose pre-made 3D models available in our extensive library of CG assets. There, you can pick high-quality models of furniture, decorations, plants, vehicles, people, animals, and many more. 3D artists can use them in a scene as-is, which will make the process much quicker.

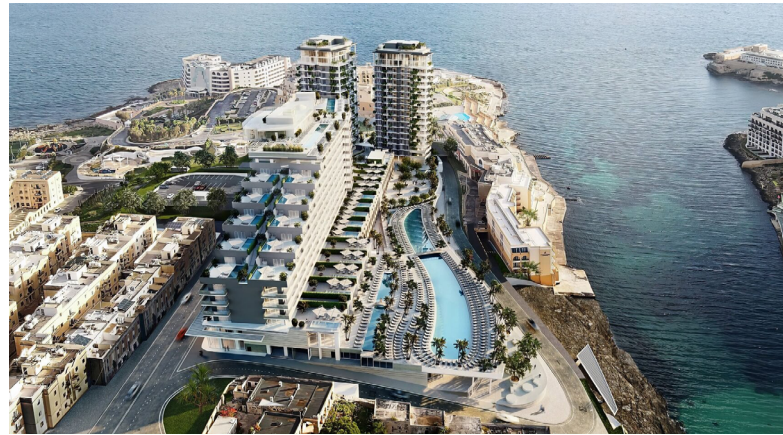
Also, keep in mind that we always save all the models and materials we create for you in the course of your tasks. That allows us to reuse them in your future projects, which significantly accelerates the delivery of CGI.

#6. Type of environment in exterior CGI

Modeling the surroundings for an exterior visualization from scratch can take quite a lot of work and time. It is especially true if the environment is a detailed cityscape shown from a distance. Fortunately, there is a way to speed up the timing of such a project. Photo matching is a technique in CGI production where the 3D model of a building is “built into” a real-life photograph of the environment.

Let’s say your project requires large-scale, detailed surroundings. For example, you want to showcase a future hotel complex in its neighborhood from above. In this case, you can provide a high-quality drone photo of the environment

taken from the necessary angle and in the preferred lighting. And then, the 3D artist will only have to make a 3D model of the building and blend it into the photograph.



This way, you will not only accelerate CGI project timing but also save some money.

#7. Workflow organization

The way the work process of an archviz studio is organized is no less vital for the timely completion of a CGI project than the skills of the artists. Here is why. When you’re communicating with your 3D contractor exclusively online and probably

from different time zones, being sure that a disorganized workflow will not sabotage your deadlines is crucial. So, when choosing an archviz studio, pay attention not only to what they create but also to how they do it.

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For instance, at ArchiCGI, we have our custom-built CGI CRM allowing us to keep all the projects, tasks, files, and chats with every



client in a structured and well-organized way. This way, no detail can ever get lost or overlooked. Plus, our project managers keep a close eye on the CGI project timing and deadlines, and client managers'

support is available 24/7. Furthermore, we have an 'on-time or free' guarantee. Simply put, if we do not deliver your CG renderings on time, we return the money!

The production of quality photoreal 3D visualizations is quite a complex process, and its timing hugely depends on the 7 main factors we discussed above. Hopefully, this information will help you get your renderings exactly on time or even earlier. And we at ArchiCGI are always glad to help you with that.

Looking for [3D visualization services](#) for your next architecture or real estate project? Contact us to get top-quality CG visuals – always on time!

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

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What Augmented Reality Is and How To Use It in Architecture

Using augmented reality for architecture is not the most common practice. While AR technology is quite familiar to us in the context of online shopping and entertainment, its use in the architecture industry is rather a new thing. But that doesn't mean you cannot benefit from it. In fact, this kind of CGI has a lot to offer.

In this article, we will show you how architects can use augmented reality to enhance various aspects of their work. You will also see some examples of AR-ready 3D models created by our [architectural visualization studio](#). And who knows — maybe it's just the thing you were looking for to freshen up your project presentations. Let's take a look!

What Is Augmented Reality?

Augmented reality is a technology that allows one to view computer-generated 3D objects in a real-life environment. AR is available on smartphones and tablets. All it requires is the use of the device's

camera and an optimized 3D model in a suitable format. For iOS, it's USDZ, and for Android — GLB. You just need to open a link to the model, and you will see the 3D object right in front of you through the camera of your device.

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

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How Is AR Used in Architecture?

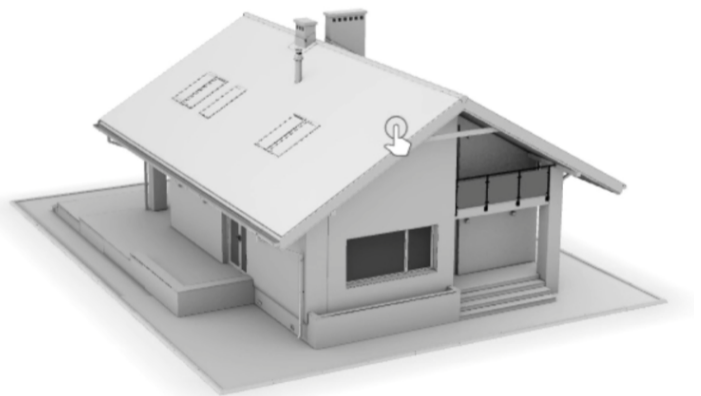
The main use of augmented reality in architecture is for project presentations, where you can showcase a realistic 3D model of your building concept in an interactive way. It works great for presentations you do for your clients, as AR allows them to examine the design from any angle, and zoom in and out on it.

At the same time, augmented reality can be a valuable collaboration tool for when you work on a project with your team. Namely, it can be quicker and easier to view the entire concept in AR and identify any issues that might need improvement.

Below, you can see an AR-ready [3D house exterior](#) created by our CG artists. It is done in greyscale, which allows one to focus purely on



Scan QR code to view this model in AR



the architecture of the building. This kind of visual can come in handy at the earlier stages of the design process when changes are still being made to the size and shape of the structure.



Scan QR code to view this model in AR

As you can see, there are some real benefits to using augmented reality for architecture design process and presentations. So, if you want to try something new to streamline and enhance your workflow, you should definitely consider tapping into AR technology.

And here, we created a textured version of the same house. This option is meant to help finalize the selection of exterior materials.



Looking for full-range [3D visualization services](#)? Contact us at ArchiCGI and book a free consultation with one of our client managers! We'll answer any questions you might have and help you find out what solutions will be best for your architecture business.

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How Commercial Exterior CGI Helps Win Investors

There is a difference between commercial and residential design. For the former, architects need to cater to the needs of a larger group of people. Rather than trying to meet the requirements of several homeowners, architecture specialists would need to think about the needs of all people who own, visit, and work at designed properties. That is a difficult task even for a seasoned professional. And pitching

commercial exteriors to stakeholders is a whole another challenge. That is because oftentimes, potential investors do not have an architectural background. That is why they simply can't understand drawings. They just want a good-looking, functional project that promises bountiful returns. So, the main task of any commercial exterior presentation is to convince stakeholders that the future property fits all

their business goals. If by the end of it the potential investors have even a shadow of a doubt, they won't risk their resources on an uncertain investment. For this reason, the showcase must absolutely sell the idea, be it a restaurant, an office, a hotel, or

any other kind of commercial property. And there's a tool that can help architects achieve that — commercial exterior rendering. Here are 5 reasons [architectural 3D visualization](#) is a key to success!

#1. CGI convinces investors in the project's viability

Investors are business people first, and architectural clients second. They are more interested in possible profits than in technicalities or stylistic choices. So how can an author of the commercial exterior project convince them? The presentation that sells the idea must ensure

For instance, let's take an office building project. The stakeholders know that nobody would want to work in a brutalist concrete box. That's why their idea is to create an office that people want to work in. And CG visuals will showcase that an architect's offer is exactly what they are looking for. CGI will show every detail of a modern, eco-friendly design with large windows letting lots of natural light in. Outside there will be an easy to navigate large parking lot, framed by trees and foliage. It will be obvious that employees will feel comfortable working in such a place. And everyone knows that happy workers are more productive. In such a way, a presentation featuring commercial exterior 3D rendering will promise huge returns. This will probably impress even the most skeptical investors, sealing the deal.



that the building fits the viewers' business goals. And commercial exterior rendering can help do that.

#2. Commercial exterior rendering eliminates the need to rely on viewers' imagination

The primary challenge of an architectural presentation is to have a visualization of the design. Of course, blueprints and sketches might be informative. But a person without an architecture background would not understand the whole splendor of a project just from them alone. Some architecture specialists use scaled models. But they are expensive and time-consuming to create. Not to mention that they are fragile and inconvenient to transport.

This is where commercial exterior 3D rendering can give an edge to any architect. CGI presents properties that exist only as concepts thus far exactly the way they would look like when built. So, with 3D rendering, potential investors do not



have to rely on their imagination to visualize the outcome of construction. In perfectly photoreal CGI, an office building or a shopping mall can be showcased from all angles. It can be shown in close-ups and panoramic shots to provide a complete view. This way, stakeholders get a clear idea about the design and become more receptive to persuasion.

#3. CGI exterior renders show that a building will be a perfect match for its location

When it comes to commercial exteriors, the surrounding area matters just as much as the building itself. The context is a powerful atmosphere-establishing tool. A convincing presentation must reflect that, as well as point out how well the property fits its surroundings. Since

the buildings in question don't exist yet, the only way architects can visualize their locations is with commercial exterior 3D rendering. CGI offers a few significant benefits for showcasing the location.

First, 3D artists can precisely

recreate the environment the building is supposed to be constructed. If they use photo-matching technique, they



can even “insert” a 3D model of a building into a real-life photo of the location. This will help to achieve incredible realism. Also, [CGI for exteriors](#) can demonstrate

commercial design at different times of day or seasons. This would paint a more complete picture of the project in the viewers’ minds. For example, an exterior rendering can show a restaurant in the evening. Which will help demonstrate how the lighting system makes the venue more attractive for potential visitors. Finally, commercial exterior rendering might feature contextual elements. These are details that bring the visualization to life. These can be pedestrians walking by, a well-kept garden, cars parked outside. Such seemingly small things give exteriors a believable atmosphere that immerses stakeholders.

#4. 3D visualization showcases the unique advantages of commercial designs

No commercial architecture project can be approved if the investors cannot see its valid selling points. Maybe it’s built of eco-friendly materials? Perhaps the building is self-sufficient thanks to the use of advanced solar panels? Or does it feature innovative stylistic solutions? Regardless of what it is, the selling points need to be showcased and their viability needs to be explained.



Commercial exterior rendering can easily visualize any of the architecture specialists’ ideas in detail

and explain them without words. The creative stylistic choices for hotels and other public venues, the functionality of factories and offices, the impact of material choices used for construction — everything will be presented

in full splendor, understandable without words. There will be no need to justify why the design should be brought to life — let CGI visuals convince investors to approve the project!

Can a commercial rendering project be full of poetry and life?

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#5. Exterior 3D visualizations allow for presenting projects remotely

Many architects struggle with presenting their works online. Even though there are programs that can help with that, like Skype or Zoom, the lack of visual aid lowers chances of success drastically. Fortunately, commercial exterior rendering is architecture specialists' saving grace.

Commercial exterior rendering makes presentations for investors a piece of cake. CGI visuals

demonstrate designs at their best and in great detail. They can feature not just the building but also its context and show how well they work together. 3D rendering can also draw attention to selling points of commercial projects and prove their viability. On top of that, 3D graphics are perfect for holding online design pitches. CGI allows for leaving the viewers with copies of the presented materials in case they want to take a look at them once again to make a decision.

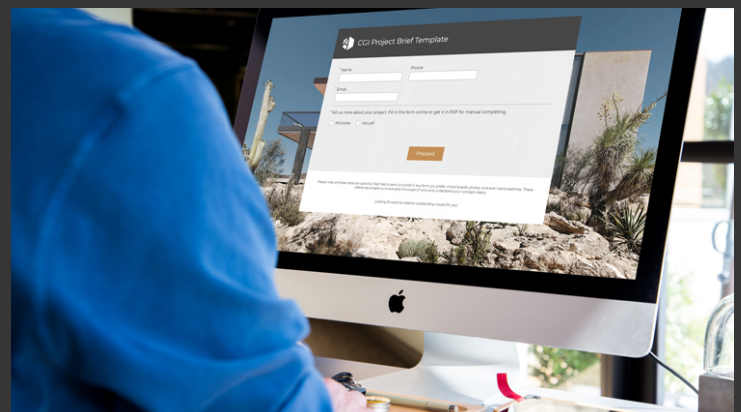


Want to effortlessly sway investors during presentations of architectural designs? Achieve

guaranteed success at pitching with top-class [3D exterior rendering](#) services!

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5 Mistakes to Avoid When Commissioning 3D Renders

O utsourcing 3D house design service is a convenient way to bring the expected outcome of unfinished architectural designs to life in photoreal visuals. Such CG images are effectively used by architects for presentation and marketing campaigns. However, not all the architecture experts already know how to commission 3D renders to get the best results possible.

The process seems pretty clear. But, in fact, there's more to it than finding a 3D rendering studio on

the Internet, sending drawings and waiting for the results. Such an approach can lead to getting imagery of poor quality, misunderstanding with the project team, delays in workflow, and even getting scammed. To help architects prevent themselves from such harmful consequences, we prepared this guideline for working with a 3D house design service. Let's find out 5 crucial mistakes to avoid when commissioning [architectural 3D visualization](#)!

#1. Not explaining the goal of commissioned CG visuals properly

One of the common mistakes architects make when ordering exterior 3D visualization



is not explaining their plan on how they are going to use those CG visuals to the contractor. For example, what are the selling points of a design and how they

have to be showcased? Where would the property be located and how does it affect its marketability? Are the images provided by the 3D house design service meant for presentations, advertising or portfolios?

This crucial information has to be explained in detail while commissioning 3D renders. Otherwise, 3D studio specialists will have too little information to create a 3D design precisely in accordance with the architect's plan and purpose. 3D artists are professionals of their craft, but their vision might be different from the architect's. Which would lead to miscommunication and production errors.

#2. Not researching the contractor's background before ordering a 3D house design service

Before the visuals are commissioned, there is also the issue of choosing a credible contractor. There are thousands of 3D house design service providers on the Internet, each varying in pricing, quality of work and credibility. And each of them claims to be the best one. But believing ads can sometimes lead to unfavorable results. So how does an architect find the right CGI

contractor?



Next up, it's time to make inquiries. Start with looking up related forums and blogs for reviews. After that, contact the 3D rendering studio and find out how many specialists can work on one project simultaneously. It is also wise to check if the company has worked with some prominent businesses and figures in

the industry. Finally, it would be wise to check out how the company calculates its prices and what method of communication it uses — a CRM system is an absolute must. If everything is fair, transparent and perfectly suited to the architect's needs, that 3D visualization studio is worth working with.

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

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#3. Choosing a CGI studio that doesn't provide guarantees

Another thing about choosing a credible contractor that should be mentioned separately is the availability of guarantees. One of the biggest mistakes architects should avoid is

commissioning [exterior 3D images](#) to a company that doesn't provide even a basic NDA. The lack of this agreement can lead to confidential data leaks and leaves the customers open to doxing and other security breaches.

There are other guarantees architecture specialists should look out for. For instance, it is recommended to check if a studio ensures a refund in case of failed deadlines. All in all, the potential clients of a 3D house design service providers must always thoroughly research their contractor's reliability.



#4. Not providing a CGI company with the necessary references

3D artists need visual references to bring the idea of architectural design to life. If they don't know anything about the future property's atmosphere and context they won't be able to convey those crucial aspects in 3D pictures.

In case the building is already being constructed, an architect should add photos of the construction site to the blueprints. It will give a better idea about the surroundings and architectural elements. If a project is not yet approved, it would be reasonable to send pictures of similar exteriors as well as include personal explanations regarding structure, style, and



atmosphere. Providing comprehensive references will ensure that 3D house design service specialists will correctly interpret their client's vision and avoid major corrections.

#5. Paying little attention to the feedback and task progress

Providing and receiving feedback is arguably the most important part of CGI outsourcing, and should be taken seriously. As was mentioned previously, a good 3D house design service studios have CRMs, which allow 24/7 communication with the project team. But that's not the only advantage of these systems. CRMs also save and back up project milestones, which is

extremely useful for keeping the architect and the team on the same page. What's more, CGI studios providing professional 3D house design service always offer their clients to organize Skype meetings to discuss any issue if needed.

So, the architecture experts should regularly check for project updates to make suggestions



and tackle issues as they appear. Corrections are often unavoidable, but they are manageable if dealt with properly and quickly. If communication is organized properly, both sides will be satisfied with the result of work. While if the feedback is lackluster, mistakes become almost unavoidable and deadlines can be delayed.

CGI outsourcing can be a true asset for architects if done right. For this, they need to stick to several simple rules and avoid common mistakes. Architecture specialists have to carefully choose a 3D house design service for the job. They should avoid unreliable studios that don't provide NDAs as well as other

guarantees and have a shady reputation. Before the order is placed, a client should clearly explain the goal for the commissioned 3D renders to avoid too many corrections. When the 3D house design service is ordered, the architect shouldn't forget to provide all the necessary references. Finally, the architecture experts should never disregard feedback and always check out the work progress and discuss it with the team.

Want your architectural designs to be visualized by the professionals? Get high-quality 3D renders for marketing, portfolios, and presentations with our [3D visualization services](#)!



5 Uses of 3D Rendering for Architects

How is 3D used in architecture? Professional 3D visualization can help architects not only present their projects but also evolve their talents and accelerate career growth. Which is what every expert in the field strives for. But achieving these goals is not always that easy.

Being an architecture professional means facing challenges all the time. For example, how to explain drawings to someone with no architectural training? And how to be sure that this person interprets all the

explanations correctly? It doesn't seem easy, however, this is exactly what architecture experts have to go through very often. And the list of the difficulties goes on. It includes refining complicated designs to perfection, communicating ideas to construction teams, working with clients' feedback, mastering new technologies, etc. Not to mention keeping the work-life balance — the cherished dream of every architect, which is so rarely achieved.

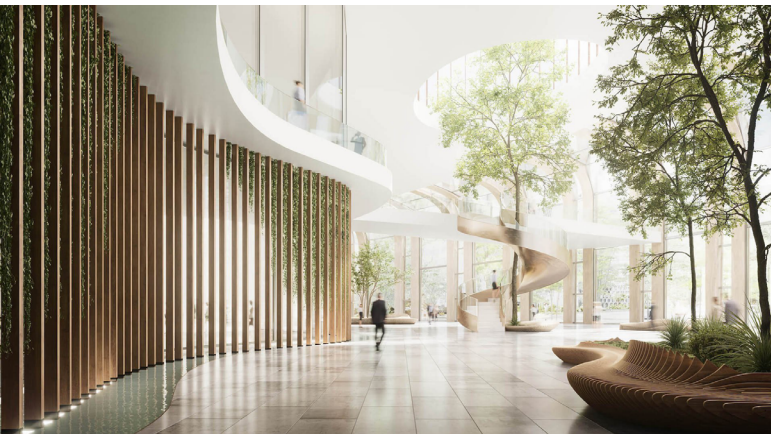
Trying to manage all those issues, architecture specialists look for an effective solution. And some of them have already found it in professional CG

rendering. So, how is [3D architectural visualization](#) used to help experts in the field reach new professional heights and refine skills? Read on to find out!

#1. Professional CGI Helps to Visualize Design Ideas Better

Before 3D became so widely used in architecture, specialists had to rely on traditional methods of visualization. And this was the case not only when

of visuals, the real-life result of the project could turn out to be different from what the author originally had in mind. Because schematic drawings and hand-drawn sketches cannot be used to recreate an architect's imagination with absolute accuracy.



communicating their concepts to prospects but also when refining initial ideas that came to the minds of architects. To render their vision and work on it, they created sketches and drawings. However, with those types

So, how are experts filling this gap nowadays? By using 3D visualization. Skilled 3D artists can use drawings and sketches to bring designs to life in a digital dimension first. So, now, any architecture professional has an opportunity to see a photorealistic representation of their concept before the first brick has been laid. This way, CGI can be used by architecture experts to easily understand what needs to be changed to make the project exactly what they want it to be.

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#2. CG Visualization Allows for Detecting and Correcting Design Flaws

No architectural project is safe from occasional mistakes in calculations. While everything looks ideal on a drawing, some mistakes might be detected when the building is being constructed or even finished. For example, it may turn out that the eaves of the roof are too narrow. When such mistakes are revealed, they cause troubles for both the client and the author of the design. The former will not like pushing the deadline further because some details will need to be redone. And the latter will need to spend some extra time fixing the error.

Here, another reason 3D is used in architecture is to help prevent such failures. When the concept

is visualized in photoreal CGI in advance, any mistake in calculations will be easy to notice. That's



because all materials and architectural elements will be accurately depicted in [realistic 3D rendering](#). This is how the author will be able to see them and correct the project before the works start.

#3. High-Quality 3D Rendering Sets the Stage for Getting Better Feedback

When an architecture specialist explains their offer to a client, the discussions can take ages. Having no architectural background, clients are unlikely to know how to read drawings. So, they can't fully understand the design. Which may lead to many unpleasant situations. For

instance, the clients may doubt every decision of the architect and ask to make everything another way. Or, they can approve the project but then get disappointed when it's brought to life. Luckily, with CGI, avoiding these misunderstandings becomes a piece of cake.

When 3D is used in architecture, it gives a base for a fruitful discussion as it lets architects



and clients speak the same language. Looking at a 3D render,

a client can easily point out elements that do not match their requirements. For example, they might dislike the color shade of roof cladding or the shape of windows. After the feedback is given, an architecture specialist and a customer can quickly agree on needed changes and improvements. So, here, CGI is used to ensure that the ideas of architecture experts are understood correctly, and working with clients' feedback becomes easy and productive.

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

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#4. CGI Is Used to Explain Concepts to Construction Workers

A client is by far not the only person to whom an architecture specialist needs to convey design ideas. It's also important for a construction team to have a clear vision of the outcome. And even though professional construction workers know how to read drawings, it will be better if they have a photorealistic 3D rendering of the expected

result in front of their eyes.



So, one of the most important answers to “how is 3D used in architecture?” is “to facilitate communication between the architect and the construction team”. With CGI, the latter can understand very clearly what an architecture professional wants to create and how. This doesn't

leave any room for conflicts and misunderstandings. In this case, high-quality 3D rendering is used as a medium that aligns visions of the author of the design and the construction workers, allowing them to cooperate ultra-effectively.

#5. CG Visualization Saves Time for Creative Work and Talent Development

Developing new creative ideas is a vital need of architects. But they also have a lot of routine tasks that often consume too much time. For instance, to succeed at project pitching,

creative or mastering new skills. All they dream about is a good nap.

Then, an expert has to go through a project approval phase. Here, they have to face new troubles. A client might misunderstand the concept or have some objections to how the estimate is done. So, the architecture expert gets involved in endless discussions. Which is not just exhausting but also leads to delays in getting approval and starting the works.

an architecture expert needs to prepare proper visual materials. They have to spend hours creating detailed sketches or even building a physical model of a future design. All these preparations can be so exhausting that in the end architecture specialists have no energy for being

Solving both of these issues is yet another strong reason why 3D is used in architecture. With CGI, creating a breathtaking presentation does not take ages like before. To get a photorealistic 3D rendering of a building concept, its author just needs to contact a 3D visualization studio and complete a project brief. Then, based on submitted



blueprints and a list of materials, skilled 3D artists will create stunning photorealistic renders. It saves architects countless hours that could have been spent on sketching every view and detail of the design or constructing its scale physical model.

As for presenting projects, it also becomes much more effective with CGI. It allows prospects to picture the future building clearly, which greatly shortens discussion on the design and price. This is how architecture specialists can save a lot of time and use it for mastering new skills and developing talents. All that thanks to CGI!

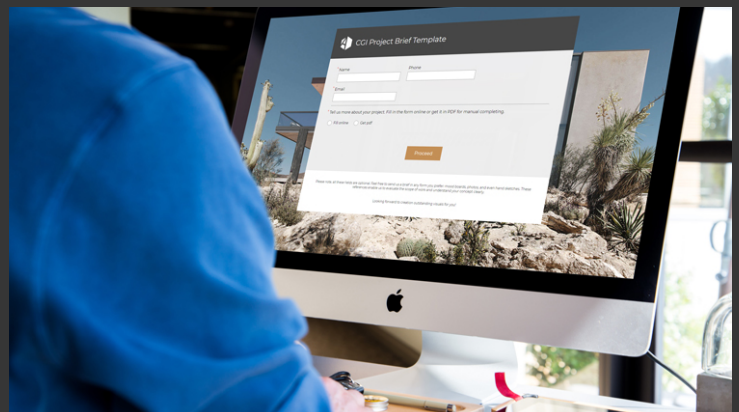
So, how is 3D used in architecture? Now you know all the answers to this question.

Photorealistic 3D visualization can make architects more productive and successful in their work. CGI allows for visualizing a project clearly and getting better feedback from clients. It helps to fix mistakes in the design in the early stages. High-quality CG rendering is also used to illustrate technical drawings for construction workers so that they understand their tasks better. And, finally, it takes a lot of routine tasks off architects' shoulders, giving them the possibility to invest more time in creative work and professional growth.

Wondering how to optimize your workflow and become more successful in the architecture business? Opt for professional 3D rendering services and make it happen!

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CGI Case Study

4 Examples of Architectural CGI for Florida-based Projects

Are you thinking about getting 3D architectural rendering for Florida projects? If so, you might want to start by checking out the visuals other architecture, design, and real estate professionals use to present their concepts in the Sunshine State. This way, it will be easier for you to find your own unique style that will fully represent your ideas and make your images stand out.



In this article, we will share some examples of 3D renderings and animation our [architectural visualization studio](#) created for projects based in Florida. In

every case, the CGI helped our clients either get their designs approved or successfully market their realty assets. Let's take a look!

#1. Residence in Fort Lauderdale, Florida



This 3D architectural rendering of a Florida house was created for a real estate agency. The realtors needed an attractive image for a Zillow listing, but the property was still under construction at the time. That's why they decided to go with architectural CGI. As a result, they were able to showcase all the selling points of the residence. Namely, its prestigious location,

sleek design, and even the possibility to moor a boat at the private dock. With such a vivid and enticing visualization, the house had found its owners before the construction was completed.

If you'd like to see more images of this residence and learn about the "making of" process, check out this case study on [3D rendering for real estate](#).

#2. Restaurant in Miami, Florida



This 3D rendering shows the proposed design of the ABA restaurant in Bal Harbour. The interior designer needed photorealistic visualization of her Mediterranean-inspired concept for a presentation. In particular, she wanted the rendering to accurately convey her vision from the layout to the textures

of materials to the light and welcoming atmosphere. As you can see, our 3D artists met all the requirements to a tee. And, as of November 2022, one can already visit this beautiful place in reality, since the ABA restaurant is now open at the Bal Harbour Shops mall in Miami.

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

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#3. Clubhouse in Palm Bay, Florida

Our CGI specialists created this 3D architectural rendering of a Florida project for a real estate developer. The image demonstrates the exterior of a clubhouse, which is part of an apartment building complex. Once the construction of the place is completed, the units will be rented out. And access to the clubhouse will be one of the many perks of living in these high-end residences. So, this architectural rendering is perfect for an early marketing campaign, as it shows the benefits of the

property. In addition, the bright and lively look of the CG image

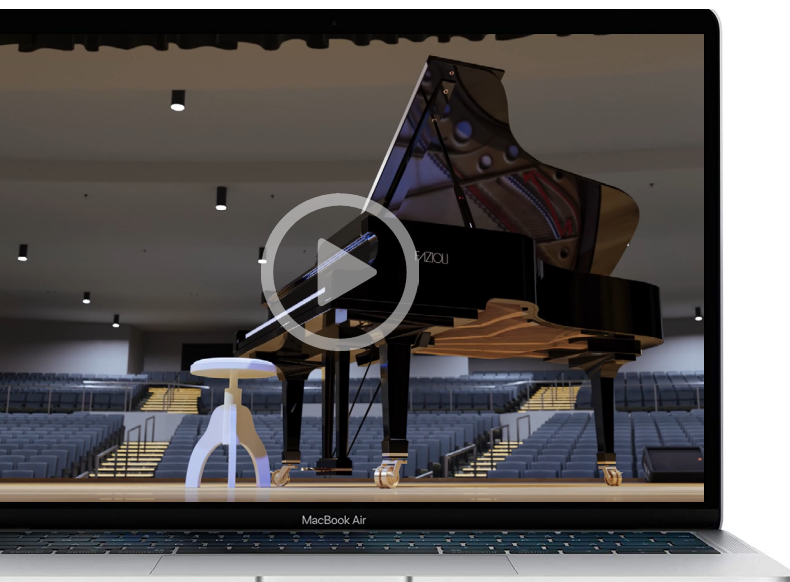


will definitely get the prospects' attention.

#4. Theater in Boca Raton, Florida

When we talk about 3D architectural rendering, we mean CG animation as well. The one above was made for an

architecture & interior design firm. It showcases their renovation proposal for the interior of the Century Village Theater in Boca Raton. Namely, the 3D walkthrough demonstrates the new upgraded design with better viewing angles and acoustics, as well as overall ADA compliance. Complete with a dramatic soundtrack, the CG video provides a stunning demonstration of the firm's work.



Would you like to see how we created this walkthrough step-by-step? Read this case study on [photorealistic 3D animation](#) and find out.



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Townhouse 3D Rendering for a Real Estate Project in Canada

The townhouse 3D rendering above shows a prime piece of real estate created by Presti. The residence boasts an energy-efficient design, timeless elegance, and a fantastic location. The townhouses will be located on Avenue Du Musée — in the heart of Montreal, in close proximity to the picturesque Mount Royal Park, cultural landmarks, such as The Montreal Museum of Fine Arts and Salle Bourgie, and lots of fine dining restaurants and boutiques.



We created interior and exterior 3D renderings for the townhouses within our large-scale Montreal project for Presti. The project also included [3D Virtual Tours for Robertson Condos](#) and [3D visualizations for Percy Condominiums](#), and both buildings are currently under construction.

General Information

The 3D renderings were commissioned by Presti Homes and Developments for showing the townhouse on the company's website. The client needed:

- exterior rendering for a day and night view of the facade;

Ready to learn how we created 3D renders for real estate pre-selling? Want to see what the results are and how they were used? Then join us as we revisit the production process of this townhouse 3D rendering.

- amenity rendering for a rooftop terrace. Hallway and valet parking renders were to be taken from our previous CGI projects;
- interior rendering showing each townhouse's design concept. The design could be altered by the customers in the future.

Brief for Townhouse 3D Rendering

To create photorealistic and accurate imagery, we were sent a detailed brief. The brief for interior renders included the following documents:

- site plan
- full set of floor plans
- electric and lighting plans
- detail drawings
- finish schedule
- product inclusion sheet
- camera views
- design references

- photos from the construction site

Also, we got a lot of materials for accurate exterior rendering:

- an example render for the courtyard looking at the townhomes
- landscape plans
- brick facade details
- elevations
- facade photo as a materials reference

- landscape plan for lighting locations
- more architectural drawings.

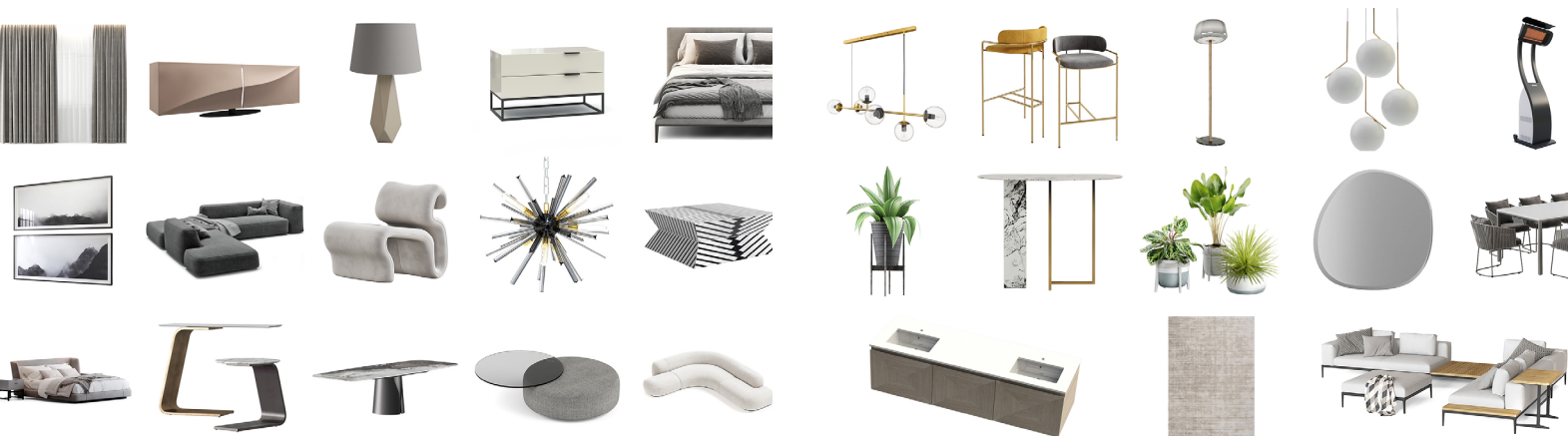
Work on 3D Interior Concept

With the brief ready and additional questions answered, it was time to finalize the look of the interiors. For that purpose, we offered our client to select furniture and other interior objects in our 3D library.

The reason is that using ready 3D models reduces workload, cost, and speeds up the project. Besides, our 3D products library contains 74 128 CG models, which means one can find anything they need. And not just any models: they are all

top-quality, many showing products from renowned brands such as Natuzzi, Ashley Furniture, Crate & Barrel, West Elm, Pottery Barn, Hickory, EQ3, Stickley, Schoolhouse, etc. Which also means that future home owners can buy furniture, decor, and textiles used in the scene.

So the client looked through our 3D library and selected the items he liked. Here are some of the 3D models you will see in the final rendering results.



Production of the 3D Townhouse Interior Renderings

Even though we worked on all the 3d visualizations simultaneously, it would be more convenient if we examined these parts of the project separately. So we

shall start with interior 3D renderings. And the first step we agreed upon was to show the grayscale renders.

Grayscale 3D Rendering for Townhouses

When we had all the information, we built the scenes and created preliminary 3D renders based on the camera views plan.

Those were grayscale renderings, with no textures and light. Their purpose was to show the camera angles, geometry, furniture layout, proportions, and composition.



Low-Resolution Townhouse 3D Rendering

The client examined the results and requested a few changes. After revision rounds, we proceeded to apply textures, set light, and add post-production when necessary. To speed up the reviewing process, we

sent the 3D renderings in low resolution.

The client viewed the results of the preliminary 3D rendering, in particular, he examined the materials, light, and decor. Some images were approved on the spot, while others went through a few more review rounds.

When we got every element right, we went on to the next

stage — townhouse 3D rendering in the final resolution.

Full-Resolution Rendering for Townhomes

When every room of the townhouses met the client's vision with 100% accuracy and looked both gorgeous and atmospheric,

we added some final touches through post-production and rendered the new images in Full HD resolution. Below you will find some of the results. Aren't these townhomes a dream come true?



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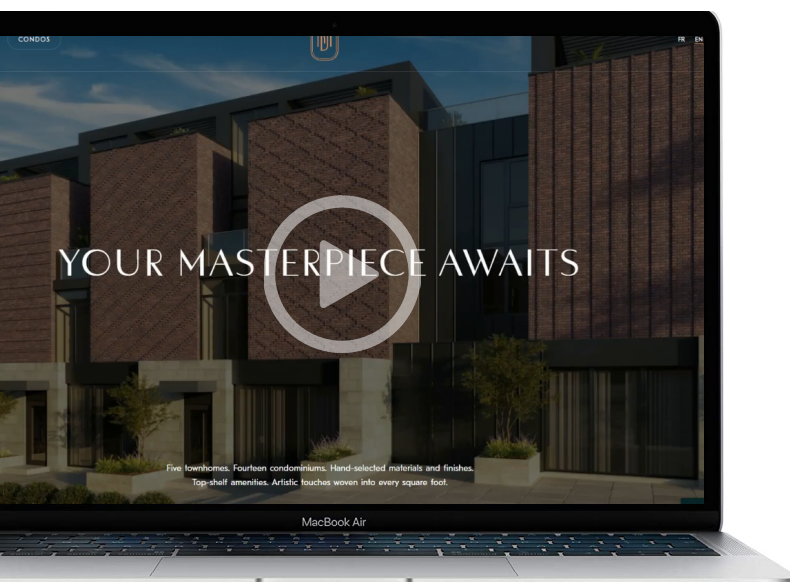
The client viewed and approved the results which concludes the townhouse 3D rendering for the interiors. Next,

let's look at the 3D visualization we created for the modern and edgy-looking building facade.

Photorealistic 3D Rendering for the Townhomes Exterior

After getting all the answers and materials, we built the scene and created day and night views with all the materials, lighting, and people figures. The

client left some comments, and a few rounds of review followed. Below you will find the final [exterior 3D renderings](#).



What do you think? We are absolutely in love with these townhomes, and that probably shows in the results. Here is what they look like on the company's listings.

ARCHICGI TEAM

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](#).



Anastasiya Yegorenkova

Senior CGI Artist

Anastasiia loves CGI for the diversity of tasks and creative challenges it provides. She knows how to show the strengths of a design, and fill the image with a perfectly chosen story and mood. Outside work, Anastasiia is an accomplished painter.



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.



Vlad Sheremetiev

Team Leader & CGI Artist

If a render reflects the 3D artist's point of view, then Vlad looks at his masterpieces with enamored eyes. Modern architecture is his passion, and he certainly knows how to show it in the best light! After work, Vlad enjoys sketching and sup boarding.



Tania Tkachenko

Senior CGI Artist

Tania is an accomplished CGI storytelling guru. Her renderings are always full of life, color, and emotion. In her free time, Tania has more creative pursuits than we can count: she's a pianist, a painter, a singer, and a snowboard lover.



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