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3D visualization isn't just impressive — it's also a great design and decision-guiding tool

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Interview with Rebecca West, expert business coach for interior designers

Rebecca West is an extraordinary business coach for interior designers. She's an award-winning design entrepreneur herself, with over 15 years of experience transforming living spaces. At the same time, she's dedicated to helping others achieve success and gratification in their work with her own coaching and consulting company Seriously Happy.

Rebecca's career started in 2007 when she founded her design firm without prior business knowledge or a formal design education. However, her innate creative talent and commitment to helping regular people create happier

homes and lives through design propelled her forward.

Throughout her journey, Rebecca has remained dedicated to her values and clients, becoming a trailblazer in the industry and inspiring others to embrace their own unique paths. That's why our architectural visualization studio seized the chance to speak with her about the incredible work she has been doing.

In this interview, Rebecca West shares her experience and invaluable insights. Whether you're an aspiring interior designer or an established professional looking for a fresh take on the philosophy of running a business, this interview promises to be transformative and inspiring for you. So, let's dive in!

You've run Seriously Happy Homes, an interior design company, for 15+ years. Unlike most designers, you've always focused on making regular people's homes happier instead of catering to the ultra-rich. Can you tell us more about that?

Of course! I've had a talent for color and design since I was a little girl. But I'd always thought of interior design as a career that was all about choosing overpriced throw pillows for rich people. That didn't sound very meaningful to me.

> *" I wanted to help other people use their surroundings to improve their lives.*

Then, in 2007, I found myself divorced and living in a house filled with memories of a failed marriage — the colors we'd chosen together, the sofa from his parents, and so on. One day I realized I couldn't keep living like that, feeling trapped by my past. I sold everything, repainted all my walls in soft, feminine colors, and bought all "new to me" furniture. I went from feeling trapped by my past to looking at a bright future, full of possibility.

That's when I realized interior design has a lot of power! I wanted to help other people use their surroundings to improve their lives, too. So I started Seriously Happy Homes determined to help "real people" get happy at home just like I had!

I have to admit that I got a lot of well-meant advice over the years to change my target market and focus on the ultra-wealthy. But I knew that if I did that the passion I felt for my work would evaporate, and I would be just another designer serving the mega-rich. So I stayed true to my path, ultimately writing my book, Happy Starts at Home, all about design psychology

and how we can use our homes to improve our lives.

Those were lovely compliments but I was like "Whaaaaaat? How can other designers not be doing this the way I am?!"

Mariana P.
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We worked with Rebecca and intern Rachel on our basement remodel design on the recommendation of a friend. It was a really wonderful experience - they were responsive, flexible (esp. as we debated endlessly on where a bathroom vanity should go), and landed us in a place where we are actually equipped to start this project. ==As evidence, as we interviewed contractors, one said that he had never seen a design document as good as the one Seriously Happy Homes provided, and it made the project biddable and doable.== We had tried to find a contractor before having the design doc, and it was a failure - seriously, I won't go into another project like this without this design work up front. This was worth it.

So, you already had a successful career as an interior designer. What inspired you to become a coach and consultant for design businesses?

It really started when I began hearing compliments from my contractors like "No one includes the level of detail in their design files like you do" and "There's no one like you." We'd hear it directly from contractors, and also from our clients in their reviews.

Success as an interior designer doesn't just come from design talent. Seriously, that's probably only 20% of what you need to succeed. I didn't know it at the time. But the streamlined design process I was developing, the one that made it easy for my clients to make confident decisions and shortened the design cycle, would turn out to be key to my success! That, along with our practically-perfect design file template which includes all the information the contractor needs to effectively bid and build the project. The combo made my team a go-to resource for clients and contractors!

> " *Success as an interior designer doesn't just come from design talent.*

As I got to know my colleagues in the industry, I saw that many of them had incredible amounts of talent (more than me!) and a deep desire to help their clients. But they struggled when clients seemed incapable of making decisions, getting frustrated watching the design hours disappear with dozens of decisions still to make. Their clients didn't trust their expertise, second-guessed everything, and were sending midnight texts of random things they'd find on Wayfair.

Things weren't perfect in my company either. But at least we'd solved those problems! We had happy clients, high levels of trust, and a tight, tidy design cycle. That's when I realized I had something valuable to share that could help my fellow interior designers have more profitable projects and happier clients. So, I started offering my coaching and consulting.

What are the most common challenges that beginner design entrepreneurs face, and how do you help them overcome them?

1) Finding clients

One of the first things newer designers ask me is "Where do I find clients?" I go to their website and (usually) find a generic website with text that I could literally copy and paste onto another designer's website. It's kind of funny — we're in the business of personalizing homes, but we're so afraid to personalize our business brands!

I work with my clients to help them find their niche within our industry so that their marketing efforts draw in their perfect clients. I truly believe there is a place for everyone and clients for everybody. We just have to discover "your" secret sauce!

> " *It's kind of funny — we're in the business of personalizing homes, but we're so afraid to personalize our business brands!*

Unfortunately, many designers never find that niche and spend their whole career struggling to get the right clients, saddled with that generic website that looks just like everyone else's.

2) Pricing their services

The second thing I usually get asked is how they should price their services. I go to their website

and hope to find a unique client experience that gets a client excited about the value they'll get by hiring this designer. Instead, I almost always find a service menu that reads more like a dry-cleaning service menu.

Instead of:

- pressing
- hemming
- fluff-n-fold
- etc...

It's like:

- floorplans
- elevations
- space planning
- specifications
- etc...

I take my clients back to the drawing board and we figure out the value they provide their clients. Once we nail that down, we talk about their capacity, income needs, and work-life balance to figure out how many projects they can take at one time. Then they have the information they need to set a pricing structure that not only helps them make the money they need per project, but also makes it so much easier to make a sale in the first place!

3) Creating sustainable business processes

Savvy business owners start thinking about their business systems on day one. But most new designers don't know how essential it is to create sustainable business processes early-on, before it gets messy. But after they've been in the biz a few years and have created a hot behind-the-scenes mess, they come to me as burnt-out, haggard design veterans at their wit's end.

That's when it's time for a good spring cleaning! We assess what they're doing, where their energy and time are going, and what they've been trying to build. And then, we map out a systems overhaul that'll set them up for decades of success.

> *Most new designers don't know how essential it is to create sustainable business processes.*

When I work with new design-preneurs, I try to help them get ahead of that so they have happy clients, sustainable habits, and profitable projects from the start!

How do you help design companies balance creativity with profitability?

The key to balancing creativity and profitability is to make sure we're designing the right thing from the very start of the design process.

That means that everything, from our intake forms to what we ask during the discovery call and initial consultation, should be working hard to ensure we're crystal clear on the client's design goals, challenges, hopes, fears and vision. Ideally, what they want will be clear enough that you're never designing while guessing. And I hate designing while guessing.

Designing while guessing means you waste valuable creative time chasing a rabbit down the wrong hole. Once you discover your error (too often after presenting the client with something they don't like), you not only have to restart the design process and either charge the client more (not good) or eat into your profits (also not good). You also have to scramble to reestablish that hard-earned client trust.

The feeling of failure that comes with "getting it wrong" destroys our creativity because whatever confidence we once felt evaporates every time we have to start over.

So I help interior design entrepreneurs identify and practice the questions they need to ask so they get the essential information they need to design effectively for their clients — before they start designing!

Can you tell us about a particularly memorable or unique project you have worked on as a coach/consultant?

It's hard to pick! But let's chat about my client who was getting lots of great inquiries and going on lots of initial consults but having a heck of a time getting people to say "yes" to working with her.

It turned out her Design Agreement was a big turn-off for her clients. Instead of welcoming her clients in, it was actually creating an obstacle to saying yes.

Through our work, she reshaped the Agreement and signed her very next client! I love it when we can change something so fundamental, because that kind of change will pay off with every single client she ever works with. That is some serious coaching ROI!

What are the most important marketing channels for design businesses, and which ones are overrated?

The most important marketing channel for an interior design business is the one you'll nurture consistently. You can succeed on Instagram, Facebook, Pinterest, LinkedIn, or Houzz. You can leverage Yelp like we did, or spend big bucks on luxury magazine, TV, or radio ads. You can build a YouTube following, or a passionate podcast fanbase. You can even nurture an in-person referral pipeline through networking groups like BNI or WBO.

> " *Most interior design marketing fails because people quit. It's a marathon, not a sprint.*

My advice is to pick one platform, develop a non-generic marketing focus, and then stick to it for at least six months before you abandon it or add another platform.

Honestly, most interior design marketing fails because people post a couple of times, don't see results, and quit. It's a marathon, not a sprint, and you've simply got to keep putting one foot in front of the other.

Do your clients use 3D visualization for marketing? And if not, do you advise them to?

If you've got a bunch of stunning photos of your work then 3D visualization might not be as important for your marketing. But if you're newer to the biz, it's a remarkable tool that can help you sell large projects much earlier in your career. It helps your clients see your designs long before they've been built.

And 3D visualization isn't just impressive, it's also a great design and decision-guiding tool. With a few clicks, you can give your clients (and yourself!) a sense of how that crazy wallpaper will feel in the room, or understand how opening a wall will flood a room with light! Feeling confident long before demolition starts helps keep your clients from second-guessing their choices between the time you design and the date you finally install!

Seriously Happy project in 3D Rendering

Seriously Happy Home in real life!

Five years ago I think you could still get away with designing only in 2D. But these days 3D rendering software is so readily available that

if you're not using it, you're putting yourself at risk. The great news is that you don't have to be a tech genius or millionaire to use these tools! Since not every project needs photorealistic renderings, you can try tools like Sketch Up or the Chief Architect programs — these are perfect for figuring out your design, and the 3D modeling is good enough to help most homeowners understand where the project is going.

> *" 3D visualization isn't just impressive, it's also a great design and decision-guiding tool.*

Now, for high-end projects, and certainly, for big commercial or hospitality projects, you may want to level up to photorealistic 3D visualization. You'll definitely want that if you're using those renderings in your marketing! You can learn how to use specialized software to get there on your own. But if that's not the smartest place to put your time, you can find thousands of companies eager to help in the global online community. So there's really no excuse for not using CGI anymore, and your clients will expect it.
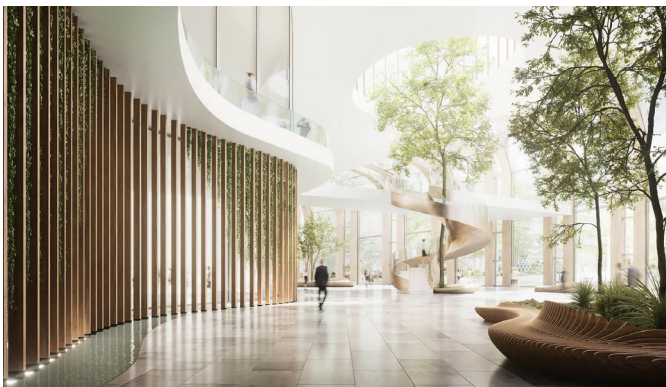
Can you tell us about a time when you had to help a design business pivot or change direction?

Most of my clients come to me with a dream of the kind of design company they want to build, but with fears and assumptions that make them question if it's possible. A lot of times it comes down to them not believing they can charge enough to make a living (because they don't see the value of their work).

> " *It's more often my job to offer encouragement to stay the course than it is to help designers change direction or pivot.*

In fact, I recently had a client who had just finished launching her

website and was just beginning to market herself when she started talking about launching a nonprofit instead of a for-profit company. I think nonprofits are great. But I wondered if this was coming from a desire to give back, or a fear of charging paying clients.

We dug into where the impulse was coming from and, sure enough, she was just afraid no one would pay her for her work. We spent the rest of the session focusing not on the cost of her services, but on the value of her services. By the end of the session, she was excited and eager to keep chasing her dream and become the well-paid professional she knows she can be!

So I'd say it's more often my job to offer encouragement to stay the course than it is to help designers change direction or pivot. During

our work together, they may make big, bold changes to their website copy, initial consult process, presentation skills, and other biz systems. But it's always with the goal of making their dream possible.

What are the latest trends and technologies that you have incorporated into your coaching and consulting practice?

A few of the tools I use in my coaching practice are also great tools for interior designers to use!

One will be no surprise: my Acuity Scheduling system. It's important to find ways to minimize admin time in our businesses, not only because admin time is not revenue-generating, but also because we want to make it as easy as possible for our clients to work with us. If designers use a self-scheduling option like Acuity to let clients book a discovery call, that saves at least one administrative step in the onboarding process, and eliminates one barrier between you and your client.

The other might be less well-known: Loom. Loom is a video messaging tool that lets you send video messages that record both your face and your screen, and then easily and instantly share that video with a client. As a coach, I use it to talk through copy and

layout ideas when I'm helping improve a client's website. But as a designer, I love it for explaining tricky design solutions. It's much easier to share my screen and walk a client through a few changes in my design program than to try and describe those changes in an email! Video helps keep everyone on the same page and avoid miscommunication.

Here's an example of a Loom video I threw together to clue a contractor in about what prospective clients wanted to have him estimate. It's a great time-saver!

What is the key to developing and maintaining positive relationships with clients and stakeholders?

The key to developing and maintaining positive relationships with clients (and contractors) is age-old wisdom: do what you say you will. Under-promise and over-deliver. And when things go sideways, focus on finding a solution, not placing blame.

It's just not enough to have design talent. You've got to learn how to communicate effectively. Be brave enough to have the hard conversations, and never text when emotions are on the line. Don't waste your client's time with useless meetings. Show up

prepared, guide your clients through a professional process, and help them achieve their goals in the easiest, most low-stress way you can.

> " *You've got to learn how to communicate effectively. Be brave enough to have the hard conversations, and never text when emotions are on the line.*

All of that comes from figuring out what you do best and who you do it for, developing a clear and confident design process, and inviting the right clients to work with you in the first place (which means saying 'no' to the wrong-fit clients!).

How do you measure the success of your coaching and consulting work with a particular client?

How we measure success, and what we measure, depends on the goals of the client. If their primary struggle was getting clients, then we measure success based on booking initial consults. If their primary struggle was converting potential clients into paying clients, then we measure conversion rates. And if it was keeping momentum in projects and wrapping them up successfully, then we measure the

time projects are taking and try to tighten that up by improving the designer's process, presentation skills, and ability to help their clients make quick, confident decisions.

Nearly every business goal can be tied to a metric. The key is to find the connections between what we're doing and what we're getting, determine how that's affecting the bottom line, and then start improving those numbers!

You chose the name Seriously Happy for your company. How do you incorporate mindfulness and emotional intelligence into your coaching practice?

Being an interior designer is remarkably challenging. We help clients navigate one of the hardest, most expensive projects they'll ever take on, projects that often last months if not years, while still working their full-time jobs and taking care of pets, kids, and aging parents. Plus, if our project involves two people, that couple often has history and emotional baggage that has a way of making the job much harder than it should be.

Because of all that, the more emotionally intelligent we are as designers, the more successful we'll be. We have to learn how to not take things personally, focusing on the outcome we want rather than

the emotions we may feel. We have to learn how to help our clients calm down when things go sideways, and help them make decisions even when they might not be perfectly happy with the options. (for example, when their budget doesn't fit their vision, or when a mistake is made, but fixing it the way they want will cause a big delay).

No design or remodeling project will ever go perfectly. The great news is that your value really shows up when things don't go as planned. That's when you can be a great example of what it looks like to be a solution-focused partner, skipping right over the blame-game, and getting the project back on track. Everyone, from the client to the contractor, will be impressed!

So I help my clients prepare for the inevitable road bumps. And when they show up, I help them turn those obstacles into opportunities to shine!

What key piece of advice would you give to a new design business just starting out?

Track your time. All of it.

When I start working with a new coaching client, one of the first questions I ask is whether they are tracking their time. It doesn't seem

to matter if they just started their business or they've been at it for 15 years — most sheepishly admit that they don't track their time. Or if they do, it's just their design hours, and even those are round numbers.

> " *Tracking your time is one of the easiest ways to hack efficiency.*

No tracking your time means you don't really know where your time is going, and you don't have a realistic sense of what you really make per hour. Worse, you miss out on valuable data that can help you make important decisions, like when to hire and what to outsource so you're free to do the things that generate the most revenue for your company.

But if you do track your time, you not only develop essential entrepreneurial discipline — you can also measure how profitable your design process is, figure out who to hire and when, and set standards and achievable expectations for your team members.

Most importantly, tracking your time is one of the easiest ways to hack efficiency. When you know you're "on the clock" tracking your work, it's much easier to ignore those email and phone

notifications. That focus helps you get more done in less time!

So, find a time tracking app that will let you set categories, like "marketing," "design," "bookkeeping," "janitorial," etc, and that makes it easy to pull useful reports so you can see where your time is going. Then start making informed decisions like a Boss. It'll set a great foundation for everything else in your business!
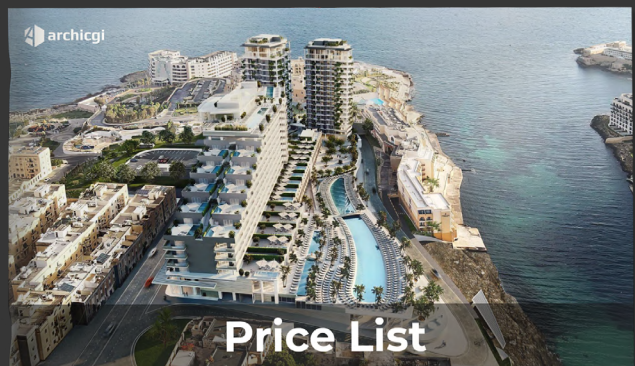
Our team thanks Rebecca West for sharing her remarkable journey and expertise with us in this interview. We are confident that our readers will find her

insights and experiences truly inspiring. And we wholeheartedly wish Rebecca and her team at Seriously Happy all the best in their continued endeavors.

10 Types of Shots in Architectural Animation

In recent years, 3D animation has become indispensable for architects. It allows them to showcase the future look of their projects in a visually stunning and engaging way. Still, 3D animation is a relatively new tool. So, there might be some confusion about how to use it properly. For instance, one may feel uncertain about which camera angles to choose for the storyboard of a 3D video. There are various types of shots in animation, each offering its unique advantages. And selecting the appropriate ones is crucial to showcase your design in the best possible light.

Our architectural rendering studio has vast experience working with architects and real estate professionals to ensure they visualize their projects most compellingly. In this article, we outlined 10 main types of shots in animation to help you identify which of them will suit your goals. So, let's get into it!

#1. Up Shots

The first on our list of types of shots in animation is up shots. Those are captured from below-eye level and highlight the towering height of the building. These types of shots are effective for high-rise constructions or those built on elevations. By showing the structure from this perspective, you can convey how large and powerful it is going to look. Up

shots are especially useful for designs that aim to impress with their grandeur.

#2. Down Shots

Opposite to the previous ones, these shots show buildings

from above-eye level. Such types of shots in animation are very useful for highlighting the scale of the project. They allow the viewer to see the entire structure

or at least a significant part of it. In addition to emphasizing the scale, down shots can also be used to showcase how the building will work together with the surroundings. This is very convenient if you need to show that the design will integrate seamlessly and naturally with its environment.

Down shots are also an obvious go-to if you want to showcase elements that can only be seen from above, such as, for example, a rooftop garden. These shots can add an element of surprise, as the audience can see the structure from an unusual perspective.

#3. Establishing Shots

These shots typically appear at the beginning of an animation to set the atmosphere and give viewers a feel of the place. Unlike the previous two types, establishing shots are more artistic than functional and are designed to create a particular mood.

The establishing shots are especially impactful for highlighting the location of the architectural project, whether it is a single building or a whole neighborhood. By capturing the surrounding area and hence providing context, these shots help the audience understand the connection of the design to its environment.

#4. Point-of-view Shots

One of the interesting types of shots to showcase architectural projects in animation are point-of-view shots. As the name suggests, such shots show the design from the point of view of an imaginary character, like a random passer-by. That helps to immerse the audience in the scene and create a sense of presence. With modern technologies and approaches to the usage of 3D animation in architecture, these angles often look like frames from a movie, which helps to further their artistic and emotional impact.

Overall, point-of-view shots allow one to see the scene from a unique and fresh perspective. By using this type of shot, you can draw attention to key features of the design while helping viewers experience them in an unexpected way.

#5. Aerial Shots

Aerial, or bird's eye view shots in animation convey the scale of the building or complex in a way that is difficult to achieve with other types of angles. Taken from a high viewpoint, these types of shots are useful for demonstrating the entire project in a single frame. This can help viewers appreciate the scale and complexity of the house or architectural ensemble.

In addition to showcasing the building itself, aerial shots also show the surrounding infrastructure and environment, such as roads, parks, bodies of water, and so on. That provides important context for the project.

#6. Full Shots

These types of shots show the building or area from the knees up, while also allowing viewers to see the background. Medium shots are irreplaceable for showing how the project fits into the surrounding natural landscape or urban environment. By showcasing the background, you help viewers understand the structure's relationship to it and appreciate the full picture.

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#7. Medium Shots

These types of shots show the building or area from the knees up, while also allowing viewers to see the background. Medium shots are irreplaceable for showing how the project fits into the surrounding natural landscape or urban environment. By showcasing the background, you help viewers understand the structure's relationship to it and

appreciate the full picture.

#8. Close Shots

Next on our list of types of shots in animation are close shots. Here, a particular object

or area takes up the majority of the frame. So, the focus is squarely on that design element and creating intimacy and connection with the viewer.

Close shots are the go-to choice for highlighting specific features that might otherwise be overlooked. By zooming in on a particular detail, you can draw attention to unique aspects of the design. As a result, you help your audience fully appreciate them.

#9. Extreme Close Shots

To take the previous types one step further, you can go for

extreme close shots. These shots depict designs from the most

up-close perspective. This way, they allow viewers to examine the materials, textures, reflections, and other features that may be missed in other types of shots in animation.

The extreme close shots work great for highlighting important details and conveying the atmosphere of the space. By focusing on small things, such shots can create a special mood,

helping viewers to appreciate the design on a truly personal level.

#10. Over-the-shoulder Shots

Last but not least on our list of types of shots is animation is the relative of the point-of-view shots. Such shots are made to look like they were taken from behind the shoulder of a viewer. They typically frame the object at a medium or close distance.


This way, they increase one's sense of depth and spatial awareness of the design.

The over-the-shoulder shots are perfect for creating the effect of immersion. By letting the viewer see the building or area from a specific vantage point, you can help them appreciate the scale and layout of the project in your animation more dynamically and engagingly.

Choosing the right types of shots in animation to showcase architectural projects can be a challenging task. Different types of shots offer unique perspectives and help to highlight different aspects of the design, whether it be the scale, the surroundings, the atmosphere, or the smallest details. So, it is a good idea to employ a variety of shots to strengthen the overall impact. If you're not

...ure what angles to choose, the 3D artists at our studio will help you make the right decision. As a result, you will get a dynamic animation with an engaging scenario and visual effects that will surely conquer your audience's hearts!

Looking for 3D animation services? Look no further! Contact us to get a top-notch animation that will take your project's presentation to new heights!
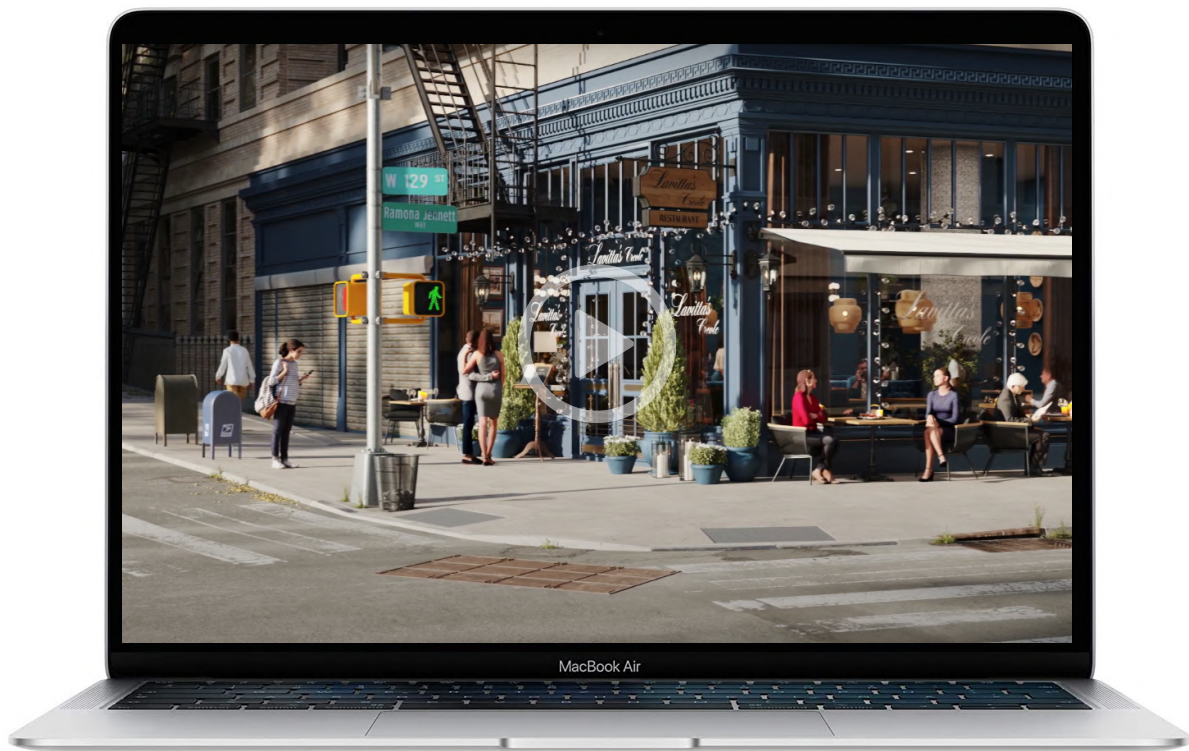
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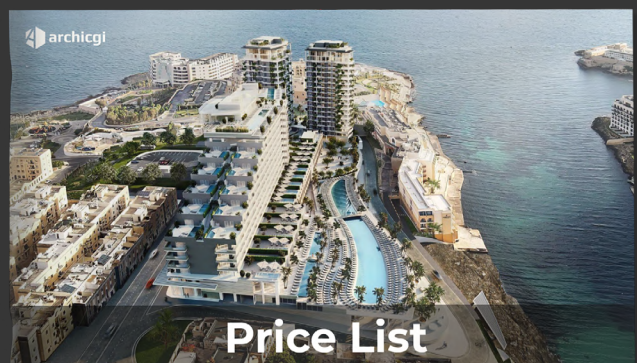
5 Things That Help Top CGI Studios Guarantee Timeliness

What is one of the biggest concerns architects and designers face when outsourcing CGI? It is the question of whether their contractor is able to meet the project deadline. Having no direct personal control over the creation of your renders, you might feel you can never sleep peacefully when outsourcing. However, a truly professional CGI studio always has decent safeguards in place. So, if

you choose the right partner, there's no need to worry. And we can prove it by example.

Our 3D visualization studio has 12 years of experience working with architects and designers. Throughout this period, we have developed a system that guarantees our clients' tasks are always done on time.

Curious about how an archviz studio can ensure your deadline is met without sacrificing quality? Read on!

#1. Top-notch Project Management

Delivering high-quality results on time is our top priority. That's why we have dedicated PMs who work alongside our

3D artists to ensure the project deadline is kept no matter what. Our project managers are responsible for identifying the amount of time needed to complete a task based on the available resources. Those include the complexity of a technical assignment, a client's additional requests, as well as their budget and the individual skills of our CGI artists.

We've developed special formulas that allow us to estimate the time frames precisely. Plus, our PMs always clearly communicate the deadline to the client at the very start of work. If the task is urgent, the managers will allocate additional resources – for example, assign more 3D artists – to meet the project deadline without compromising the quality.

#2. A Large Team of Skilled 3D Artists

Having many 3D artists is often essential to ensure the project deadline is met without any hiccups. That's why at ArchiCGI, we have a large team of experienced CG experts with diverse skills.

A freelance artist suddenly falling ill or having other force majeure might derail a project. But that won't happen if you work with a large and reputable CGI studio. In case of any unforeseen circumstances, the project managers will quickly assign another skilled artist to the project to ensure it stays on track. Furthermore, with an extensive team, one can pick the artists who are best suited for the job in question and get several CG experts to work on a big project in parallel. That results in faster delivery of quality 3D renders.

#3. Guarantees

At ArchiCGI, we offer the On-Time Guarantee. It means that if we fail to finalize your 3D renders before the project deadline, we will return the full payment while still delivering the images. So, as you can see, it's in our best interest to meet your requirements. From the client's side, the only two things needed to make use of this guarantee are to pay on time and communicate with the CGI team regularly. Everything else is our responsibility.

#4. Automated Deadlines

3D project management at our studio relies on a custom-built CRM system that ensures clear and documented communication. It includes keeping track of each task's progress among other things. How does it work? In our CRM,

we set a deadline timer for every task. All the updates of this timer, as well as changes in the task statuses (setting task, in progress, quality control, etc), are visible to both the client and the team. What's more, they receive email notifications about changes like that.

Our project managers can communicate with clients through different channels if needed. However, in terms of deadlines, communication through the CRM is unmatched. This system ensures that the project deadline is fixed and documented while keeping our clients informed about the progress.

#5. Knowledge of Our Abilities

We have efficient strategies for completing projects with tight deadlines. Our approaches include increasing the number of specialists, reducing the amount of custom

3D modeling by using ready-made assets, requesting additional files from the client, and the like. However, even with our large experienced team, powerful technical capabilities,

and agile workflow scenarios, we always stay practical and reasonable. So, we would never set an unrealistic deadline. At our studio, each project is approached with a sensible and attainable time frame in mind. We never overpromise, and that's how we always deliver.

It's also worth mentioning that a successful project with timely results requires teamwork. Providing our clients communicate their needs clearly and stay in touch with us throughout the process, even large or urgent tasks can be completed within tight deadlines.

Sticking to a project deadline is crucial for any CGI services provider. But while in-house artists or freelancers are more likely to fall victim to unforeseen circumstances such as illness or unexpectedly high workload, a large team of skilled experts at a studio ensures a safeguard for your deadline. So, when working with a professional 3D visualization company, you don't have to worry about the timing aspect.

Looking for 3D rendering services? Contact us to get exceptional CG imagery for a reasonable price, and, of course, always on time!

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

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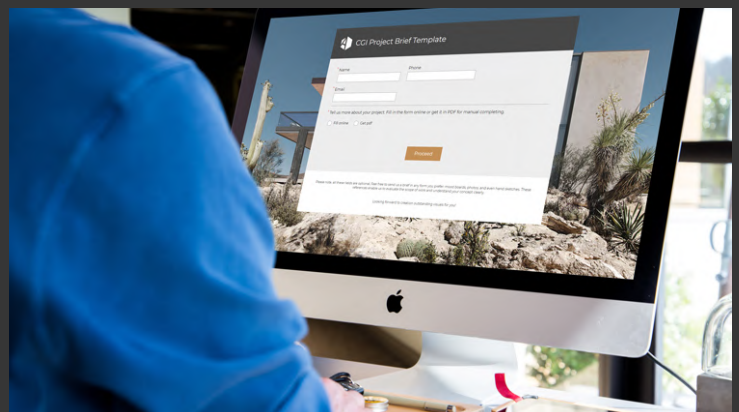
4 Marketing Solutions CGI Offers to Building Products Manufacturers

In today's competitive environment, effective marketing is crucial for manufacturers of building materials. But introducing these types of products to the market can present a unique challenge. The thing is that the cycles of planning and construction are quite lengthy. So it can take a few years before one can take a photo of materials used in an actual building design. This delay used to pose significant inconveniences and limitations for manufacturers. But now there's a solution: building materials 3D rendering. With photorealistic CGI, manufacturers can get captivating visuals to showcase their materials in various architectural projects, styles, and settings. This way, 3D rendering offers a glimpse into the potential of materials even before they are implemented in real-world designs.

Our 3D visualization studio knows how valuable high-quality visuals are for any promo campaign in the AEC industry. In this article, we will explore 3D solutions for marketing building materials. Let's begin!

#1. Silo Rendering with a Neutral Background

This is the most straightforward option for building materials 3D visualization. Silo renders offer many advantages comparable to those of traditional product photography. As you can see in the example of the facade panels CGI above, it can showcase all the details and textures of your designs. But there's a huge perk in comparison to photography.

Namely, you don't need to manufacture physical examples and organize elaborate studio photo shoots.

This type of building materials 3D rendering represents the product clearly, accurately, and realistically. Because of that, silo renders are perfect for product pages and catalogs.
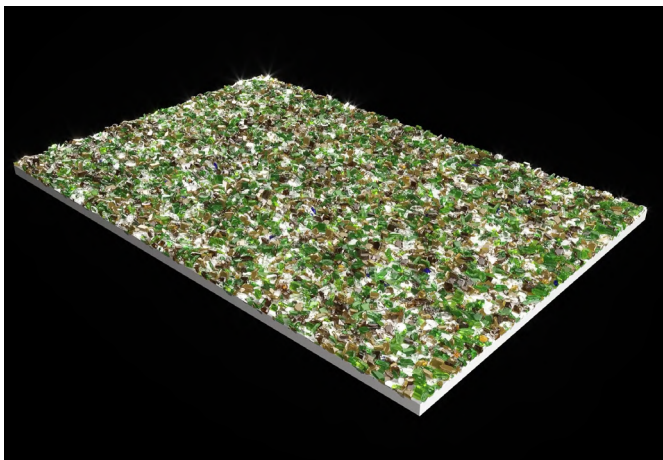
#2. CG Visualization in the Context of Architectural Projects

Another effective option for marketing building materials is using CGI that shows them in context. Like, for example, in the 3D image above. Here, you can see how the wooden cladding would look as a part of a modern building exterior.

With building materials 3D rendering, you don't have to wait until the construction is finished or even started to get marketing visuals. Furthermore, unlike photography, which limits you to real-life buildings that have your products incorporated, 3D lets your imagination run free. You can showcase your materials on different buildings in various styles, settings, and lighting or weather scenarios. If you want to show how materials will look, for example, in daylight and at dusk, it can be done easily in 3D – as you can see in the examples below.

This type of CG imagery will look impressive on your website, in catalogs, as well as on social media, and in any presentation. There's

no better way to sell materials than to demonstrate how

compelling they will look on an actual building.

#3. Close-up Rendering

Just like with the previous option, this type of 3D visualization showcases the building materials in the context of an architectural project. However, such a rendering allows the viewer to examine materials up close. It helps present intricate details, textures, and finishes that might be difficult to capture in other types of CGI. So, with close-up renders, you can communicate the unique features and craftsmanship of your materials. Whether it's brick cladding, stone panels, or any other type of building product, this type of
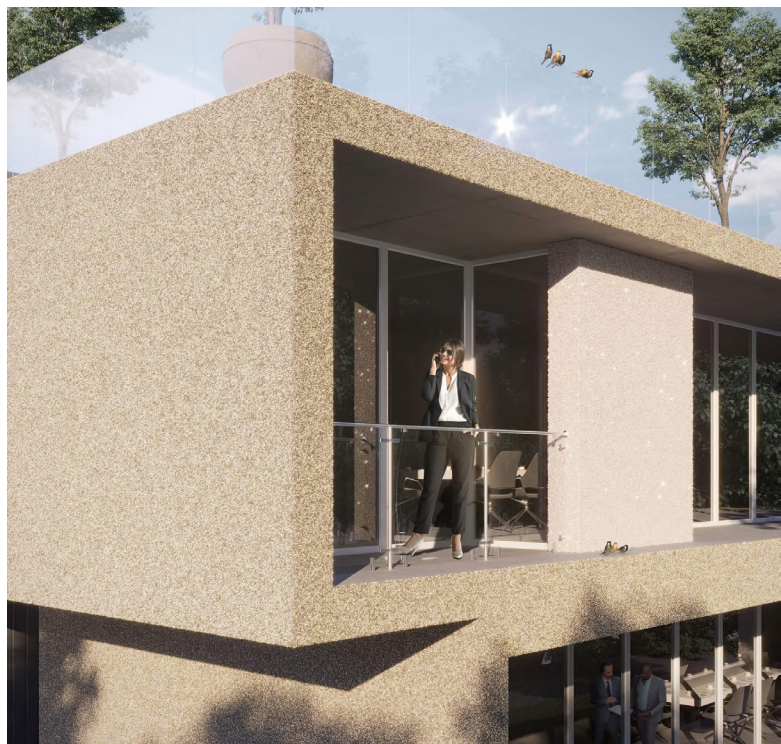
CGI will let your potential buyers appreciate the material's quality and aesthetics to the fullest.

#4. CG Animation

Videos are a great way to convey information in a concise and visually compelling way. And if shooting a marketing video isn't possible yet, 3D technology comes to help. 3D animation can serve both

aesthetic and practical purposes. Highlighting the quality and visual appeal of building materials and demonstrating the installation process – all this can be done with 3D architectural animation.

Using building materials 3D rendering is a great way to present your new products before they are even produced. Just as well you can showcase the existing ones in a new style or setting. Whether you need to demonstrate the details and properties of the materials or to show how they will look on a building, 3D visualization gets you covered.
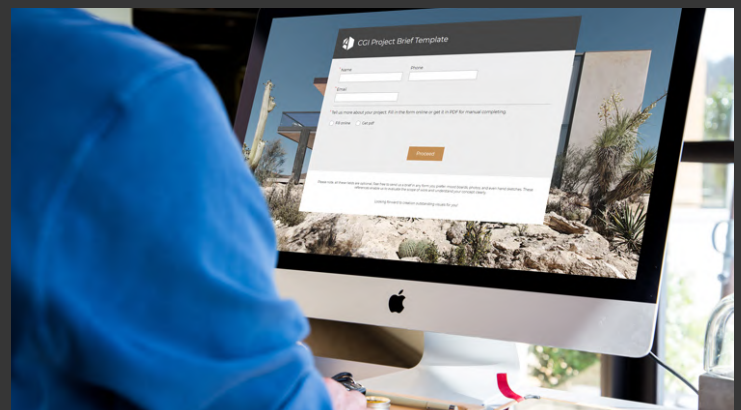
Looking for 3D rendering services to boost your next marketing campaign? Drop us a line to get high-quality CG visuals without breaking the bank!

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

DOWNLOAD THE BRIEF

How to Get Word of Mouth Marketing to Work for Architects?

Word of mouth marketing has long been recognized as a powerful tool for businesses across various industries. And architecture is no exception. So, what is word of mouth marketing? Simply put, it's an organic spread of positive recommendations and referrals from satisfied clients, colleagues, and industry professionals. That being said, the question is: how to get word of mouth marketing to work for architects?

Our 3D rendering studio collaborates with numerous architects to boost their

businesses. And we enjoy regularly getting word of mouth referrals from them! So, today we offer you a bit of our expertise. We will help you to answer the question of how to get word of mouth marketing to work for you to unlock new opportunities. Let's get into it!

#1. Deliver Exceptional Services

We'll start with the obvious one: excel at what you do. But in this context, that includes not just being a skilled architect. You should also ensure high-quality customer experience. By consistently providing outstanding services, an architect can create a lasting

positive impression. It will encourage clients to share their experiences and recommend this expert to others.

There are several strategies architects can use to enhance the quality of their services and make word of mouth marketing

work. Here are some of them.

• In the design world, the array of options to choose from can overwhelm the customers. Filtering these choices down is a great way to add value to your services. By offering curated selections and guidance through decision-making processes, you can streamline the experience and demonstrate your expertise. 3D rendering for home builders is a great way to present different options in a way that doesn't feel overwhelming.

• Focus on the budget and try to proactively protect the customers from extraneous costs. It showcases your commitment to their best interests and builds trust. Provide transparent guidance to ensure budgetary considerations are respected. "Can you imagine? This architect saved me a couple of thousands of dollars. I wouldn't even have thought of this on my own!" is

exactly how you want to be described by your customers to their friends and neighbors.

• Prepare a well-ordered package of useful information at the end of a project to enhance the overall experience. It can include warranties, maintenance guidelines, and any other pertinent details that will be useful to the property owner in the long term.

• Offer professional photos of the completed project. This not only provides a sense of accomplishment but also serves as a tangible representation of your expertise. And, it increases the chances that customers will want to boast on Instagram about their new home and tag you.

All in all, it boils down to the simple fact that there are a lot of architects, but not all of them are a delight to work with. So, don't forget you're not only creating an architectural design but also a curated experience.

#2. Build Strong Relationships with Clients

Establishing strong working relationships is paramount in making word of mouth marketing work. Effective communication and personalized service play a vital role in fostering these relationships. You can implement various tactics to improve your collaboration.

• Recognizing that everyone is different is fundamental. You should actively listen to homeowners. Tailor your services to meet their specific needs and preferences.

• Putting clients at ease is crucial, considering that they entrust their property and

finances to you. Make sure that they feel in control throughout the design, construction, and

and completion stages.

• Establishing a clear brief from the outset helps to understand the scope of the project and manage expectations. The same is true for the budget: you have to be honest and realistic about it, and clearly communicate any project costs and fees.

• Regular updates on project progress are a must.

• Make sure your customer has one person who's communicating with them through all the stages so they don't have to adjust to a new one every couple of weeks.

• Make yourself (or your project manager) available as much as possible. The speed of your response translates directly into satisfaction with your services.

• Keep in touch after the project is finished. Even something as small as liking a customer's Instagram photo will ensure they'll think of you when their friends ask if they can recommend an architect.

#3. Encourage Client Testimonials and Reviews

In today's digital age, online testimonials are crucial for making word of mouth marketing work. People actively seek out reviews to gain confidence in selecting

architecture services. So, if you're looking for the answer to how to get word of mouth marketing to boost your architectural business, you can (and should) actively encourage clients to leave positive feedback. Here are some effective strategies to do so.

• Be frank and explain the benefits of leaving feedback at the start of the project, emphasizing how positive reviews can help your business grow. You can also motivate customers to leave reviews by

offering a small discount, a bonus service, or another form of incentive.

• Ask clients if they would like to leave a review shortly after the project's completion. Choose an appropriate moment and be polite in your request. And if they don't reply immediately, don't hesitate to follow up after some time and kindly remind them about giving the feedback.

• Ensure that leaving a review is easy. Provide clear instructions and make it simple to share the experiences of working with you. You can even provide a template or automate the feedback in some other way.

• Respond to existing reviews, express gratitude, and show attentiveness. This demonstrates your commitment to customer satisfaction.

#4. Showcase Your Work and Be Memorable

How to get word of mouth marketing to be efficient? Never shy away from boasting about your work, and try to make the impression last. Here are key strategies to accomplish this

• Develop a comprehensive portfolio that showcases your best designs. It should emphasize your unique approach and attention to detail. Tailor the portfolio to highlight your specific strengths and expertise.

• Take advantage of social media and other online platforms to share your work and engage with a wider audience. Regularly update your profiles with high-quality images and 3D renderings, project descriptions, and testimonials. That allows potential customers to discover your work and provides an avenue for them to share their positive experiences.

• Find your niche and play to your strengths. Identify what sets you apart from other architects and develop a distinct brand identity that reflects your unique style and approach.

#5. Network and Collaborate

Other architects are not only your competitors. They are also your colleagues, and it's wise to make the most of your communication with the

• Networking and referrals from other professionals are valuable assets to get word of mouth marketing you want. So, establish relationships with fellow experts and influencers in the industry. And if someone refers a client to you, don't forget to do the same for them when you have the chance.

• By attending industry events, participating in online forums, and joining professional organizations, you can increase your visibility within the architectural community. This can help to establish your reputation and make it more

likely to boost word of mouth marketing.

• Networking can often lead to partnerships and collaborations

with other professionals and broaden the scope of potential projects.

• Knowledge exchange within the community can help you improve your practices. In its turn, it boosts the quality of your work and your reputation.

• There's also a chance of sharing resources with colleagues, from materials to staff. This could enhance your ability to deliver exceptional work, leading to more satisfied clients who then spread the word about their positive experiences.

Making sure your clients are satisfied and eager to talk about you is the most vital part of the answer to how to get word of mouth marketing work for you. It brings the best customers who are already more inclined to trust you and are less likely to question your price. So, take note and make the most out of word of mouth marketing!

Need to refresh your portfolio or impress potential clients? There's no better way to go about that than with high-quality 3D renders. So, if you're looking for architectural rendering services, drop us a line to get stellar presentation or marketing imagery at a reasonable price!

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

DOWNLOAD THE BRIEF
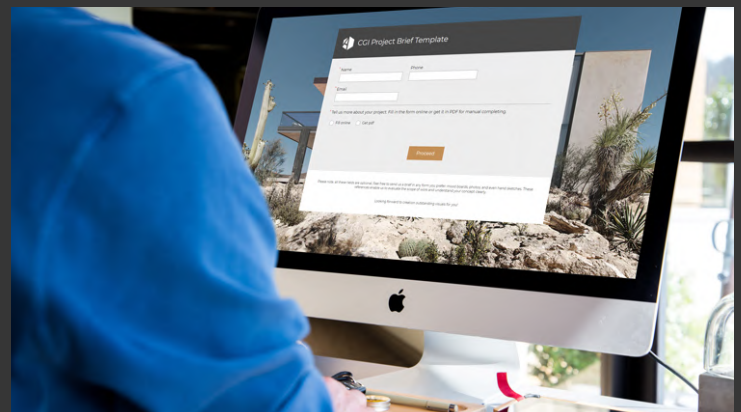
5 Key Elements of a Perfect Interior 3D Rendering

What is 3D interior visualization? In recent years, it has become the buzzword in the architectural and design community. 3D interior visualization is a realistic computer-generated image showing the future result of a design project. It is an irreplaceable presentation tool for designers and architects. To get 3D modeling and visualization services, the

designer sends a brief to a CGI company and soon receives the visuals. Naturally, the designer wants to be the judge of the output quality too. For that, they need to understand what exactly a "perfect 3D rendering" is and to speak the same language with 3D artists.

Explaining corrections is another trouble. How to translate the feeling about the image

into words and facts? Does the designer have to learn 3Ds Max, Corona, and interior photography to do that? Actually, they don't. All the designer needs is to learn the essentials — the main components of a quality interior 3D rendering. Wonder what they are? Let's check them out!

#1. Proper Lighting

If the lighting in interior 3D visualization is right, the picture will look realistic and full of life. To achieve this effect,

professional 3D artists stick to a set of rules.

Notably, the evening light should be cold, and the daylight neutral — to keep the colors in the scene natural. If the 3D visualization shows a daytime scene, the sunlight must dominate to ensure the realistic look of the picture. And vice versa: if the render displays a room in the evening time, the brightest light should come from artificial sources like pendant lights or a chandelier.

Proper illumination of objects in the scene is another major rule for getting the lighting right. The objects situated by the window must be more lit than the ones in the back of the room. Also, there should be no completely shaded parts in the image — all materials and textures have to be clear and readable.

#2. Impeccable Composition

Composition is the interrelation between objects in a picture. If all elements of the interior render are properly arranged, it creates harmony and highlights the interior design strengths. To achieve the effect, the image must accord with a set of rules.

Most importantly, a 3D interior visualization should have a visual center — an object or group of objects that stand out by size, shape, or color, and thus instantly catch the eye. Though it is called "center," it can be situated anywhere in the image.

The secondary elements of the scene should surround the central object in accordance with the laws of symmetry or asymmetry. Symmetry in an interior rendering means that objects of a similar size and shape should be placed at the same distance from the center. This ensures that the scaling looks true to life and consistent.

Take your design presentation to a new level with interior rendering

LEARN MORE

The asymmetrical composition has many variations. However, all asymmetrically composed images stick to the same rule: the objects on opposite sides of the center should have the same visual weight. So if the main elements occupy two-thirds of the picture, the third part should not be empty. For a balanced curated look, it has to include a counterbalancing element, like a large mirror or a catchy tapestry.

So when looking at the 3D interior visualization, it's wise to consider the way the elements and space are organized. If a part of the 3D render looks visually overloaded or empty, it makes sense to check whether the composition is okay.

#3. Details That Evoke Emotions

3D visualization technology allows for creating images that not only convey technical info but also touch people's

emotions. It is possible by adding smart details — small but meaningful elements that tell how wonderful it would be to live or work in the future space.

For instance, a render for a sleek minimalist office interior might include a notebook and a cup of steaming coffee on the desk. These subtle details will add life to the situation pictured and spur viewers' imagination. They will see themselves starting a working day in that office, writing down questions for an upcoming meeting and sipping the delicious drink.

So when checking out the 3D visualizations, it's a must to see what kind of details the 3D artist included. Do they paint a clear picture? Moreover, if the designer has any ideas at the project outset, it's best to share them with the studio — this may save plenty of time and help to create an image with a compelling story.

#4. Style Consistency

When everything in the image is consistent in style, it pleases the eye and creates an impression of wholeness. So, not a single interior detail should look

extraneous in relation to other elements. For instance, a room in the Industrial style cannot include classic artwork or a crystal chandelier — it will look weird. So it's wise to check that all details in the 3D interior visualization belong to the same style.

#5. High-Quality Textures

For all surfaces to look real, interior 3D rendering should contain only highly detailed textures, with realistic colors and material patterns scaling. This

way, a viewer will practically feel how fluffy the wool rug is, and how soft to touch the furnishing textiles are.

The low-quality, flat textures with incorrect scaling, unnatural colors, or visible seams look fake. That's why they are unable to

evoke any pleasant associations. So if the designer finds such an error in a 3D render, they'd better send it back for corrections.

If the designer knows the key elements of a 3D interior visualization scene, they can easily prepare a detailed brief for work with a CGI studio. Such a brief will help the firm's 3D artists to quickly make stylish 3D renders with realistic light, high-quality textures, perfect composition, and details that bring positive emotions. In such a way, the designer gets the best renders in the shortest terms and for a reasonable cost.

Want to get professional 3D architectural visualization for your design projects? Contact us and get impeccable 3D renders your clients will fall in love with.

4 Case Studies of Making CGI for UK-based Projects

Do you want to create impactful presentations with 3D architectural visualization for UK projects? In that case, it might be reasonable to look through some examples of visuals that other architects and designers across the country use to pitch their concepts. This way, you will be able to define a style for your own CGI that will meet your client's expectations.

To help you do that, we would like to share some projects our [architectural visualization studio](#) has done for our clients from the United Kingdom. These visuals were used to successfully present exterior and interior designs before bringing them to life. Check them out!

#1. CG Rendering and Animation for Westrak Structures

In this 3D architectural visualization for the UK startup Westrak Structures, we created exterior and interior imagery of their one-of-a-kind glamping pods. The company offers 3 variations of the pods for two, four, and five people. It manufactures and installs the structures on demand, all over the country.

In exterior CGI, Westrak wanted us to demonstrate the sleek and modern design that looks great in any surroundings. As for the interior renders, they needed to show that the pods come fully equipped with all the necessary facilities for

a comfortable stay. Also, the company ordered architectural

3D animation showcasing a pod community concept. It allowed them to demonstrate their ability to take on large-scale projects.

   Would you like to learn more about our collaboration with Westrak Structures and see other visuals we created for them? Then read this case study about the comprehensive CGI services we provided for this amazing UK startup.

#2. Interior Visualization of a Restaurant in London, UK

The 3D visualization above was created for GDC Group, a design firm based in the UK. In this render, you can see the proposed concept for a chic restaurant interior. The number one thing that makes it a great asset for a presentation is that it clearly depicts the zoning of the space. And the other thing is that it accurately shows the complex layered lighting in the actual hue and intensity of all fixtures.

   On top of that, this visualization of the London restaurant concept perfectly conveys the intended

atmosphere of the place. It allowed the designers to achieve

full understanding and smooth communication with their client, so nothing would get in the way of realizing their solutions.

#3. Exterior Visualization of a Medical Center in West Sussex, UK

In this 3D architectural visualization for a UK project, our 3D artists created a photorealistic render of the

proposed design for The Croft Medical Centre. The surgery is located in Eastergate — a village in West Sussex, England. The existing building is outdated, and our client — an architectural firm — developed the design for a new one.

The architects strongly focused on making the Centre not only aesthetically pleasing, but also sustainable. For instance, the rendering shows large windows that are meant to maximize the light in the waiting areas. It also emphasizes the warm colors and natural materials chosen to make people who come into the clinic feel comfortable, as well as reduce the building's carbon footprint.

Our clients used this architectural visualization to officially present the proposal. It has been approved by the District Council, and so the new building will replace the old one. The surgery will be able to take in more patients, which is crucial due to the new housing developments in the area.

#4. Exterior and Interior CGI of a Design Showroom in London, UK

Here, our CG artists created 3D architectural visualization for a UK design company Hetherington Newman. They specialize in bespoke kitchens, furniture, and architectural joinery. In this CGI project,

the designers commissioned us to visualize their London showroom which was still under construction at the time. We made one render that showcases the sleek, stylish exterior of the place at its actual location. Also,

we created two interior renders that convey the refined atmosphere of the showroom. And showing a visitor in the images made them look even more realistic and full of life.

With these visuals, the designers at Hetherington

Newman were able to promote their new showroom before it was completed, staying 100% true to their signature aesthetic. If you'd like to learn more about the making of the imagery, check out this case study on architectural rendering process.

Those were some examples of our 3D architectural visualization for UK projects. Hopefully, they helped you in your research of CGI solutions for your business

needs. Interested in seeing more of our works? Take a look at our case studies, where we describe some of our favorite projects.

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.

Vera Duhina

Senior CGI Artist

For Vera, CGI is both a hobby and a career. She works with the most ambitious 3D design projects, and makes them shine! Apart from CGI, Vera's into horses. She knows how to take care of them and loves horse riding.

Platon Morozov

Senior CGI Artist

For the love of CGI, Platon left a successful career in logistics. He is now a wizard of realism, architectural storytelling, and design presentation. His spare time Platon dedicates to exploring ancient European villages, La Roque-Gageac being his favorite.

Veronika Ukrainets

Mentor & CGI Artist

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

Anton Tertytsia

Mentor & CGI Artist

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

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