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take the concept from
their brain and show
what the actual end
product will look like**

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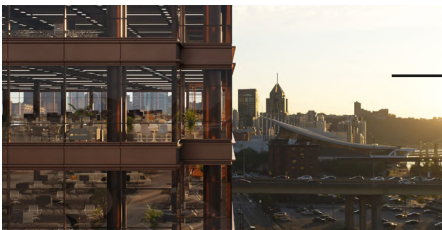
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Interview with Gail Doby, founder of the Pearl Collective consulting group for designers

Gail Doby's knowledge and talent in the field of interior design are unmatched. The facts speak for themselves: Gail has been sought after as a designer even before getting her design degree. Since earning that degree, along with one in finance, she has gained extensive experience running her own design firm

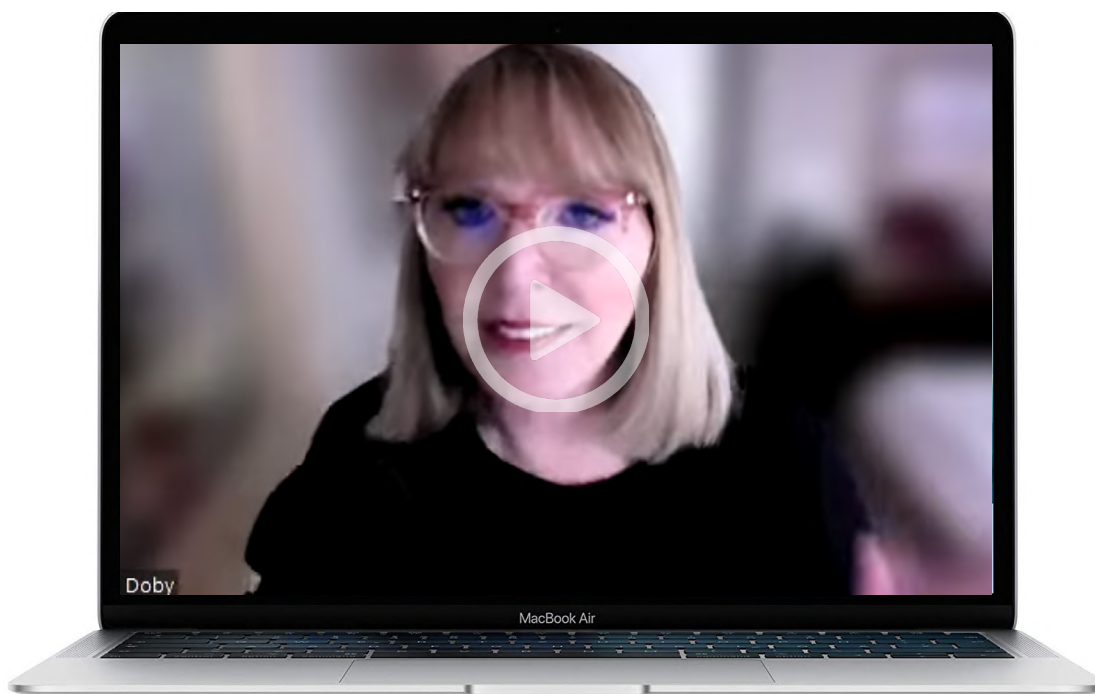
for many years. Ultimately, she reached a stage where she wanted to assist fellow designers in managing their businesses and achieving prosperity. At that time, the groundwork was laid for Gail's coaching and consulting group, which is now known under the name [Pearl Collective](#).

Today, Gail's primary focus is helping interior designers transform their businesses for the better in every possible way. With her guidance, they master finances, marketing, sales, and other aspects that might be challenging for creatives. A number of Gail's clients undergo such substantial, positive transformations in their businesses that they return to her collective as coaches.

The team of our [3D interior rendering company](#) seized the opportunity to speak with Gail. We

asked her a variety of questions to which interior designers might be seeking answers. Gail shared with us the keys to cultivating a successful designer's mindset and strategies for addressing the obstacles designers encounter, among many other insights. What's more, she illustrated her points with real-life examples from her practice.

Want to know how to take your interior design business to the next level? Read or watch the interview with Gail and find out!



How did you enter the design industry? Do you have experience in other fields as well?

When I started many years ago

and got a degree in finance and banking, of all things, I ended up working for a Fortune 500 company. My job there included calling on architects and designers

and helping them specify carpet products. It was an interesting way for me to get familiar with the industry.

Over time, I noticed that everything I did had some element of design with it. So eventually, I got a design degree and decided to run a design business. To sum up, I've been around the industry my whole adult life, and it was more by accident. It certainly wasn't intentional.

It sounds more like it wasn't you who chose the industry, but the industry chose you.

Maybe so. It was really an interesting series of events. Every time I turned around, I kept finding out that, for example, my friends would ask me to help them with designing their houses. What's more, they would fly me around the country to do that! And this was even before I had a design degree.

Finally, after I got married, my husband and I both decided to go back to school. So, it was right after I'd gotten back from Cleveland doing a house for a friend when I

said, "I think I should get a design degree everybody keeps asking me for". That's how I ended up here.

Share with us the story behind the Pearl Collective and its current activities as a business consulting group.



We started many years ago. I had a design business and I hired a young woman, Erin Weir, who started as an intern. She is now my second-in-command, and we're almost finishing up our 17th year of working together.

Around 2008, we decided to start a consulting business. We aimed to help designers learn how to run their businesses because we had lots of friends that didn't know how to do that.

“ *Our main goal is to help our clients build more confidence, financial security, and wealth.* ”

Originally, we were known as Design Success University. Then, in 2014, we rebranded to Gail Doby Coaching and Consulting. And just last year, in 2022, we went ahead and rebranded once more to Pearl Collective. This time, it was a little bit of a broader change in how we were approaching the business. That's because we now have a collective of clients (three collectives, actually) and also a collective of coaches working with us. We focus on business coaching and consulting, and our main goal is to help our clients build more confidence, financial security, and wealth.

How does the approach of the Pearl Collective differ from other similar services in the industry?

Since I have a finance degree, I ended up bringing that into the business quite a bit. That's because I've learned that most designers are really great at the creative part, but they may not be that great at the business part. So I decided that this is a gap we can fill. We've been doing this now for 15 years, and we've had the opportunity to develop all sorts of financial tools.

For example, we offer modeling tools that can help people put together a three-year financial model. We look at their personal finances to see how it connects with their business. Also, we learn what their goals are so that we know that we're building a business that supports those goals. I think that's something we do that other consultants don't do.

“ *We help interior designers go from being slaves to their business to understanding how to run a successful business and make money at it.* ”

Another interesting thing is that over time, some of our clients have become coaches for us. That's because they believe in what we do as they've experienced radical shifts in their business after working with us. So, we have these people returning and wanting to give back to help other designers in the industry. It's been so fun to watch this ecosystem develop! I can say it really helps a lot of

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interior designers go from being understanding how to run a successful business and make money at it.

What is the top challenge



designers face?

The thing that happens for most, and I've heard this in so many conversations, is that people will come and say, "I'm stuck. I don't know how to get my business to the next level. I can do what I'm doing right now, but what I'm doing won't get me further than where I am". And it takes not just one decision or skill to fix that.

It takes multiple things to be really good at running a business. One of those is to have a plan for where you're going. The second is to have the right strategy for where you're going. And then, you need to make sure you have all the pieces in place. These include marketing and sales, as well as building a team and

understanding financially how to build a successful and profitable business.

“ Many designers spend too much time making other people happy but forget to make themselves happy.”

All of those skills are not necessarily things that people come naturally to the table with as design business owners. So, our goal is to help them overcome these obstacles as quickly as possible and develop a way to make decisions smartly.

I'll give you one other little detail that I think is so important. That's the mindset behind running a business. Most people come into the design industry and think, "Oh this is exciting! I want to design houses and I want to make people happy". What I mean is that often, designers spend too much time making other people happy. And sometimes, their mindset is not in the right place. They do not think, "I've got to make myself happy too. And I've got to enjoy my business to make money at it for me to feel good about what I'm doing". In my opinion, it's really important to have that mindset as well.

What specific aspects of business do your clients require assistance with?



Most interior designers come in with a fear of numbers. But this is a big part of what they do. They have to put together proposals, get money from clients, and so on.

There's really a lot around developing the financial strategy. So, we start there because it's ultimately important for a designer to be able to be rewarded for the hard work that they put in. This is not an easy profession. I would even say, this is probably the hardest work I've ever done! Being a designer takes knowledge of so many aspects.

“ *The difference between those who are successful and those who aren't is that the former are willing to learn.* ”

However, you can be great at design but you've got to be equally as good or better at running a business. That's how it works: you can be a fabulous business person who is an average designer and makes a killer income, or you can be a fabulous designer who is terrible at business and struggles all the time.

Basically, the difference between those who are successful and those who aren't is that the former are willing to learn. They're coachable and they understand they need to have a plan and financial knowledge to make their businesses run well.

In one of your blog articles, you discuss the significance of photography in marketing for designers. What are your thoughts on 3D rendering in this context?



3D rendering by ArchiCGI studio

Photos of a designer's works are their calling card. These photos are what potential clients select from when looking for somebody that has ideas and style that will fit with their goal for their business or home. So, when you are trying to initially get the client, the first thing that you want to do is have great photography.

“ *3D rendering allows the designer to take the concept from their brain and show what the actual end product is going to look like.* ”

In its turn, 3D rendering can be used as a handy tool in the course of working on a project with a client. Because oftentimes, one of the things that are so hard for clients is to understand your vision and thus to know if they like it. They can't just look at a proposal and imagine that sofa being in that room.

3D interior rendering allows the designer to take the concept from their brain and show what the actual end product is going to look like. I think that CGI is one of the greatest modern tools that designers have to express their ideas, sell them, and simplify the process of getting the client over the hurdle of imagining the outcome. As a result, clients sign on

the dotted line with no hesitation, and you can get the orders processed as well as finish projects faster.

Could you explain your Creative Value Blueprint™ method and how it assists your designer clients?

I think it's very much like an MBA for designers. It helps them with all aspects of their business, including its values and culture. Our method helps designers think about why they're doing what they're doing and why that's important. It also helps them shape the client experience and the experience of their employees. The Creative Value Blueprint™ method offers systems, processes, and checklists necessary to build a successful business. Finally, it all ties in with the financial aspect they need to have in place, and our method helps with it too.

“ *My method is very much like an MBA for interior designers* ”

Basically, it's like the blueprint for building a house. If you have a bright blueprint, you're going to have a beautiful house. But if you don't have a blueprint, I'm not sure where you're going to go. So, this is the essential element that helps designers. It is available through

our VIP experience, which allows people to come in for three days and have very intensive training. Afterward, they know how to put that all together for their business.

The Pearl Collective offers different programs for designers. Could you clarify the distinctions between them?

All designers have different problems at different stages of their business journey. That's why we have three different levels of training.

- First, we have one called **Circle**. That's a strictly online program that teaches people the basics. Usually, designers in this program are up to 250 000 in revenue and probably don't have much of a team. They might be working alone or have a bookkeeper. So, they're just proven that they know how to design, but now they have to figure out how to run the business. We help them with the structural piece to get started.

- Once they graduate from Circle, they move on to a program called **Alliance**. That is where they go through a VIP experience for people with 250 000 to a million in revenue. It includes front-end training, coaching, and an opportunity to meet with their peers in person and network. We also have a Slack group where the

members can interact. This way, they develop relationships with each other, which is really amazing. They originally come for the VIP program, and then they stay for the relationships and develop great friendships. They get to know people they can reach out to any time they have a question or just need support.

- Designers with over a million in revenue are welcome to join our **Boardroom** program. At this point, they have unique things happening for their business. They're ready to build a leadership team. Often, they already have a team of designers and specialists running the financial aspects. So they are in the stage where they're earning so much money that they are able to give back to the community. This program also has retreats where the members get to go to some lovely places together.

What special opportunities do these networking events provide for your clients?



For instance, we just got back from Newport Beach. We were at Pelican Hill, an incredible resort, where designers had the opportunity to socialize, solve problems, and just learn in a group. Everyone there supported each other. So that's what I think is so exciting about our programs. You grow your needs, and our programs grow with you.

We've also started allowing designers to bring people from their leadership team. This has helped them to get in place the things that they're learning and apply it to their workflow quickly. They get the buy-in from the other person, and that person ends up being a cheerleader for the growth of the business. It works really well. We've been doing this for a long time and our clients enjoy it.

“ *You grow your needs, and our programs grow with you.* ”

How do you keep up with the most recent interior design, business, and marketing trends?

I am a voracious reader. I read from different sources, for example, industry newspapers, New York Times, etc. In fact, I was reading just today about leadership and building a team. I do a lot of research and think about how to

connect the dots differently and solve the problems that people are currently experiencing. So, I am constantly learning and I am sure it is vital in this industry, especially as a coach. I think it's really important, as someone who leads and inspires others, to stay ahead and never stop growing.

Networking with colleagues is also a valuable source of information that helps me understand our industry's challenges. Engaging with bright individuals at the forefront of industry thinking provides priceless insights.

Could you share an example of a valuable networking experience you've had?

I have a great story from 2020. It is about one of my clients who has now become a great friend. At the time, he had 32 employees and was running his business in Portland, Oregon. We decided to take our Boardroom group up to his office and have them see the inner workings of his firm.

At one point, he said to this whole group of people, "What are you doing to prepare for Covid?". Everybody looked at him like he was crazy because it was February 2020 before everything shut down. He, however, continued, "No seriously, you should be thinking

about it because it will close down the U.S. It's going to change our world!"

So, he literally already had a plan for who he was going to lay off and how he was going to make cuts. Also, he had ordered laptops for everybody in his company. Having done all this, he was prepared. And so when he was shut down he actually had it all ready to go. What I learned from this is that he's always ahead of the curve and knows what's going on. Now, about once every six months, I'll say to him, "What do you see coming?". So I have those extremely smart people like him who pay attention to things and somehow always find the information that will keep them at the forefront.

Do you have any more advice to give for a successful interior designer's mindset?



There is a thing I say to all of my coaching clients. Whatever we're afraid of, we should be doing

— if we look for the opportunity to grow. Just remember that it's okay to start off and not be great at it. We need to face our fears because sometimes what we most fear is what we most need to do.

I'll give you a good example. Once I had a client who has been in business for probably 25 years with her partner. She reached out to me and said, "I'm trying to get myself into doing the marketing that I need for the business. But it's just not in my wheelhouse." And my question to her was, "Is feeding your family in your wheelhouse?". Eventually, she agreed that she had to sell in order to take care of her family. So, my advice is to overcome fears by taking small steps toward tasks that feel uncomfortable for you. This approach will lead to massive strides in both your business and life.

“ *Whatever we're afraid of, we should be doing — if we look for the opportunity to grow.* ”

Is there something you would want to hear from a professional of your status when you were at the beginning of the path?

I was just writing a keynote speech yesterday. And I was reflecting on my journey, from where I started to where I am now.

The interesting commonality was that I made repeated mistakes in both of the businesses that I've owned.

So what I would tell my younger self is that you need to take the time to plan and to think about what you are trying to build. And when building something, also be aware that there are going to be things outside of your control.

Plan for those as well, because you never know when you need to have financial reserves.

There can be situations such as Covid or economic crises like the one in 2008. I remember 2008 very well. It was a big financial setback for the world, and it was very hard for designers. 40% of them went out of business.

“ *When building something, also be aware that there are going to be things outside of your control. Plan for those as well.* ”

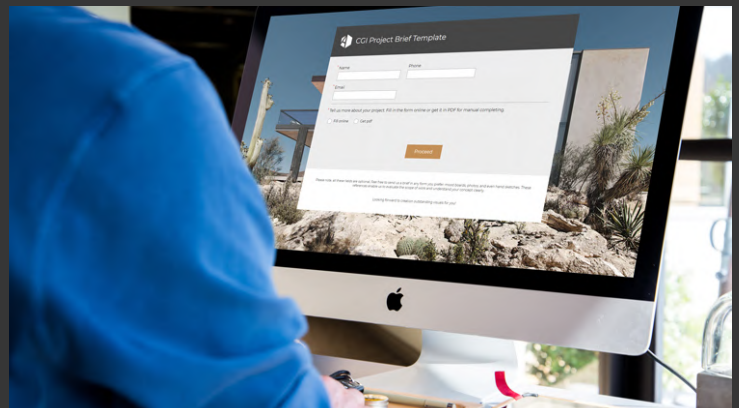
To conclude, a lot of people fail because of a lack of money and lack of planning. So make sure you have a plan and some contingency funds so that you can keep afloat in the tough times. I wish I had known that many years ago before I started my business.

The ArchiCGI team is infinitely grateful to Gail Doby for this

beautiful conversation. It was truly insightful and interesting for us, and we hope it will help our interior designer readers find useful advice to level up their business. We wish Gail and the entire Pearl Collective team continued success and prosperity, as they assist more interior designers in achieving their goals.

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8 Tips to Make Commercial Architectural CGI Mesmerizing

Commercial architectural projects such as hotels, offices, restaurants, and retail spaces require exceptionally captivating presentations to win investors. There's where CGI comes in handy. With 3D rendering, architects and designers can help stakeholders visualize the final product before construction even begins. However, creating a simple SketchUp model of a building is often not enough to impress them. Photorealistic

commercial 3D rendering can be a lifesaver here. Of course, providing it is done right.

Our [architectural rendering studio](#) has been working for 12 years to ensure architects always have accurate and appealing renderings for their presentations. In this article, we will share 8 tips on how to make your commercial 3D rendering leave a lasting impression on your audience!

#1. Get the Stage Set

When it comes to commercial rendering for architecture, choosing the right setting is crucial. It can greatly impact the overall look and feel of the project, influencing the investor's ultimate opinion. So, consider the purpose and style of your project and choose a setting that complements it.

Here is an example. Take a look at this 3D rendering our studio made for a cozy lodge in Norway. You see mysterious dark forest, beautiful



reflections in the lake, and, of course, the mesmerizing Northern Lights. They work perfectly together to create a breathtaking atmosphere. And they highlight the design itself at the same time.

#2. Focus on the Benefits



Emphasizing the specific benefits of your design can enhance the effectiveness of your commercial 3D rendering. That's because this way, you communicate the value of your project.

Let's take a look at this mountain resort rendering. A kids' playground almost takes the center stage here. It communicates that the place is family-friendly. That will be great for those who want to spend a relaxing weekend with their loved ones.

In a similar vein, in an office commercial 3D rendering, one can highlight a spacious and comfortable lobby or cafe. It will convey the message that the building is both functional and provides a pleasant work environment. Don't hesitate to highlight any extra perks of your commercial design in a rendering.

#3. Light the Way



In a commercial 3D rendering for architecture, lighting plays a crucial role in setting the tone and mood. Various lighting scenarios can communicate different aspects of the project. For instance, they help clients visualize how it will look at different times of day and weather conditions.

Let's consider these two renders of the same hotel. A daylight rendering helps viewers appreciate the building's design and all the

details of the surroundings. In turn, a magic-looking nighttime rendering emphasizes the perfectly thought-out exterior lighting and city night atmosphere.

In commercial rendering, one should be mindful of the type and color of lighting, as well as its direction and intensity. For example, warm lighting can create a cozy and inviting atmosphere, while cold light creates a more modern and sleek feel.

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#4. Showcase the Amenities

Showing the best amenities in detail is key to capturing clients' attention and conveying the unique features of the for example, in this 3D rendering for a hotel, we showcase a rooftop



terrace with a breathtaking view. It clearly communicates that the place offers a unique and luxurious experience. Highlighting features such as lounge areas, fire pits, and outdoor dining can show how they will make the space more appealing.

In restaurant or office rendering, you can showcase such design elements as art installations or high-tech features. This way, you will show that the place will be truly memorable and unique. So, go for it in your commercial rendering!

#5. Populate Your Rendering

Even more so than in residential projects, adding people to a commercial 3D rendering can be decisive. By doing so, you can greatly enhance the realism and appeal of the project as well as help clients visualize its functionality.

For example, if you are presenting a hotel concept, showing a person at the reception desk can help convey a warm and welcoming atmosphere. Similarly, showcasing a terrace with people dining and servers can help clients

visualize how the space will work. And don't forget that there's nothing better for the viewers to comprehend the scale of the space than seeing a human figure in it!



#6. Take Large-Scale Projects to the New Heights



With large-scale commercial projects, such as chain hotels, shopping malls, or office complexes, an aerial view can be highly effective to showcase the scale and complexity. By providing a bird's-eye view of the entire site, an aerial rendering can help one visualize the layout.

An aerial commercial rendering can also help the audience understand how the project works visually and functionally with its surroundings, such as roads, highways, or parks, and how it fits into the larger urban or natural landscape.

#7. Zoom in on the Details

Close-up shots are a powerful tool to convey the mood in commercial 3D renderings, both interior and exterior. By focusing on specific elements, such as textures, materials, or design features, close-up shots can help



showcase the intricacies and vibe of your design.

A close-up rendering can convey a particular mood or atmosphere, such as the warm and inviting feel of a cozy restaurant or the

sleek and modern vibe of a high-tech office space. By focusing on specific elements that shape the overall mood, close-up shots can help one envision the experience of being there even before the place physically exists.

#8. Explore Various Types of 3D Rendering



While working on commercial projects, it's recommended to consider different types of 3D rendering to make your presentation the most captivating. First of all, both interior and exterior renderings will probably be necessary to fully showcase the design.

Other types of rendering, such as 3D animation or VR, can provide

a more unique experience. For example, 3D animations can take your audience on an [architectural walkthrough and flythrough](#), or demonstrate the functionality of certain features. VR will give a client a fully immersive experience, while a [dollhouse rendering](#) will provide a unique and informative view, showing both the exterior and interior in one image.

As you can see, choosing the right approaches to commercial rendering depends on many aspects, from technical to creative ones. We hope we've provided you with some useful tips! But if you're still unsure how to present your commercial design in the best light, contact us. We will find solutions that match or go beyond your expectations.

Looking for [3D rendering services](#)? Contact us at ArchiCGI to get award-worthy CG images in the shortest time frames possible!



6 Best Angles for Interior 3D Rendering

3D visualization is a powerful asset in an interior designer's toolset. But it only brings profits if used smartly. For instance, perspective in a rendering matters a lot. It can make or break the impact of the image and the overall impression of your design. However, you can find it challenging to decide on the best angles for interior 3D rendering. The choice will depend on the layout as well as your specific project goals. So, how exactly do you choose the best angles?

Our [3D visualization studio](#) works with hundreds of interior designers to ensure they always have the best quality imagery for presentations and marketing campaigns. So, we know for sure how to create a render that will help you achieve your goals.

Want to learn about the best angles for your interior 3D rendering? Let's start right away!

#1. Wide-angle View

It is one of the best angles to showcase the overall design and layout in a rendering. A wide-angle image offers a comprehensive representation of the space, providing the audience with a sense of the room's proportions and its general vibe. By capturing the entire interior, a wide-angle view allows one to get a better understanding of how different elements of the design come together to create a cohesive and functional space. This is the best option to convey the essence of your project.



This type of [digital rendering for interior design](#) is used not only for presentations but also in brochures, magazines, and online ads. Plus, it can come in handy on social media and websites to showcase the designer's expertise and unique vision.

#2. Straight-on View

Another angle for interior 3D rendering to consider is a straight-on view. This one offers a front-facing perspective of the space, conveying its symmetry and balance. That is especially

valuable if the depicted design project leans toward classic style.

A rendering like that shows the room head-on, which makes it the best for showcasing the key elements of the design, such as a fireplace, artwork, or a statement furniture piece. The straight-on shot can also highlight the specific features of the space, for example, significant ceiling height.

One should use this type of rendering carefully though. Sometimes, it might look a bit



boring and flat. Still, straight-on shots can work perfectly to showcase the core elements of

#3. Down-View

Next on our list of the best angles for interior 3D rendering is a down-view. It showcases the entire room from above, allowing viewers to see the overall layout. Such a 3D rendering is particularly useful for large rooms, where it can be challenging to capture the entire space in an eye-level image.

With a down-view, the audience can best see how all the elements of the interior design work together, from the placement

of furniture to the positioning of decor pieces. This type of rendering can be successfully used in both print and digital marketing materials.



of furniture to the positioning of decor pieces. This type of rendering can be successfully used in both print and digital marketing materials.

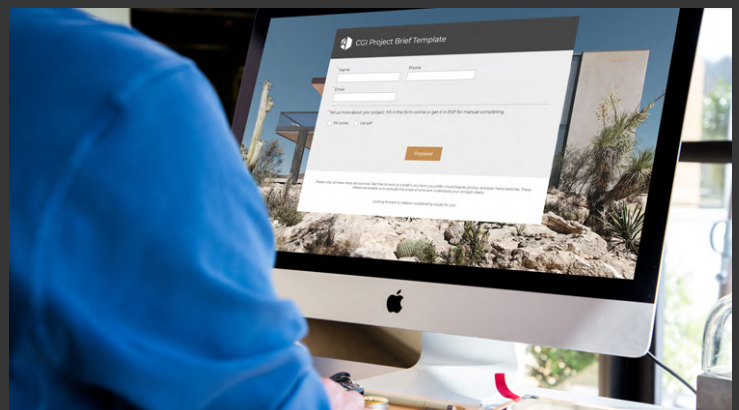
#4. Corner View

Another one of the best angles for interior 3D rendering is a corner view, which

shows two walls of a room at once. This perspective provides viewers with a better sense of

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the depth and dimensionality of the space (something that might be lacking with straight-on

angles). Corner shots are the best for showcasing elements like windows, doors, and other architectural details that are often designed on adjacent walls. By capturing two walls in one picture, such angles can emphasize how different elements come together to create an aesthetically appealing ensemble.

This type of rendering is effective for showcasing the unique features of the interior from a perspective that is both immersive and visually engaging. That is why a 3D rendering like that works best for print brochures and social media. It catches the viewer's eye and highlights the selling points of the design.

#5. Detail View

Detail view is definitely one of the best angles for interior 3D rendering. It typically highlights a specific element of the design from a close-up perspective. Such angles allow one to focus on a particularly impressive thing, such as a piece of furniture, a decor piece, or a unique architectural feature. This type of rendering allows viewers to appreciate the intricate



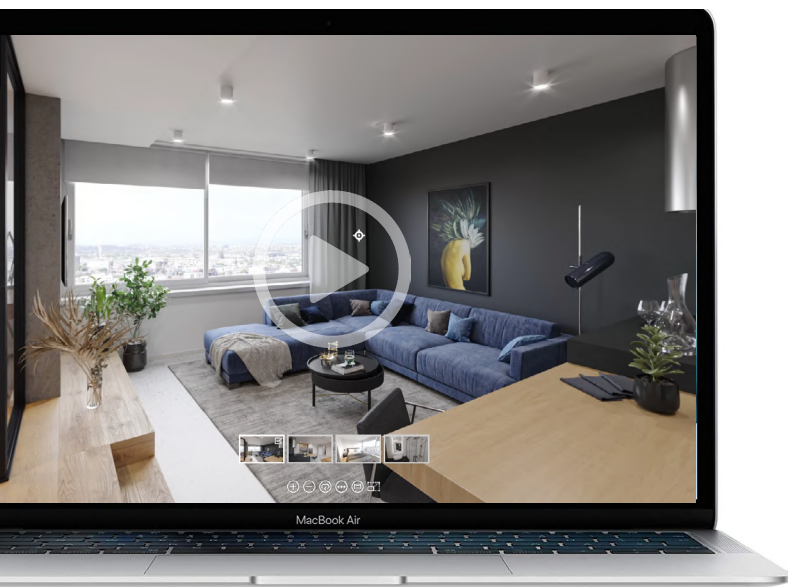
details and textures that may not be visible from a wide-angle perspective. In such a way, it

adds visual appeal and depth to a 3D interior visualization.

A detail view is the best for social media marketing. It

#6. Panoramic View

Want to give your viewers the most comprehensive and immersive experience of your interior design project? Then a panoramic view is one of the best angles for interior 3D rendering for you to consider. It



is available with virtual tours and panoramas.

Such a rendering offers a 360-degree representation of the space, allowing one to examine it from one or several viewpoints in an interactive way. With a panoramic rendering, you can

can convey a sense of luxury, modernity, or any other vibe and mood, helping to establish an emotional connection with the viewer.

best showcase the layout of the room, the placement of furniture, and the decor pieces in a detailed manner that is not possible with other angles. This perspective is especially useful for larger rooms or spaces that have unique or unusual features, as it allows viewers to fully appreciate the space's scale and complexity.

Selecting the best angles for interior 3D rendering relies on various aspects such as the layout, furniture placement, and the overall design aesthetic. Your project goals and target audience will also play a crucial role in determining the most suitable angles for your rendering, whether it is for a presentation or marketing. If you are not sure what angles will work best for you, we at ArchiCGI are always glad to help you based on our vast experience.

Need [interior visualization services](#) to make sure your next project shines? Contact us at ArchiCGI and get photorealistic 3D renderings in just a couple of days!



7 Tips for Architects to Keep Work-life Balance

Given the demands of a highly creative and complicated profession, the work-life balance of an architect is hard to achieve. Often, it ends up being more of a work-and-more-work balance. Architects are known for their long working hours and “it should have been done by yesterday” deadlines.

Needless to say, in a long-term perspective, a poor work-life balance paves the way to burnout. And if you’re reading this article, there’s a chance you’re already

starting to feel the strain. The good news is, there’re various strategies that architects can use to maintain a healthier work-life balance.

As a [3D architectural visualization](#) studio, we know all too well the highs and lows of architects’ professional life. Our goal is to make their work easier where we can. So, we did some research and gathered the best tips on how to keep the work-life balance of an architect. Without further ado, let’s dive in!

#1. Work Remotely When Possible

In the last couple of years, COVID-19 changed the attitude towards remote work drastically – and we dare to say, for the better. Fewer and fewer bosses insist on daily obligatory office attendance, and more and more

technological tools are available to make the remote workflow smooth and efficient. And it's reasonable for any architect to take advantage of this trend.

Working remotely can help architects to manage their time better and avoid long commutes that eat into their personal time. Doing so can result in increased productivity and job satisfaction. Remote work also provides an architect with the opportunity to create a workplace that suits their personal preferences. That can be highly beneficial for their mental health and well-being.



#2. Create and Follow a Diligent Schedule

Another effective tip for achieving a work-life balance of an architect is to develop a schedule and stick to it. It's wise to allocate specific times for work-related activities. This way, architects can ensure to have adequate time to complete tasks, meet deadlines, and avoid overworking.

Also, an architect should schedule time for their personal needs: bonding with family and



friends, exercising, or doing hobbies. Only by adhering to a well-ordered schedule can a busy professional achieve a sense of balance between their work and personal life.

#3. Set Clear, Gradual, and Achievable Goals

Slow and steady wins the race. Of course, there are cases when an architect might need to run a sprint and focus all their resources to get the job done. However, such cases should be an exception, not the rule. And

Doing that is simpler once you set clear and realistic goals. It is an optimal way to boost the work-life balance of an architect. Ideally, architects should establish a set of goals they want to achieve and break them down into smaller, specific steps to avoid overwhelming themselves.

Even if an architect is not a big fan of gamification in task management, it's still worth trying to divide the work into bite-sized, clearly defined tasks, and reward themselves for accomplishing them. This way, it's much easier to stay motivated and feel a sense of accomplishment, which can help greatly in maintaining a healthy work-life balance.

the fewer of them, the better. It's best to leave pre-deadline all-nighters to your student years and learn how to pace yourself.



#4. Delegate Tedious Parts of Work

Delegating monotonous tasks is another useful tip to achieve a work-life balance of an architect. For example, some of the simple, routine processes can be delegated to interns. [Outsourcing architectural visualization](#) or [drafting services](#) to a specialized studio is also a great way to clear up one's



schedule. This way, an architect can focus more on creative parts

of their work and, who knows, maybe even get some free time.

#5. Pick up Healthy Habits

Leading a healthier lifestyle is another critical component of maintaining a work-life balance. To take care of their physical

and mental health, an architect should incorporate healthy habits into their daily routines. These can include regular exercising, healthy eating, getting enough sleep (yes, no way around that), and taking breaks throughout the day to recharge. Taking a walk around the house or neighborhood, playing with a pet, or just stretching a bit can go a long way in ensuring an architect is not completely exhausted by the end of the day.



#6. Set Strict Limits and Boundaries

Being able to set boundaries is also crucial for maintaining the work-life balance of an architect. There should be a clear divide between work and personal life, and an architect should communicate it delicately

but firmly to their colleagues, clients, and family members. That can include setting specific work hours, avoiding work-related communications during off hours, and prioritizing personal life when necessary.

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What's more, one must learn to say no. Even emerging specialists should value their time, skills, and efforts, and avoid working for underpaying clients. And if an architect is an established professional, they should definitely learn to pick their projects and refuse commitments that do not align with their priorities or that will overload their workdays. Saying no can help architects



tremendously in avoiding burnout and maintaining overall balance.

#7. Have Hobbies Unrelated to Work

This advice is often quite tricky to follow for creative professionals. Still, it's a necessary one. Having hobbies



outside of your professional interests is often essential for maintaining a healthy work-life balance. Architects can try out such activities as playing sports, learning a new language,

traveling, or doing some kind of craft. These can help to relax, unwind, and recharge after a long day of work. Engaging in hobbies like that can give architecture experts more energy and thus ultimately enhance their work productivity.

Maintaining a work-life balance of an architect can be challenging for both aspiring and well-established professionals. Still, even a dedicated workaholic should have enough personal time, set clear boundaries with colleagues and clients, and care about their physical and mental health. That will ensure an architect neither fails in their performance nor, even worse, loses the spark at all.



5 Myths That Stop Architects from Taking Advantage of CGI

Photorealistic architectural visualization is a powerful asset for getting showstopping imagery for presentations and marketing. It speeds up the project, helps establish a mutual understanding with clients, and eventually boost clients satisfaction.

However, many architects are doubtful about CGI. They fear the difficulties associated with finding a trustworthy provider, creation, and usage of photorealistic visualization.

These concerns are based on various myths about CG

rendering. As with any young technology offering brand-new opportunities, doubts are bound to appear. These misconceptions prevent architects from getting excellent visuals and improving

their marketing. But is there any truth in these myths? Let's check out the 5 most common myths on 3D rendering services and see for yourself!

Myth 1. 3D Visualization Hinders Customers' Involvement

Some may believe that photorealistic visualization doesn't allow an architect's clients to get involved in the process of planning and designing. As a result, they may agree and say they like everything, while secretly thinking "Okay, he's a professional. Maybe I'll like it more when it's real". This is rarely the case — the design is created for customers, so it should be created with them.

But that couldn't be more wrong. When used smartly, [3D rendering services](#) will actually encourage the clients to participate. While the project is being developed and corrected, one can use drawings and sketches. This allows for making all the corrections required easily.



Once the architect's clients are happy with everything, it's time for photorealistic architectural visualization. It'll allow the client to see the future dwelling as if in real life and double-check the understanding of every design aspect. As a result, there are more chances to create a perfect space for these particular clients. Which is a sure recipe for building a strong word-of-mouth marketing. For happy people become brand ambassadors and recommend this specialist's architectural services to friends and colleagues.

Myth 2. It Takes Ages to Get Photorealistic Renders

Some people believe that photorealistic architectural visualization takes forever. And there's no knowing if the imagery will be ready on time for presentation!



Well, actually, there is. The time a project takes largely depends on the CGI studio management process and the number of 3D artists available. So all too often, to get 3D rendering services, an architect needs to wait in line for a 3D visualizer to get his current tasks

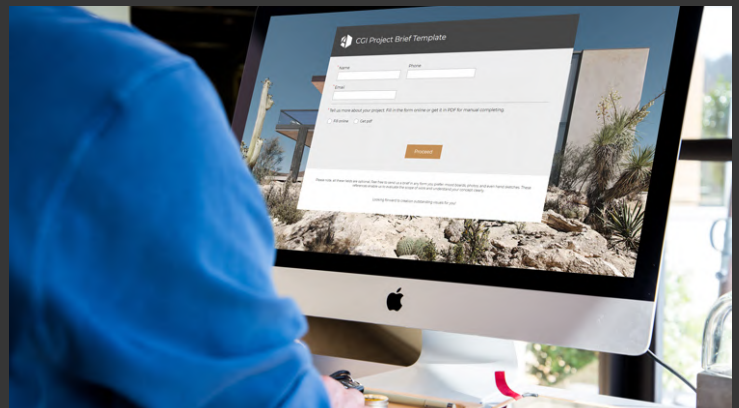
done. And only then can one start waiting for imagery. Then come corrections... It may take a while.

It doesn't have to be like this though. There are different ways a 3D visualization company can improve the management and beat the endless waiting problem. For instance, we've built a large team of CGI experts – 42 skilled and insanely talented Senior 3D artists. This way, there is always a specialist available – and work starts in 1 day.

Then, we've freed 3D Visualizers from all routine tasks that distract them from work. So the QA is carried out by an Artificial Intelligence algorithm, and the process is run by trained project managers. They take care of everything – checking the project details, establishing the processes, etc. This way, 3D

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artists spend all their time on perfecting the [photorealistic 3D renders](#). Up-to-date technologies help a lot too. Like bleeding-edge software, hardware and rendering farms.

Myth 3. It's Hard to Find Trustworthy 3D Visualization Services

There is a widespread belief that finding a good 3D rendering company is a daunting task. For one can never predict if the new contractor will deliver on time, or how many corrections there will be, or if the quality will match the expectations and promises on the website.

The truth is, it's no tougher than finding a business partner or contractor in any other area. There sure are many offers on the market, with great options for any photorealistic architectural visualization services. To find a reliable CGI studio for long-term cooperation, architects need to pay attention to the following:

- How extensive is the company's portfolio on the website and how consistent is the quality of works? Also, are

In a nutshell, anxiously waiting for photorealistic architectural visualization is a myth. One only needs to find an effective CGI provider. Speaking of which...



there many works of the exact type needed? For creating 3D visualization for residential and commercial designs are two different types of work.

- Does the price for photorealistic rendering correspond to the quality of a company's works? To establish this, it's necessary to call them and talk to the manager. Can they give the breakup of the cost?
- How fast does the company respond to messages? It's indicative of the service quality.
- Does a contractor provide

any warranties? These may be time, cashback or quality guarantee, etc. For instance, ArchiCGI has a timeliness guarantee. This means if

3D artists don't deliver photorealistic visualization on time, the client gets them for free.

Myth 4. Outsource Visualization Companies Are a Risk to Confidentiality

Architects may fear that their CGI studio will use renders or animations for marketing and



advertising materials. Though sometimes, it's a welcome move. For this way, the CGI studio

promotes the architect's services to their audience – for free. So it may be wise to consider mutually beneficial cooperation and what one can get from it.

When confidentiality is a must, ensuring it is as easy as ABC. The CGI studio can sign NDA with the architect, thus guaranteeing the latter that no render will be used in advertising. As for the 3D artists, architectural visualization companies sign NDAs with them at the outset of their cooperation. As a result, no information can appear on 3D artists' social media accounts.

Myth 5. Adopting Architectural Visualization Means Extra Work

Some architects believe cooperating with a 3D studio requires a lot of time and effort. For in that case, they have to

manage the 3D visualization process all the way through.

That could be true 7 years ago,

but management and technology have moved a long way since these times. To be effective, a 3D architectural rendering company needs a workflow that operates like a fine Swiss watch and speed up work to maximum.

Which means an architect doesn't have to be a project manager or art director in order to get the photorealistic architectural visualization. To get the sought speed and ease, things should be done within the CGI studio. This can be guaranteed in different ways. For instance, ArchiCGI hires and trains a pool of highly-qualified project managers who take care of all organizational tasks. They check the briefs, oversee the timing at every stage, double-check everything with 3D artists and answer clients' questions whenever necessary, 24/7.

We've also found a way to keep all project participants on the same page. We register our clients in our CRM system, where they can find all materials, communicate with the 3D team, check on the tasks' progress, leave feedback, and many more. Furthermore, our CRM is available as a mobile app. Which means it can be available anytime and everywhere, be it when stuck in a traffic jam or on



the beach.

One should never discard the myths but always double-check them. Facts and data are the only things to take into account when making business decisions. And as you can see, the main myths about photorealistic architectural visualization are either based on suppositions, or on outdated information.

Haven't you ever dreamt of a 24/7 sales manager who would talk in your stead at presentations? Ever despaired at the impossibility to get visuals on the project under construction? CG visuals have that power to communicate project advantages within seconds, and that before the building exists. So why deprive oneself of the opportunity to get more return on advertising and establishing trust with customers?



CGI Case Study

3 Case Studies of Making CGI for Pennsylvania- based Projects

Are you looking to get 3D rendering for projects in Pennsylvania? Then you should check out how other architects, designers, and real estate professionals in the area present their works. It will help you develop a unique visual style for your presentations and marketing campaigns. Also, it will allow you to keep up with the level of quality expected by your clients in the state. This way, you can rise above



competition in terms of visualizing and showcasing your concepts.

To help you with that, we'd like to share some visuals our [architectural rendering company](#)

created for commercial, residential, and industrial projects in Pennsylvania. You will see different kinds of CGI, including photorealistic exterior and interior renders as well as 3D animations. Let's go!

#1. 3D Animation for Office Building in Pittsburgh, Pennsylvania

First up on our list of examples of 3D rendering for projects in Pennsylvania is this striking architectural animation. It showcases the design concept for a massive business center renovation project. Our team created the animation for a video production studio. And they, in turn, used it to make a powerful narrated commercial to advertise the office building to local businesses.



Immerse clients into your design projects with a 3D animation

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At first, the CG video shows the innovative exterior design, allowing viewers to see every

aspect of it. The ultra-realistic look here was achieved by combining CGI — the 3D model

of the building — with real aerial drone footage. Then, there's the walkthrough part that demonstrates the sleek office interior with panoramic glass walls and a breathtaking view of the Pittsburgh downtown area. As a result, potential tenants can clearly see all the benefits of

moving their businesses into this stylish, modern space.

Want to learn more about the process of creating this CG video? Check out the in-depth case study on this [3D animation for real estate](#).

#2. Interior and Exterior Rendering for House in Pennsylvania

These examples of 3D rendering for projects in Pennsylvania show a proposed house extension concept. We created the renders for an

architect who wanted to present the design to his clients in photorealistic quality. To make sure the images conveyed his vision with complete accuracy,





he provided our 3D artists with lots of references. Those included detailed descriptions, style and material specifications, and landscape photos. As a result, the renderings perfectly depicted all the changes that were planned for the interior and



exterior of the residence.

If you want to learn more about how we created these visuals, read our case study on [3D house rendering](#) for this Pennsylvania project.

#3. 3D Walkthrough for Factory in Dushore, Pennsylvania

Here is another great example of using animated 3D rendering for projects in Pennsylvania. The CG walkthrough showcases the renovation concept for a factory building. Namely, it provides a comprehensive view of the lobby, manufacturing area, warehouse, break room, and office space.

Our client here was a large manufacturer of commercial appliances that was relocating



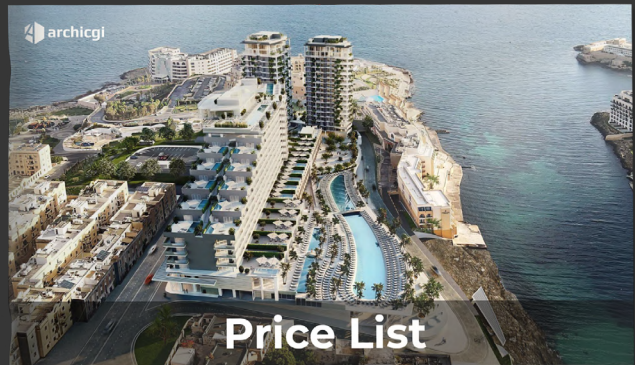
its headquarters as part of a \$4.5 million investment project. They ordered this 3D animation to present the renovation plan to local authorities and get the construction permits. As a result, the project is now underway, on track to bring 150 new jobs to the small town of Dushore in

Sullivan County, Pennsylvania. It is bound to give new life to this community.

Want to learn more about the process of visualizing this ambitious project? Check out our case study on the creation of this [industrial 3D animation](#).

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

SEE OUR PRICING



Those were our examples of 3D rendering for projects in Pennsylvania. We hope they were useful for your research, and maybe even gave you some ideas for your own presentations or marketing. Also, we invite you to see more of our case studies, where we write about creating CGI for architecture and real

estate professionals from all over the world.

Looking for [professional 3D rendering services](#)? Contact us at ArchiCGI to book a free personal consultation on how you can get the most out of 3D visualization!



CGI Case Study

CGI of a House in the Snowy Mountains, Colorado

This case study is about the creation of CGI for [Narcis Tudor Architects](#), a firm based in Telluride, Colorado. It was their second project with our [3D rendering studio](#). This time, the head architect Narcis Tudor commissioned us for exterior 3D visualization of a stunning private house in the Rocky Mountains, near the iconic



Dallas Peak. He needed the residence 3D views to get the design approved by his client.

We were delighted to undertake the task of creating such atmospheric and unusual

renders. The 3D images had to not just show the sleek architecture of the residence but also convey the serene, idyllic ambiance of the Colorado highlands.



In the case study, we will walk you through our workflow process with Narcis and show the impressive outcome of the project. You will learn about the references we used, the

adjustments we made along the way, and the techniques we employed to recreate the beautiful winter scenery in the 3D views. Let's dive in!

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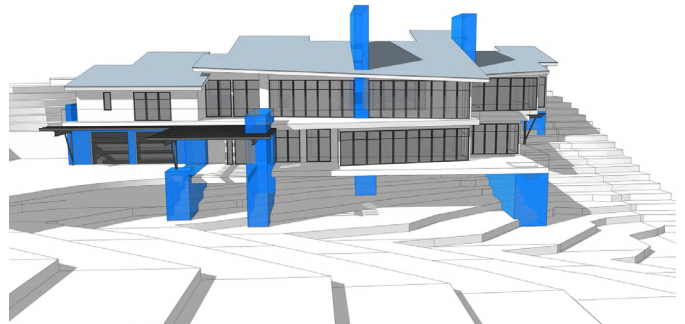
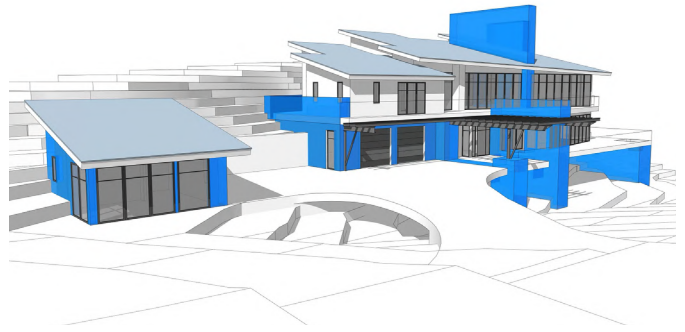
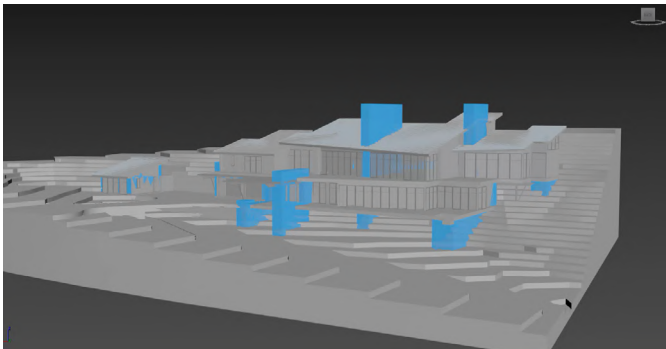
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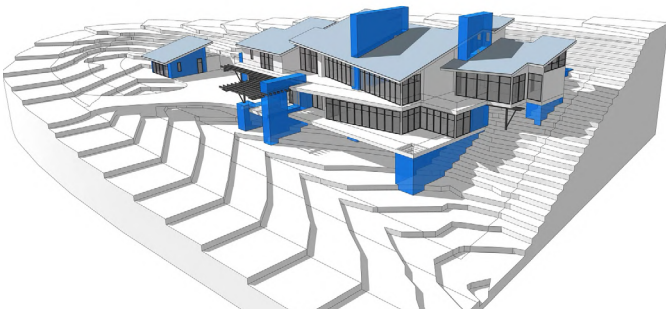
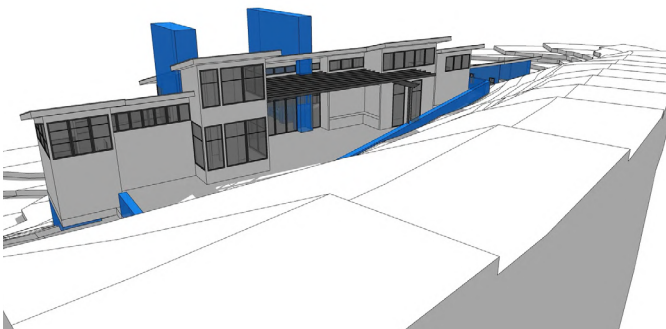
#1. The Scope of Work and References

In total, we were asked to make 4 photorealistic exterior views, all in 4K resolution. The architect provided us with a very comprehensive brief for the task. The references included:

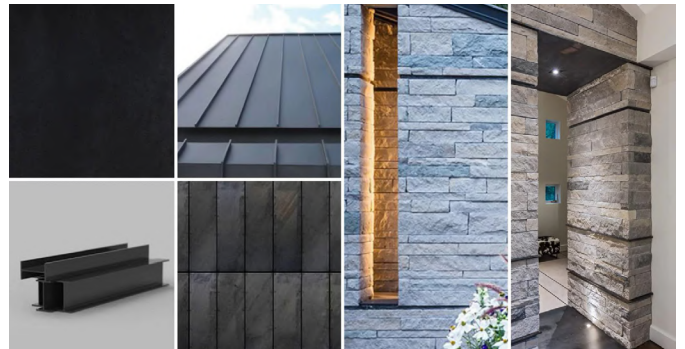
- a Sketchup model of the residence;



- Sketchup screenshots showing the required camera angles;

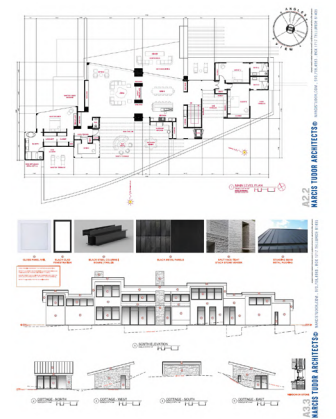
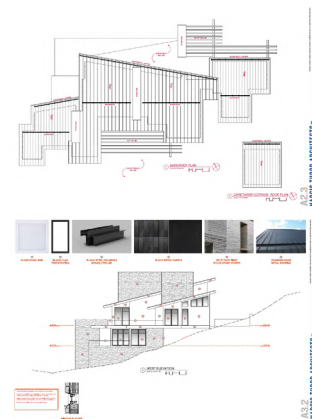
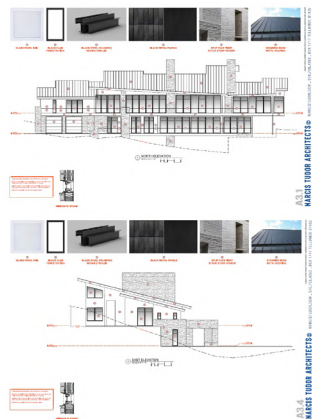
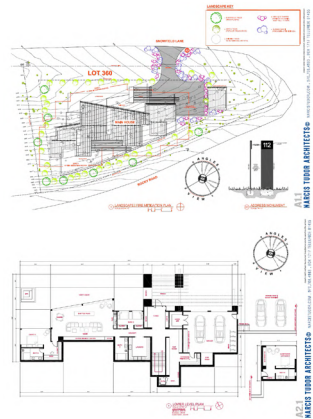
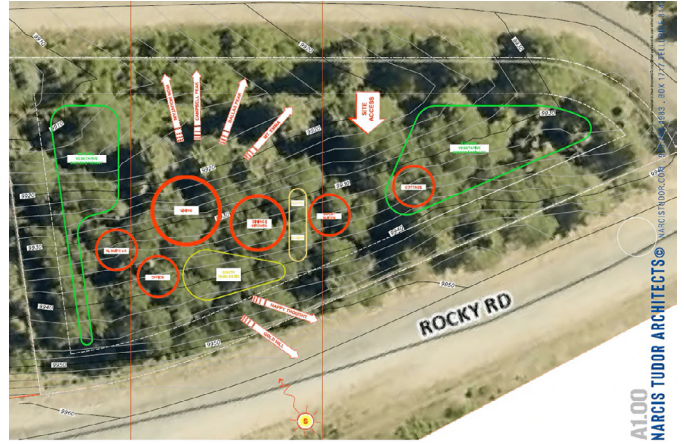


- photos of the building materials;



- a set of drawings detailing the architectural design, landscape, and materials;

CGI of a House in the Snowy Mountains, Colorado



- photos of the location.



Having such an extensive pack of references, we were ready

to start. So, let's see how we created the residence 3D views.

#2. The Workflow

The entire project was completed in three stages. Now, we'll show you what happened in each of them.

#2.1 The First Review Round

Our artist started by importing the Sketchup model of the residence to 3ds max. Then, he reworked some parts of the model to make it suitable for photoreal rendering. After that, the artist proceeded to build the 3D environment.

The CG expert studied all the references carefully to be able to convey the look and feel of the beautiful mountain landscape. He paid close attention to the types of plants listed in the landscape plan. That helped the artist to select the right 3D models of trees and bushes from our library and Maxtree collections. As for the textures of building materials, he created them from scratch using photo references.

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Once the 3D scene was ready, the CG expert applied all the textures and then set the lighting. He added warm sunlight rays falling on the cold snow to create a visually stunning contrast in this winter scenery.

Next, the CG artist fine-tuned

the result in Photoshop and rendered one of the views. We started with one image because, at this point, our main goal was to get the architect's approval for the materials, lighting, and environment.

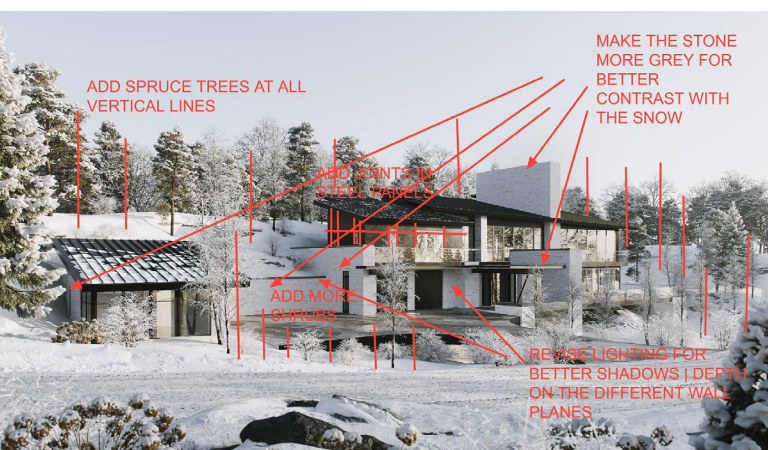
So, we showed him this intermediate result.



Narcis gave his comments on the 3D image in the visual form, which was very convenient for both sides. Here is his first feedback.

#2.2 The Second Review Round

Having introduced all the necessary adjustments, our

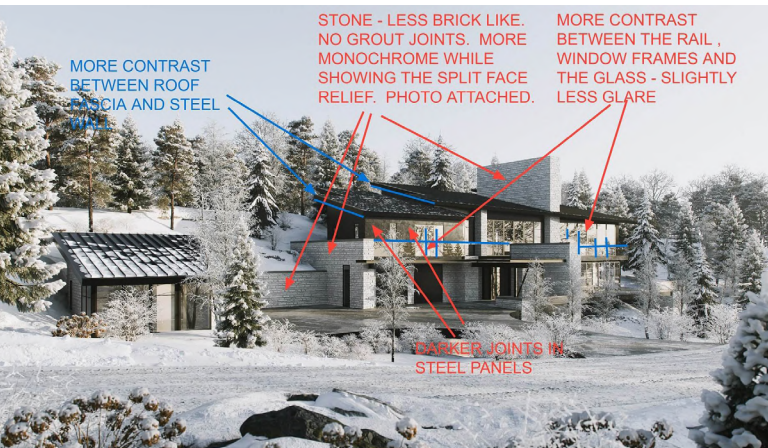


Our artist took all the comments into consideration and immediately got down to work.



specialist presented the updated 3D image of the residence. Here it is.

And here are the comments we received from Narcis on this iteration.



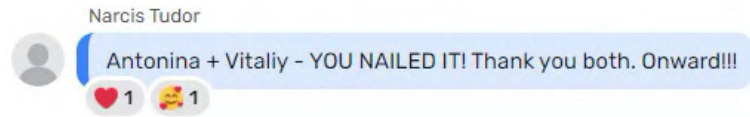
The architect also provided us with additional references for the gray granite cladding to help us recreate it more realistically in the residence 3D views.



He requested that we detune the horizontal reveals in the material to avoid it looking like a linear brickwork surface.

Our artist updated the image, had it reviewed by the project manager, and then showed it to the architect. Here is what the latter said after seeing the

finalized render.



Read to the end of this case study to see the final result too!

So, we got the green light to proceed with making the other three 3D views of the residence.

#2.3 The Third Review Round

Having the approved 3D scene with materials, lighting, and environment, our CG expert pretty quickly delivered three more views. Take a look.



That assisted us greatly in recreating the realistic surroundings in the residence 3D views. Our artist did that with the help of the photo montage rendering technique, which means that he used a real photo of the mountains for the background.

The CG expert introduced all the requested corrections. Also, he placed 3D models of furniture

& accessories on the terrace and inside the house. Following the architect's request, the artist used furnishings from the Italian brand Minotti and similar manufacturers.

Next, all the views were rendered in 4K resolution.

Narcis was excited about the result. You can tell that from his reaction.

Narcis Tudor



Vitaliy + Antonina - These look great! THANK YOU BOTH!!!! I appreciate all the work and your exceptional talent. Cheers!



And now, we invite you to see all four finalized 3D views of the

mountain residence!

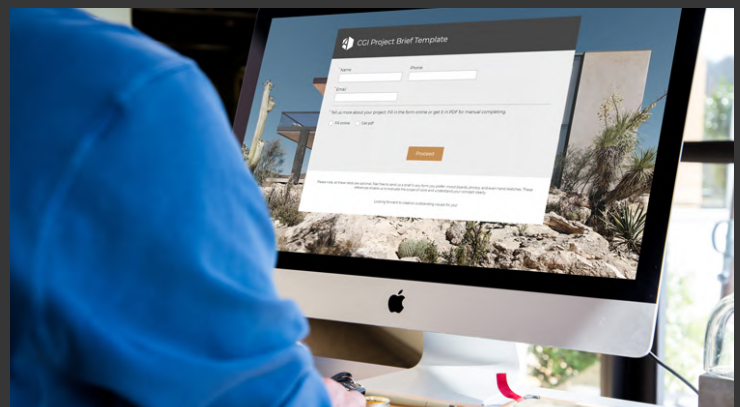
#3. The Results

Here they are, all the 3D renders of the chic residence

we've made within this project. How do you like them?

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

[DOWNLOAD THE BRIEF](#)





DIGEST-50

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Our team is absolutely in love with the architectural design of this residence and mesmerizing mountain views around it. And we are happy to have helped Narcis convey this beauty to his client through 3D renders. What's more, the architect included this CG imagery as a

new [item in the portfolio](#) on his website.

Working together with Narcis on these residence 3D views was a great pleasure for our team. We look forward to visualizing more of his amazingly looking, atmospheric designs!

Check Out 3D Models of Furniture & Accessories

**from the Latest Collections of the
Best Brands for Your Projects**

Are you looking to include the most trendy, beautiful, and functional furnishings and materials in your new interior design projects? Then check out the catalogs of ArchiCGI's long-term partners in the furniture and home accessories industries to find just what you need!

The 3D models of items from these catalogs are available in our library, so you're welcome to use them in your CGI projects with us.





BDI Furniture

Established in 1984 in the US, BDI designs and manufactures modern and innovative furniture for homes and offices. Their products are known for their sleek look and functional features, such as

hidden wheels and integrated cable management. The company is also committed to sustainability and has won numerous awards for its products.

[View BDI Furniture's latest collection catalog](#)



SUNVILLA

SunVilla

SunVilla is an American company that specializes in creating high-quality outdoor furniture and accessories using premium materials and fabrics. Their products are designed to ensure durability and longevity.

SunVilla offers a wide range of stylish and comfortable patio sets, umbrellas, dining furniture, sectionals, and fire pits. The brand has been featured in well-known magazines such as Forbes and Taste of Home.

View SunVilla's latest collection catalog



Bella Cera Floors

Bella Cera Floors produces high-quality and sustainable hardwood flooring using old-world craftsmanship. They offer a variety of flooring options known for their durability,

eco-friendliness, and stylish appearance. The company has won several awards, and its products are used in residential and commercial settings across North America.

[View Bella Cera Floors' latest collection catalog](#)

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](#).



Anastasiia Mishustina

Team Leader & CGI Artist

A former architect, interior designer, a passionate photographer and CGI ninja, Anastasiia creates show-stopping imagery. Outside of work, she enjoys cycling, inventing recipes, baking mouth-watering cookies and savoring them with friends.



Artem Abrakhyn

Team Leader & CGI Artist

Artem says that his favorite thing about CGI is that it knows no limits. It can bring to life anything one can imagine! After work, the 3D artist enjoys writing music, taking pictures, learning videography, talking shop with other 3D artists.



Iryna Bezpalaia

Senior CGI Artist

An artist by calling, Iryna dedicated her work and free time to serving CGI. What she loves most about it is the power to bring impossible things to life. To create grabbing visual stories, Iryna looks for inspiration and ideas in classic movies, and literature.



Valeriia Hribnichenko

Senior CGI Artist

Valeriia loves the fact that CGI involves non-stop training. A 3D artist learns with every project, and not only from tutorials but also from clients and colleagues. Apart from CGI art, Valeriia is into reading, jogging in nature, and taking pics.



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