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can provide visuals completely
indistinguishable from photos.**

#31
JUN 23

20% of payments from all projects

are donated to support Ukraine ❤️

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Interview with Artem Kopus, ArchiCGI's Client Manager

Without a client manager, a big part of outsourced CGI projects wouldn't have succeeded or started at all. Why is that? Because client managers are responsible for finding and retaining clients, introducing them to the existing and brand-new services, explaining the

workflow, and overall building the basis for long-term cooperation. In essence, client managers not only guide you into the world of 3D but also nurture partnerships, ensuring that you get the most out of working with a CGI contractor.

Curious about how exactly client managers contribute to your projects? Want to learn if it's possible to start a project without a completed brief or with a very tight deadline? To answer these and many other interesting questions,

we invited our client manager Artem Kopus for an interview. Read it to learn about the inner workings of our [3D rendering studio](#) and to get some useful tips for your projects!

Artem, tell us a bit about yourself and how you became a client manager in CGI projects.

I have a degree in business economics. However, I haven't ever practiced in this field. After graduation, I worked as a waiter for some time. But at a certain point, I decided to move on and find something I would feel truly passionate about. I left my job and started to search for new opportunities.

Having looked through many openings available at the time, I stumbled upon one for a Junior

client manager at ArchiCGI. It caught my attention right away. I'm not an artist myself, but I've always been interested in art and creative work. Plus, I'm an extrovert and cannot go a day without communicating with people. So, I decided to give it a try, and it was a life-changing decision for me. After an interview with ArchiCGI's recruiter, I was hired and started my career as a client manager in the largest 3D rendering studio in Europe.

How long have you been working at ArchiCGI? And how many clients do you have now?

I've been a part of our team as a client manager in CGI projects for over 4 years. My client portfolio is quite extensive. It includes around 15 very large and well-known companies,

among others. I have clients from the architectural, interior design, and furniture industries. For example, I work with Jofran and Article furniture brands. I would love to share with you

more of the big names, but due to the non-disclosure agreements

we have signed, I must maintain confidentiality.

At ArchiCGI, not only 3D artists work with each client, but an entire team of other specialists. Who are these people and what do they do?

Our company's staff is divided into many separate teams. Apart from 3D artists, each team includes a mentor and a [project manager](#). PMs are responsible for completing briefs (also called SoWs — scopes of work) with clients and then reviewing those briefs with the artists. Also, they distribute tasks, work with a client's feedback during the project, check the quality of renderings before submitting them, manage deadlines, and so on. This is very convenient for 3D artists, who are not distracted by side tasks and thus can focus on their creative work.

Mentors are our Senior 3D artists, the most seasoned experts in transforming a client's vision into stunning photorealistic imagery. They are in charge of developing their team members' skills. That



means that our mentors are always ready to help less experienced artists in refining their work so that it would match or even exceed the client's expectations.

“ *Apart from 3D artists, each team includes a mentor and a project manager.* ”

Overall, at ArchiCGI, each team member excels in what they do.

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Together, we work like a well-oiled machine, helping our clients to get

outstanding results in the shortest possible time frames.

And what is your role as a client manager?

As the initial point of contact for clients interested in our services, my primary responsibility is to meticulously analyze their needs and requirements. Gaining a comprehensive understanding of their practice and the business objectives behind choosing 3D

rendering is crucial. With this information, I can propose the most effective solutions for presenting the client's project while providing guidance on optimizing the budget. To illustrate my suggestions, I use relevant case studies from our previous work.

One of your responsibilities is introducing a new client to our workflow on a free demo. Tell us about that.

During a free demo, we and the client get to know each other. First of all, I ask what issues they are facing in their business and what made them consider [outsourcing 3D rendering](#). For me, it's absolutely crucial to understand the client's struggles and challenges to offer them what they really need. Based on their answers, I come up with the best options for overcoming those issues with the help of our services.

solutions that might suit our client's needs. Plus, I explain the workflow in our custom-built CRM system called Archivizer. Then, I walk clients through each stage of a typical project to provide a clear and transparent understanding of the process.

“ *It's absolutely crucial to understand the client's struggles and challenges to offer them what they really need.* ”

Also, in the course of a demo, I present a range of 3D rendering

To further build trust, I offer to do

a small test project. It allows clients to get a firsthand experience of our proficiency, smooth communication, and rapid delivery

of quality results. And, of course, I invite them to register in Archiver to get started.

What happens next?

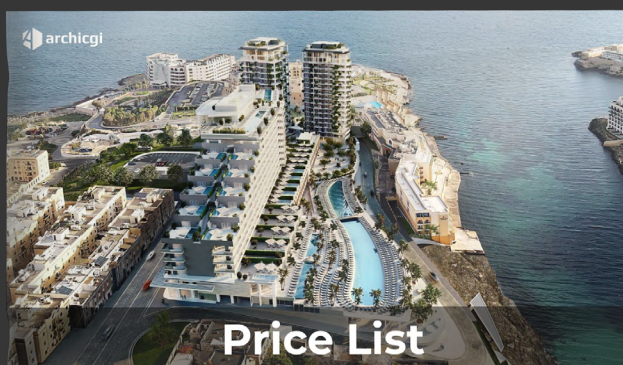
If a client is interested in moving forward with us, I arrange a meeting with the entire team, which includes one of our mentors serving as the project's art director. Our team reviews the client's brief and asks additional questions to better understand their preferences. We inquire about their favorite styles, what aspects of their previous experience with CGI they liked or disliked, and any elements we should use or avoid in our work with them. This information is documented and added to

the client's profile in our CRM, ensuring our specialists always know which direction to take when working on this client's projects.

We discuss each stage of our workflow so that the client is well-informed about what to expect. Also, we always ensure our timelines and approach align with their needs, which is particularly important if they are collaborating with some end client. And then, when everything is agreed upon and the initial payment is received, 3D artists get down to work.

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

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In what ways do you continue to contribute to the project after that?

My responsibilities as a client manager in CGI projects include calculating the payments and issuing invoices, as well as assisting with the signing of all types of legal documents, such as NDAs. Apart from that, I provide training on how to use our CRM system and present new 3D solutions to clients.

Also, I conduct regular meetings to review ongoing projects, gather feedback on our work, and identify any issues that may arise. Working closely with the team, we resolve those concerns as soon as we can. We compile all the notes and requirements received throughout the project into a client's file. Then, we create a presentation to discuss and agree on these details with the client.

This way, after completing several projects together, we develop a comprehensive understanding of the desired outcomes. It is a great way to streamline our workflow.

My primary focus is to maintain a helicopter view of our collaboration, ensuring that I have a comprehensive understanding of the partnership's overall progress. This enables me to detect and address any issues, whether it involves a client's dissatisfaction or the team's need for additional resources to complete a project successfully.

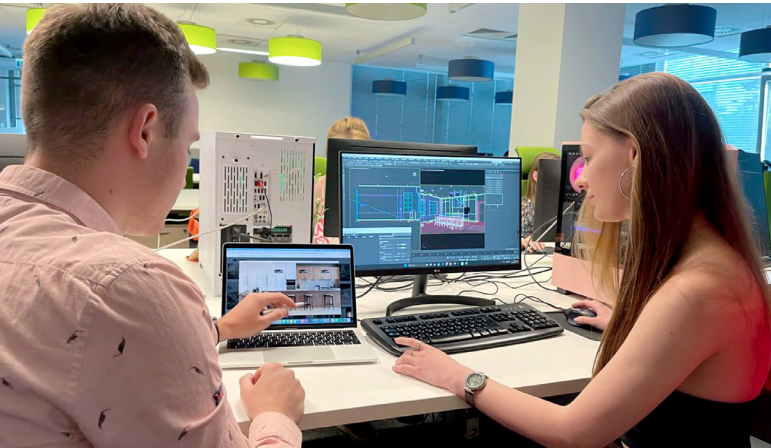
“ *My primary focus is to maintain a helicopter view of our collaboration.* ”

Can you provide an example of resolving a challenging situation with a team or client?

Sure! I've recently received a request from one of our clients to model 250 items within a tight deadline of three weeks. He was running out of time, and his end client was

already growing anxious.

At first, I thought the timeframe was unrealistic, and that we would not be able to complete the task. However, after asking a few



additional questions, I came up with a workable solution. The client told me that the products were meant for 3D visualization of a large complex for a senior living facility. So, we agreed that medium-level-of-detail models

would suffice. They take much less time to create than high-detail ones, so we were able to deliver the results before the deadline.

For this project, I allocated a large team of modelers. Together, these 20 specialists tackled the project and completed it in just two weeks. Our client was happy with the outcome. A few weeks later, he returned with a similar task. The client already knew that we had a well-established workflow in place and could deliver the results quickly and efficiently. So, he entrusted the work to us with no hesitation.

There are two types of workflow at ArchiCGI: standard and agile. Tell us about the difference between them.

Our [standard workflow](#) implies that a client has a clearly structured brief and prefers to work step-by-step within a well-established process. Before getting started, we outline and agree upon the sequence of stages, such as presenting grayscale renderings first, followed by color drafts, and, finally, completed renders. An approach like that ensures streamlined, organized, and predictable progress.

However, some clients want to actively participate in the creative process. They may want to have a hands-on role in bringing their vision to life using the skills of our 3D artists. Or, we might sign an agreement allowing for continuous changes, no matter the scope of them. In such cases, we adopt the [agile workflow model](#). That means we assess the cost of each stage individually or work on an hourly rate basis. We are very flexible and always open to adjusting our processes to a client's needs.

What additional perks can you offer to a client to make their work with us even more convenient?



3D renderings by ArchiCGI studio

We adapt our working hours to adjust to the client's time zone. That means we adjust our communication times and know when exactly we need to deliver results, ensuring that they are received during the client's

business hours.

If a client has a limited budget, we can always offer more affordable options. For instance, rather than employing senior 3D artists, we can assign a team

of skilled mid-level 3D artists to work on the project. Alternatively, if photorealism is not a priority and the main focus is on the volume of work, we can suggest the services of our junior artists at a very reasonable price.

In case it is a regular client who provides us with a steady flow of similar tasks, we usually agree on a fixed price per task. This approach allows for effective long-term budget planning.

“ *If a client has a limited budget, we can always offer more affordable options.* ”

Oftentimes, regular clients may identify their preferred 3D artists from our team who they enjoy working with. In such instances, we can specifically assign these artists to always work on this client's projects.

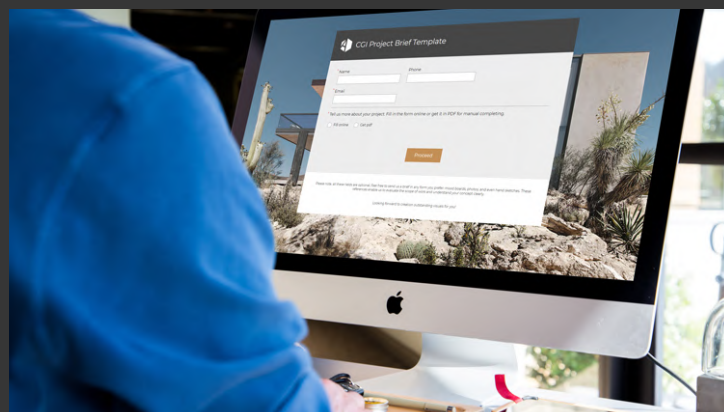
How do you communicate with the client upon the completion of a project?

Once the project is completed, we invite a client for a call with the team. During that call, we do a project recap to get their evaluation of the quality of our work. These meetings help us assess all the

aspects of our workflow, identifying areas for change or improvement that will enhance our future cooperation. This information is also added to the client's file so that every team member could check it out in the next projects.

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When it's the best time for a client to schedule a free demo: once they have a comprehensive brief or in advance?

The ArchiCGI team is open to any scenario. If a client has experience with 3D rendering and knows which files are required for a project, that's fantastic. In such cases, I'll promptly organize a call with the team to review the assignment, clarify the details, and request any additional files if needed.

However, in case a client doesn't have a fully formed brief yet, that's not a problem at all. I am always happy to provide guidance on how to compile a SoW to complete a project with minimal revisions and within a reasonable budget. As a



client manager, I will guide the client through every anticipated step of the process, offering consultation on timing, pricing, and other aspects. So, do not hesitate to contact us. See you at your free demo!

“ *In case a client doesn't have a fully formed brief yet, that's not a problem at all.* ”

We thank Artem for giving this interview, and we genuinely hope it provided you with some useful insights about outsourcing 3D visualization.

Now you know how exactly we carry out each project. If you like our approach and are interested in trying out our [3D rendering](#)

[services](#), get in touch with us! We assure you that your dedicated team, including the client manager in CGI projects and other specialists, will bring your vision to life through stunning photorealistic renders while ensuring a seamless and hassle-free workflow.



Which Architectural Projects Benefit from Amenities Rendering?

When visualizing architectural projects in 3D, highlighting their unique benefits is crucial. One of those benefits are amenities. And sometimes, they do not get the attention they deserve. Most renderings will focus on primary architectural elements: a house's facade and entrance, and the main spaces like living rooms or kitchens. But, it's the amenities that make buildings distinctly comfortable,

functional, and appealing. So, they deserve to be highlighted and presented in great detail. The question then arises: what particular types of architectural projects can benefit from amenities rendering?

Our [3D visualization studio](#) works to ensure our architect and developer clients always have stellar imagery to present their

projects. And we know for sure how to emphasize every meaningful element of their designs. So, if you

wonder how amenities rendering can help you with presenting your concepts, let's dive into it!

#1. Residential Architectural Projects

With residential architecture, the relevance of amenities rendering cannot be overstated. Amenities enhance the living experience. So, presenting them in the right way is one of the keys to enticing future residents or tenants. Amenities 3D

colorful kids' playground – these and similar things may make one dream to live in a depicted property.



rendering can be of great help here. It conveys unique qualities of specific property features with stunning visual detail. A luxurious swimming pool, an exquisitely designed garden, or a



Above are examples from [one of our projects](#). A gorgeous outdoor terrace with a swimming pool and a fireplace, as well as a spacious fitness room with a golf simulator, give this place character. Detailed renderings of these amenities make the whole concept look exceptionally comfortable and inviting.

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#2. Commercial Architectural Projects

In [commercial 3D rendering for architecture](#), amenities renders are essential. They showcase functionality and visual appeal.



For instance, CGI can show designer lobbies that serve as

the first impressions for many businesses from beauty salons to malls. One can also visualize conference rooms, coffee shops, gyms, and other amenities in offices and business centers. It's a smart move to emphasize the benefits that make these spaces functional and versatile.

Take a look at this cafe rendering. The sleek modern design of the place aligns with the energetic atmosphere of a business center. Showcasing this amenity helps to emphasize that people working there will have a cozy space to relax amid a busy day.

#3. Public Infrastructure and Urban Planning Projects

Amenities rendering finds a valuable application here. That's because presentations of public spaces and infrastructure projects should be understandable and appealing. This way, it's easier to win a tender, get greenlit by the investors, or engage with the local communities to get their feedback.

3D visualization improves presentations of parks, rec centers, streetscapes, and many more.



Above, you can see a public recreation zone rendering. Take a moment to appreciate lush greenery, neat walkways, cozy

waterside decks, and sup boards in the river. The place looks perfect for relaxation in a big city. This way, the 3D render featuring amenities

helps to present the scope of the project, the infrastructure, and the atmosphere in a realistic and compelling way.

#4. Luxury and Hospitality Projects

In this case, amenities rendering is pretty much a necessity. That's because it provides a means to highlight elements that elevate the luxury experience. With amenities CGI, one can captivate discerning audiences and create a sense of anticipation.

Resorts can be depicted in stunning detail. This allows

potential guests to imagine themselves in a luxurious atmosphere. Spas and wellness facilities renderings can convey the mood of chic, calmness, and relaxation. Restaurants and dining areas can be shown with stylish decor and appetizing food. Simply put, amenities 3D rendering in luxury and hospitality projects help express the allure of the proposed concepts.



For example, this luxurious hotel lobby 3D interior conveys a sophisticated ambiance at first glance. As you can see, if you need to wow an audience that is not easily impressed, CGI is your best choice.

In any spaces, amenities are what make staying or living there pleasant and comfortable. Features like inviting halls and lobbies, cozy atmospheric cafes, and well-equipped gyms can make the whole concept stand out. So, if you need to present the project in an enticing way, using amenities rendering is a perfect way to do that.



Standard and Agile CGI Workflow: What to Choose?

Every architectural 3D rendering project is unique. That's why at ArchiCGI, we always address all tasks entrusted to us with careful attention and flexibility. As a result, we have developed two types of CGI workflow. They help us streamline our collaboration with each client while adjusting to their

specific needs. The two approaches used at our [3D visualization studio](#) are called standard CGI workflow and agile CGI workflow. So, what are the differences between them, and which one will work best for your archviz project? Read this short guide to find out!

What Is Standard CGI Workflow?

How to get perfect interior 3D rendering on the first try



workflow that is clearly divided into stages. Usually, those are:

- submitting the brief;
- reviewing intermediate results (grayscale and colored drafts);
- having corrections made;
- getting the finalized CGI.

In our series of articles, you can take a closer look at our standard [exterior](#), [interior](#), and [animation](#) workflows.

This type of workflow has been designed **for those who have a complete vision of their project outcome and a comprehensive brief**. It's a convenient option if you prefer to work within a well-ordered

As the standard workflow implies receiving full brief and precise requirements, it allows us to set a fixed deadline and price before the start of work. Also, it helps us complete the project with maximum speed.

What Is Agile CGI Workflow?



Step 1
Creating Architecture

Step 2
Approving Architecture and Materials

Step 3
Approving Furniture Selection

Step 4
Approving Furniture Material



Step 5
Results Revision



Step 6
Submitting Updated Results



Step 7
New Results Revision



Step 8
Submitting Updated Results

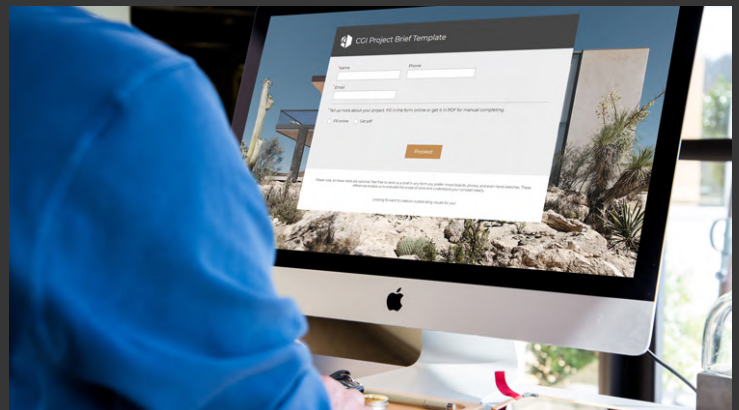
Agile workflow is applied to projects that include an incomplete [3D rendering brief](#) or a non-standard one. The latter, for instance, might mean providing the assignment in video or audio format or requesting the usage of some special software. In such cases, our project manager cannot estimate the exact time frame and cost of the task from the very start.

So, what do we do?

Here's how the agile workflow functions. We set the price for an hour of work within the project in question. Then, we provide an approximate time quote, say for 30 hours, and agree on it. The client pays for these hours in advance, and our 3D artists begin to work. Two scenarios are then possible.

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- If the work exceeds 30 hours, we notify the client and ask for an extra payment.
- If the work finishes in less than 30 hours, we refund the unused amount to the client's CGI CRM account.

Working within the agile workflow might take more time. But **it's the ideal solution for clients who are still developing their concepts**. The agile process allows them to send additional materials step by step and iterate the design until it becomes perfect. Also, the agile workflow offers such options as going back and revising any project stage if necessary, asking for continuous adjustments no matter the amount of them, and the like.

Now you clearly know the difference between the agile CGI workflow and the standard one. As you can see, the latter will be the optimal choice for you if you already have a fully formed brief and precise vision of the outcome. As for the agile workflow, it will work for you if your concept is in the development stage and needs to be modified on the fly. In this case, the agile CGI workflow will ensure the interactive and flexible approach you need.

Looking for reliable & **professional 3D rendering services**? Contact us today and enjoy working with the CGI team that is always ready to adjust to your needs!



The Difference between AR and VR and Their Uses for Architects

The technological landscape evolves rapidly, disrupting architecture and real estate industries. Augmented reality and virtual reality are one of the latest and most amazing transformative tools. For architects and realty experts, their use is quite new. But these technologies definitely

deserve attention as they can make all the difference. They allow us to completely reshape the way we experience and interact with presented designs. So, how exactly do these technologies work? And what is the difference between augmented reality and virtual reality?

Our [3D visualization studio](#) always keeps up with cutting-edge technological trends. This way, we ensure our clients can present their works the most

impressively. Wondering how to harness the power of AR and VR for your projects? And what is the difference between these tools? Read on!

#1. What Is Augmented Reality?

Augmented reality integrates virtual elements into the real-world environment. It does so by overlaying computer-generated objects onto a user's vision of the physical world. AR technology uses various devices such as smartphones, tablets, and headsets. They capture the environment with their cameras and superimpose digital objects onto it. That allows viewers to see virtual objects as if they were right before their eyes. What's more, one can rotate those items to examine them

from every angle as well as zoom in and out.



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#2. What Is Virtual Reality?

So, what's the difference between augmented reality



and virtual reality? Unlike AR, which adds digital elements to the existing environment, VR transports users to a whole digitally created world. That world can be based entirely on the imagination of the creator or recreate some real-life locations.

Virtual reality also allows users to interact with the simulation. In VR, one can navigate through space and manipulate objects. On top of that, by using virtual reality, teams can collaborate efficiently in real time.

#3. Similarity and Difference Between Augmented Reality and Virtual Reality

Both AR and VR aim to enhance user experiences. But as you can see, there is a difference in their approach and level of immersion.

Augmented reality enriches the real world with virtual elements. In contrast, VR immerses users in a completely virtual environment. So, AR maintains a connection to “real” reality while VR creates a simulated reality that users can explore and interact with.

Another difference between



augmented reality and virtual reality is the equipment needed. It's possible to use AR with commonplace smartphones or tablets. This makes the technology

more accessible. But with VR, you can't do without a special headset.

Both solutions provide unique benefits to the architectural and real estate industries. Let's consider them in more detail.

#4. Uses in Architecture and Real Estate



Augmented reality and virtual reality offer a range of applications within these fields. They might come in handy at all steps of the workflow.

At the design stage, VR allows for streamlining collaboration. Architects can visualize, review, and modify projects in a shared ultra-realistic digital environment. Also, a VR simulation can provide access to detailed information about specific architectural elements.

When it comes to presentations, both augmented reality and virtual reality shine.

- With AR, architects and

developers can visualize their projects in the existing environments. So, for example, you can showcase a future building in the exact location where it will be constructed. Or, you can show a mini version of your project right in a client's office. All in all, this technology facilitates understanding of design and decision-making.

- With virtual reality, you can create a stunningly immersive 3D architecture presentation. Your clients and stakeholders can explore and navigate the future space as if they were actually there. The immersion provides a deeper understanding of spatial relationships, materials, lighting, and ambiance of the design. This way, it leads to more informed decisions. Not to mention a lasting experience that such a presentation leaves.

On top of that, augmented reality offers the potential for on-site help during the construction process. As we mentioned, it can help visualize

a project in its intended location before works begin. That can be useful in making

smart design decisions early on, potentially reducing the need for costly changes later.

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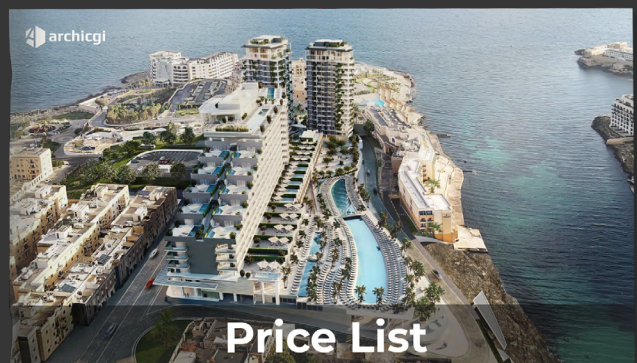
So, the main difference between augmented reality and virtual reality lies in the immersion scale. But their similarities are more important. Both technologies offer unique opportunities for architects and developers. Design, presentation, and even

construction stages can now be easier and more efficient.

Looking for [3D visualization services](#) to leverage the latest technological trends in your work? Contact us at ArchiCGI to get stellar solutions at a reasonable cost!

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

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7 Hotel Lobby Renders by ArchiCGI that Will Blow Your Mind

A hotel lobby is the first and crucial touchpoint that guests experience upon their arrival. It forms the initial impression of the place and sets the tone for people's entire stay. For that reason, it is extremely important to visualize your design of this part of a

hotel's interior in a manner that accurately conveys your vision to project stakeholders. And there's no better way to achieve that than by using photorealistic hotel lobby rendering.

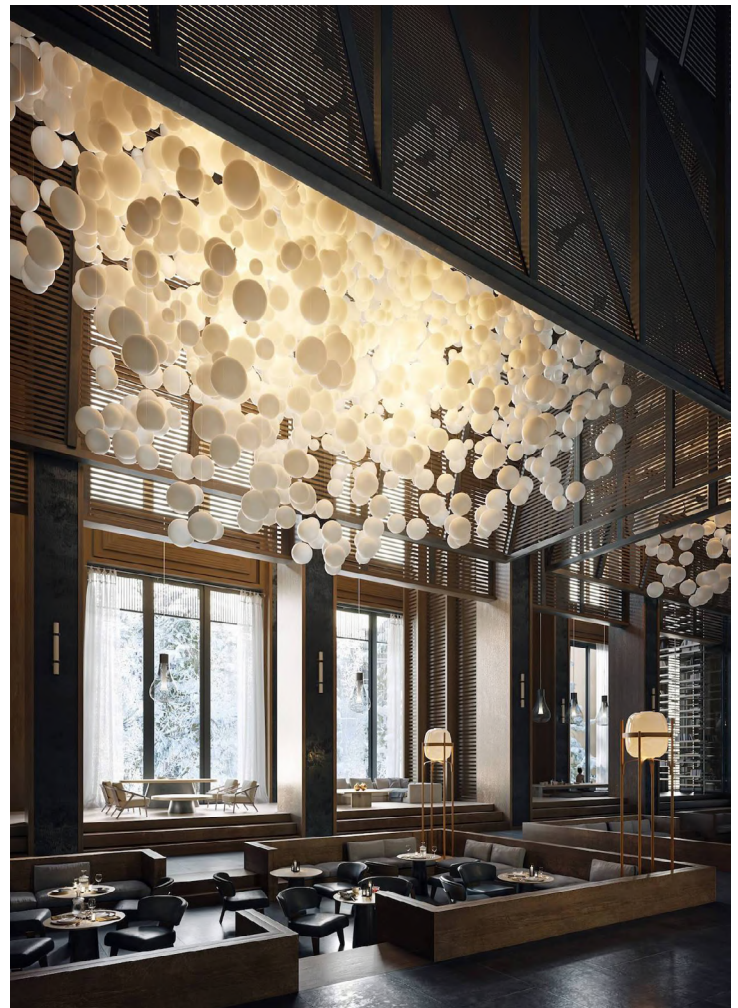
In this article, we will share a few examples of such visuals

created by our [architectural visualization](#) studio. Some of these works were featured in the [Best of the Week](#) selection on CGarchitect. Hopefully,

our renders will help you find inspiration and ideas for your own presentation images. Let's take a look!

#1. Hotel Lobby with a Centerpiece Chandelier

This hotel lobby rendering is a winner of the Viz Pro of the Week award on CGarchitect. It showcases a spacious modern lounge area, where the viewer's attention is instantly drawn to the massive ensemble of light fixtures that also acts as a decorative element. To highlight the beauty of the statement chandelier and the height of the space, our 3D artist used an angle that emphasizes the interior's airy, subdued feel.



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#2. Serene Hotel Lobby in Stone

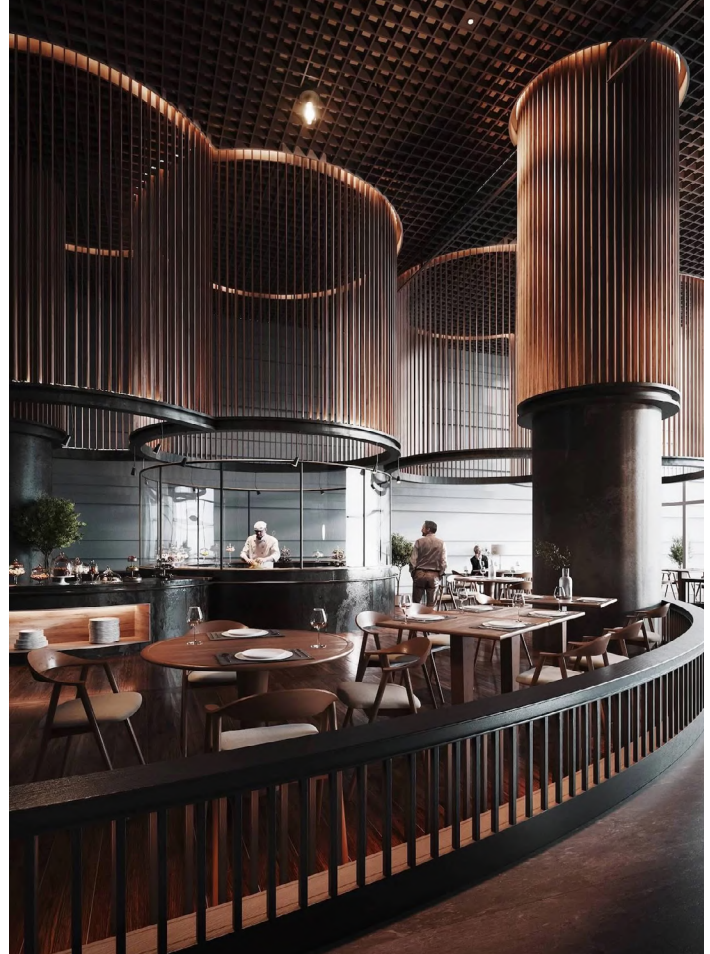
This rendering is our editors' personal favorite.



It has a tranquil, mesmerizing atmosphere, and a quietly luxurious feel. The mixture of contemporary and classical elements in the design creates quite a surreal look for the space, which definitely leaves a lasting impression. On top of that, this rendering does a particularly great job of showcasing the gorgeous monochromatic palette and smart lighting solutions of this hotel lobby interior.

#3. Sleek Hotel Restaurant

Here is another work of ours that has won the Viz Pro of the Week award on CGArchitect. In this rendering, you can see a stylish restaurant in a hotel lobby. With just this one image, one can clearly see every aspect of the design. The most notable ones include the open dessert-making station, large decorative structures on the ceiling, and high-quality materials that give the whole place a consistent, polished look. That makes a rendering like this one a valuable asset for a project presentation.



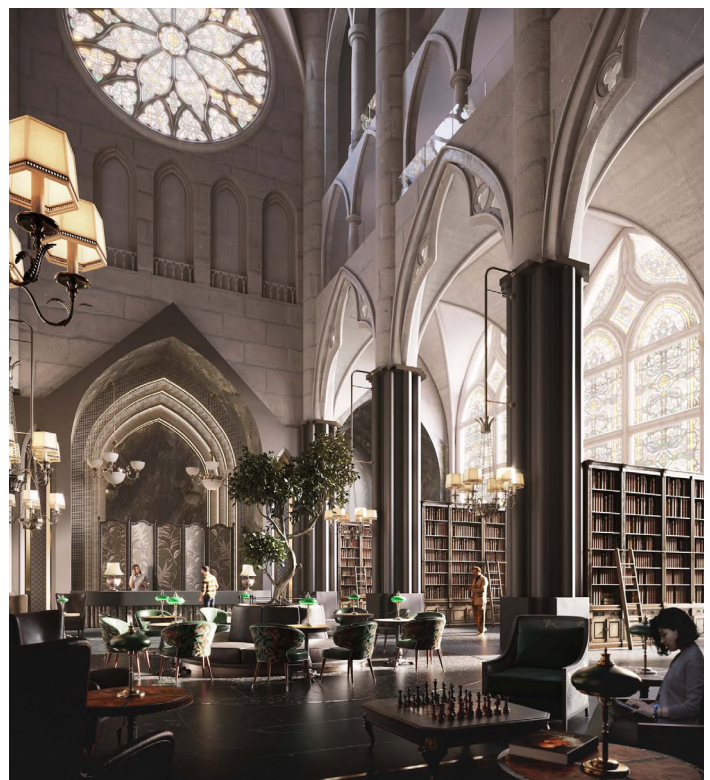


#4. Cozy Hotel Lobby Rendering

When you look at this image, you immediately feel welcome. The interior [hotel rendering](#) fully conveys the designer's vision by showing how beautifully traditional furniture and decor work with warm lighting and occasional pops of contrasting colors. But what makes this image of the lobby truly full of life is the happy guests having a great time in the lounge area. This addition made by our 3D artist perfectly completes the inviting atmosphere of the place.

#5. Stunning Hotel Lobby with a Library

In this project, we created a hotel lobby rendering for a design concept with an unbelievable aesthetic. The traditionally massive and "heavy" gothic elements are smoothly balanced out thanks to the abundance of natural light. And it is with CGI that architects and designers can freely explore such daring ideas to see if they would work in real life, or simply to push their own creative boundaries.





#6. Lobby of a Luxurious Tropical Hotel

This rendering shows an exquisitely designed entrance and lounge area in a high-end resort destination. The image accurately depicts the variety of natural materials used in the interior, as well as the subtle color palette with fresh plant accents. Here, our 3D artists purposefully lowered the contrast in the rendering to create a relaxed summer afternoon feel. And this small detail really ties the look together.

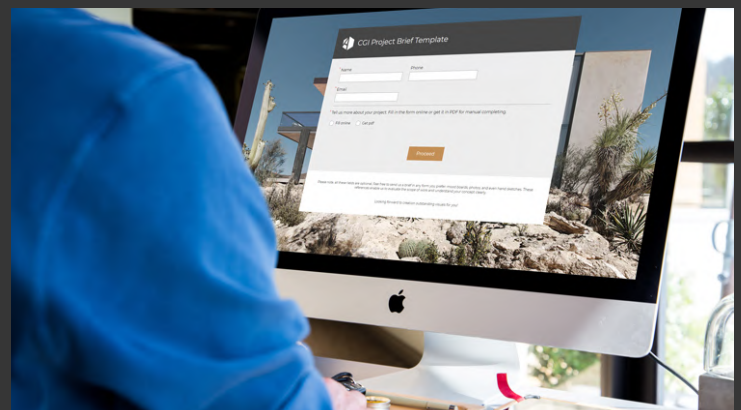
#7. Breathtaking Hotel Lobby Concept

Here, you can see a conceptual hotel lobby rendering one of our 3D artists created for a studio contest. It demonstrates a futuristic, organic design, where the inside blends with the

outside. The ambitious structure uses mainly wood and stone, leaving large openings for direct sunlight to come through. As a result, the lobby is flooded with natural light, and it doesn't feel

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like the inside of a building at all. Overall, this image is a perfect example of how invaluable photorealistic CGI is when it comes to visualizing such complex ideas.

These were some of our favorite hotel lobby rendering works. We hope you loved this selection and maybe even found a few visualization ideas you would like to try in your next project.

Looking for [professional 3D rendering](#) services? Contact us at ArchiCGI to get a free consultation with our manager!



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

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7 Ways 3D Artists Make Renders Look Like Photos

Many architects and marketers of architectural projects who have never used 3D exterior rendering services often underestimate how photorealistic the renders can be. Therefore, being unaware of the full potential of CGI, they might fail to get the most of it for their projects. For instance, by placing orders for those services without providing enough technical details, style references,

or comments. In other words, setting the bar rather low from the beginning. And then, upon getting the results, they don't know what to look at to determine quality.

As a result, they might overpay for rather mediocre visualization services, when they could pay the same price for top-notch realistic exterior rendering. In fact, a truly professional [CGI studio](#) can provide

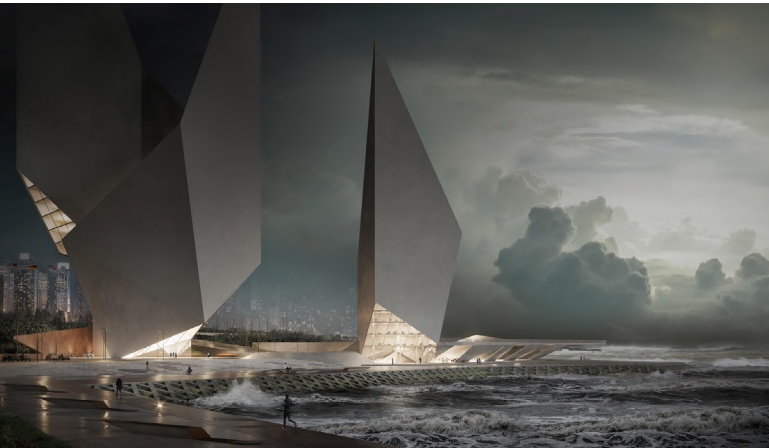
visuals completely indistinguishable from photos. Those can be used for various marketing purposes, including project presentations, portfolios,

online and offline advertising, etc. Sounds good? Now, let's find out the 7 ways CGI specialists make 3D exterior renders incredibly photorealistic!

#1. CGI Specialists Build High-Quality 3D Models

The process of realistic exterior rendering begins with creating 3D models and arranging them in a scene.

Usually, CGI specialists do custom 3D modeling of the main architectural objects from scratch to get all the specifics correctly. Then, they select pre-made high-poly 3D models as well for the secondary items. Usually, architects provide references for those themselves. In the final renders, all the objects must have realistic shapes, perfect geometry, and a high level of detail. Also, there should be no unnaturally sharp or overly blurred edges.



#2. They Always Get Accurate Proportions

CGI professionals always follow technical drawings and other construction documentation thoroughly to make sure they maintain accurate proportions. The most important here are site plans, which allow to understand the location and surroundings of a project. Then, floor plans,

elevation and cross-section views are also crucial to learn the details about the building itself. All that is necessary to adjust the size of every object correctly regarding that of other objects and the scene dimensions in general.

For instance, doing a realistic exterior rendering of an office building, one must consider its overall dimensions, as well as the size of doors and windows, parking space, the cars in it, people in the street, and so on. If even one of those things is measured wrong, the whole impression of a project can be distorted.



#3. They Set Correct Horizontal and Vertical Axes

For a truly realistic exterior rendering, a CGI specialist



carefully sets horizontal and vertical axes to align 3D models to them. The axes, especially the horizontal one, set the base for the whole composition. Obviously enough, if they are tilted in a way they are not supposed to be, the renders

will be completely ruined. Furthermore, setting the axes correctly allows to avoid distortion of perspective, as well as having objects hanging in the air – the two worst mistakes inexperienced 3D artists might make.

Checking the quality of the final images, one should always remember that the main goal of realistic [architectural visualization](#) is to improve customer experience. Therefore, the basics such as this one are not to be overlooked, even if the main objects appear to look good. Because if customers spot an irregularity there, they will form a negative opinion at once. And, as a result, the success of the entire project will be undermined.

#4. 3D Artists Apply Perfectly-Matched Textures and Materials

Textures matter greatly in realistic exterior rendering because they make all the materials used in a scene easily identifiable. There are three main criteria by which to judge the texturing work here. Firstly, the quality and resolution of every single texture must be high. Secondly, the material properties must match the appearance of applied textures. For example, if the material selected for an object is metal, it will imitate the properties of metal in terms of glossiness,

self-illumination, reflections, refractions, etc. Therefore, the



texture applied to such an object must be that of metal as well.

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

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Thirdly, there's the scaling of textures regarding the shapes and proportions of objects. This is where inexperienced 3D artists make mistakes particularly often. In such cases, bad scaling can often be seen in

things like tile- and masonwork, floor planks, and anywhere else where large surfaces are covered with repeated patterns. So, taking a closer look at those can help to determine the quality of 3D exterior renders immediately.

#5. They Create Life-Like Surroundings

With realistic exterior rendering, 3D artists create custom life-like surroundings for the main architectural objects. They can render multiple variations of images featuring different times of day, weather, and seasons. Some places, such as summer villas and ski resorts,

are meant to be showcased in very particular ways in terms of seasons and weather. However, even they can benefit from being depicted in both day-, dusk- and nightlight. And other, more versatile projects, might look surprisingly amazing in a cloudy or rainy setting.



Moreover, realistic surroundings normally include other buildings or landscapes, depending on a project's location. Then, there can be people, cars, trees, benches, traffic lights – everything a photo would have. So, when placing an order, an architect may choose to have a busy lifestyle scene for the renders, or a more serene one, fully focused on the project itself. Or both, of course!

#6. 3D Rendering Specialists Make The Lighting Organic

To ensure the most realistic exterior rendering, it is necessary to set absolutely perfect lighting. The aim, first of all, is to make sure the end result correlates with the concept, or mood references. Then, it's all about physics. Professional 3D rendering software allows to

determine every light source, such as sun, stars, lanterns, etc., which makes the lighting look natural – just the way it would in real life. It also considers refractions and barriers like rain, smog or fog to produce coherent, highly photorealistic visuals.

Furthermore, CGI specialists adjust shadows and reflections so that they appear where needed without creating unattractive, overly dark, or blinding spots in the images. For instance, it's possible to reduce the intensity of a shadow if it contrasts too much with other objects in a scene. In this same way, one can tone down or completely remove unwanted highlights and reflections. However, only professional 3D artists are able to do that without ruining the photorealism of a scene.

Finally, there is a post-processing stage, where minor light, color, and contrast



corrections are made. Here, CGI specialists often add subtle visual effects to make their 3D exterior renders even more cohesive and realistic. For example, they might add some extra glow to outdoor lights in an evening scene. Or a bit of a fog effect to soften an image and make it a little dreamy.

#7. CGI Specialists Find The Most Flattering Angles

In the case of realistic exterior rendering, 3D objects are “photographed” digitally just like they would be in real life. At this point, a CGI specialist finds the best angles from which to capture a 3D scene and sets a

virtual camera in the rendering program to do it. It might take a while to produce all the renders – from several minutes to several hours, depending on the complexity of a project. However, the rendering process itself

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happens automatically, so a 3D artist can set it to be done overnight. The final 2D images preserve all the details of a 3D scene with no distortion of any kind, looking totally indistinguishable from photos.



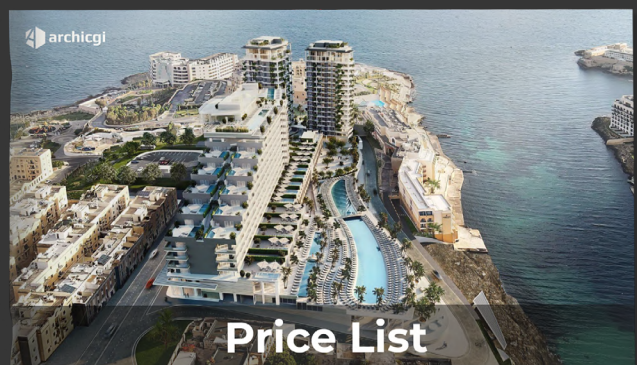
So, those were the 7 ways CGI specialists make architectural 3D renders extremely photorealistic. Hopefully, it

was useful to learn about the main features of realistic exterior rendering, as well as to learn about the process itself. Overall, the best thing about 3D visualization is, probably, the fact that an architect can get multiple variations of 3D renders for the same project before the construction even begins. It's very important for a presentation to investors and other stakeholders, and absolutely crucial for marketing. After all, people must see the project in the best light possible.

Are you interested in [3D exterior rendering](#) services? Contact us at ArchiCGI and get the most realistic images for projects of any scale and complexity, within the shortest time you can think of!

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

[SEE OUR PRICING](#)





CGI Case Study

Creating CGI of a Single-family House in Chicago

3D real estate renderings streamline property pre-sales. That is why CGI is used extensively by developers all around the world. One of them is [Pero Hess Custom Homes](#), a Chicago-based real estate development company. Its owner, Arthur Pero, contacted us for 3D rendering services in March 2023.



Arthur needed renders that would present the future look of a two-story single-family home in Chicago, the construction of which had not yet begun at that point. The team of our [3D architectural visualization studio](#)

was tasked with bringing the house to life in photoreal CGI. This imagery allowed Arthur to start a marketing campaign, attracting potential buyers early on.



Curious about how our collaboration with Arthur unfolded and what all the final

3D real estate renderings looked like? Continue reading!

#1. The Scope of Work

The client wanted a comprehensive set of 3D real estate renderings to showcase

every aspect of the home to potential buyers. He asked us to create:

- **three exterior renders:** two showcasing the front of the house and one demonstrating the rear side with a backyard;
- **four interior renderings** showing the planned design of different spaces in the house;
- **three 3D floor plans** presenting the layouts of two floors and the basement of the house.

All the results had to be in 4K resolution.

Our project manager distributed the project tasks among 4 CG artists so that they would work in parallel and deliver the results faster. One artist was working on the real estate exterior images, two were creating the interior renders, and the fourth one was doing the 3D floor plans. Let's see how we created the exterior renderings first.

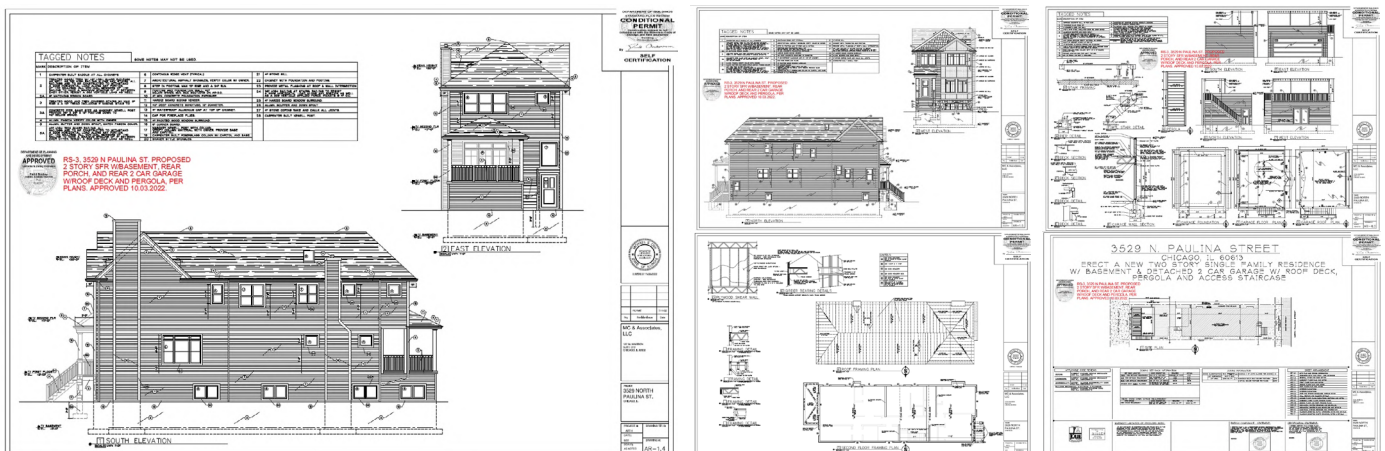
#2. The Making of Exterior Real Estate CGI

Our team agreed with Arthur upon using our standard exterior 3D rendering project workflow, which begins with a client providing us with a detailed brief. Let's take a look at it below.

#2.1 The References for Exterior Renderings

For this task, Arthur provided us with an extensive pack of references. It included:

- drawings of the real estate;



- photos of exterior finishes;



- backyard furniture and layout reference pictures;



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- location of the future house on Google Maps.

Having studied all the references thoroughly, we started the making of 3D real estate renderings.

#2.2 The Exterior CGI Creation Workflow

First, our artist carefully built the scene in 3ds Max. He depicted the house according to the drawings and also recreated the surrounding buildings and



plants using Google location as a reference. Then, he set the lighting and shadows in the scene. After that, the artist rendered the 3 required views.

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The next step was presenting these images to the client so that he could review the overall

geometry, camera angles, and lighting.



Arthur said that everything was all right at this point. So our artist proceeded to make colored renderings. He applied

all the textures and materials, rendered the images, and presented the result to Arthur.



The client asked us to make some corrections regarding the colors of architectural elements, the placement of plants, doors design, and the size of the area covered with patio pavers.

Our artist made all the necessary adjustments and showed the updated real estate renderings to Arthur. He was now absolutely happy with them. Here is one of the finalized images. Read to the end to see the rest!

And now, we'll show you how we made interior 3D real estate renderings for this project.



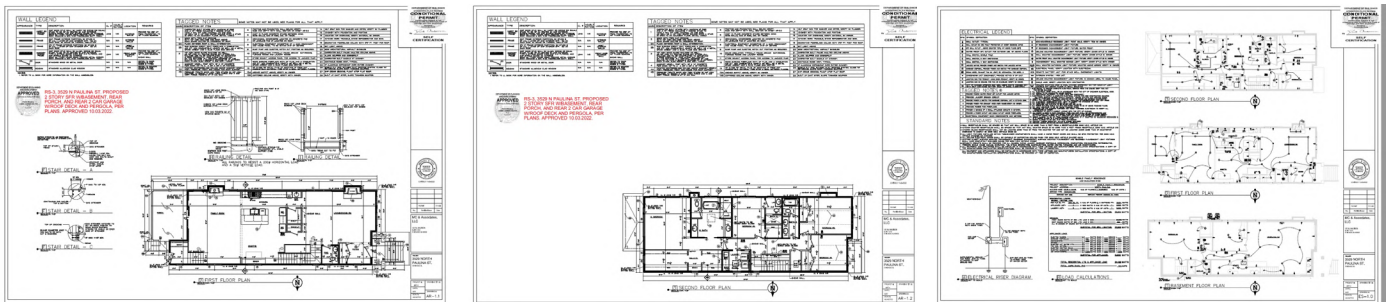
#3. The Making of Interior CGI

We needed to create real estate renderings for four spaces: kitchen, living room, family room, and bathroom. Let's take a look at the references we received for the task.

#3.1 The References for Interior CGI

The provided assignment included everything we needed. It consisted of:

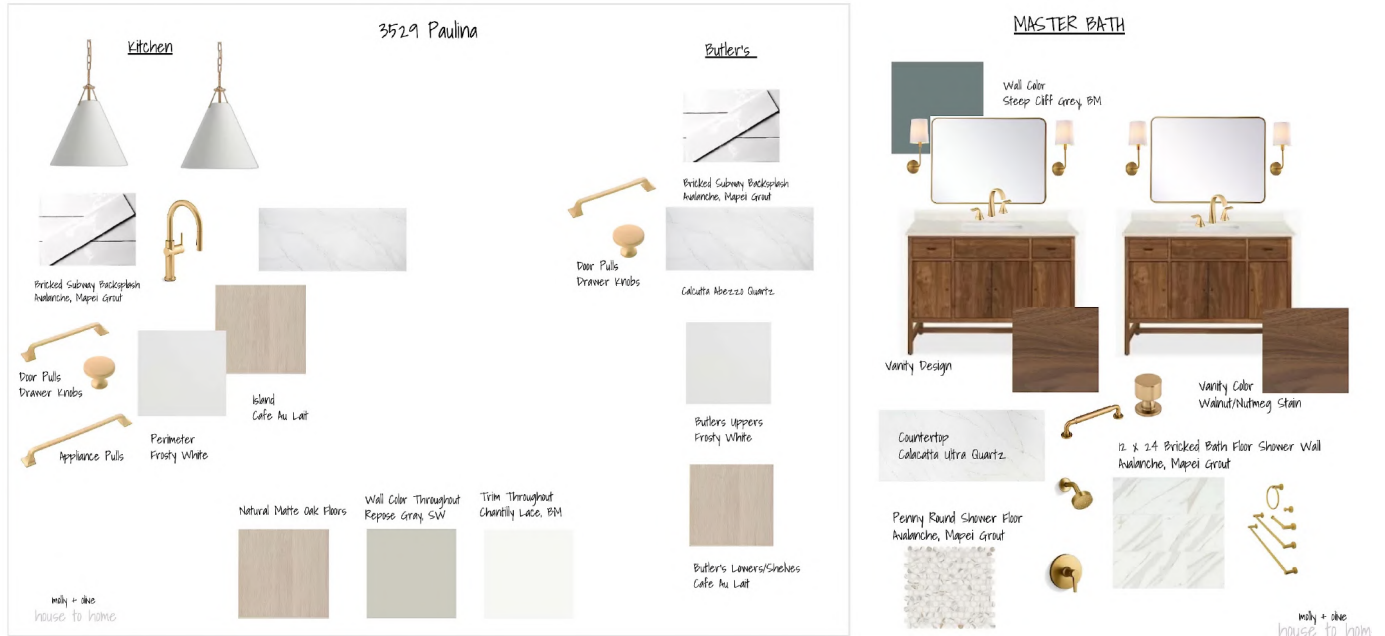
- real estate floor plans;



- pictures from the developer's past projects to show us the preferred interior style, color palette, lighting, and overall atmosphere;



- design boards;



- backyard furniture and layout reference pictures;



- separate references for bathroom materials.



Our 3D artists reviewed all the files and got down to work.

#3.2 The Interior CGI Creation Workflow

First, the artists built the interior scenes in 3ds Max according to the floor plans.

While doing that, they ensured that the views in the windows corresponded to the exterior images of the house. Then, the artists set the lighting, chose the camera angles (as the client left this aspect to their discretion), and rendered the grayscale images. Here they are.



Creating CGI of a Single-family House in Chicago



Having checked the renderings, Arthur said that they were almost perfectly aligned with his vision. He only asked for a few minor tweaks on the placement of equipment in the kitchen as well as the number and type of light fixtures in the

living room. We did that and proceeded straight to create colored renderings.

After applying all the textures and rendering, we showed the resulting real estate interior 3D renders to the client.



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Arthur had several comments on the renderings. He asked us to add a wall-mounted shower in the bathroom, tweak the colors and materials of some design elements in the kitchen and bathroom, and replace the dining chairs and bar stools with the ones he suggested.

Our artists introduced all the requested adjustments and presented the results to Arthur. This time, he approved the images without any further comments.

Here is one of the finalized real estate interior 3D renderings.



Keep on reading to view all the results!

Now, we'll tell you about the last stage of this project, which was creating 3D floor plans.

#4. The Making of 3D Real Estate Floor Plans

Arthur didn't initially plan to order [3D floor plan visualization](#). But when our client

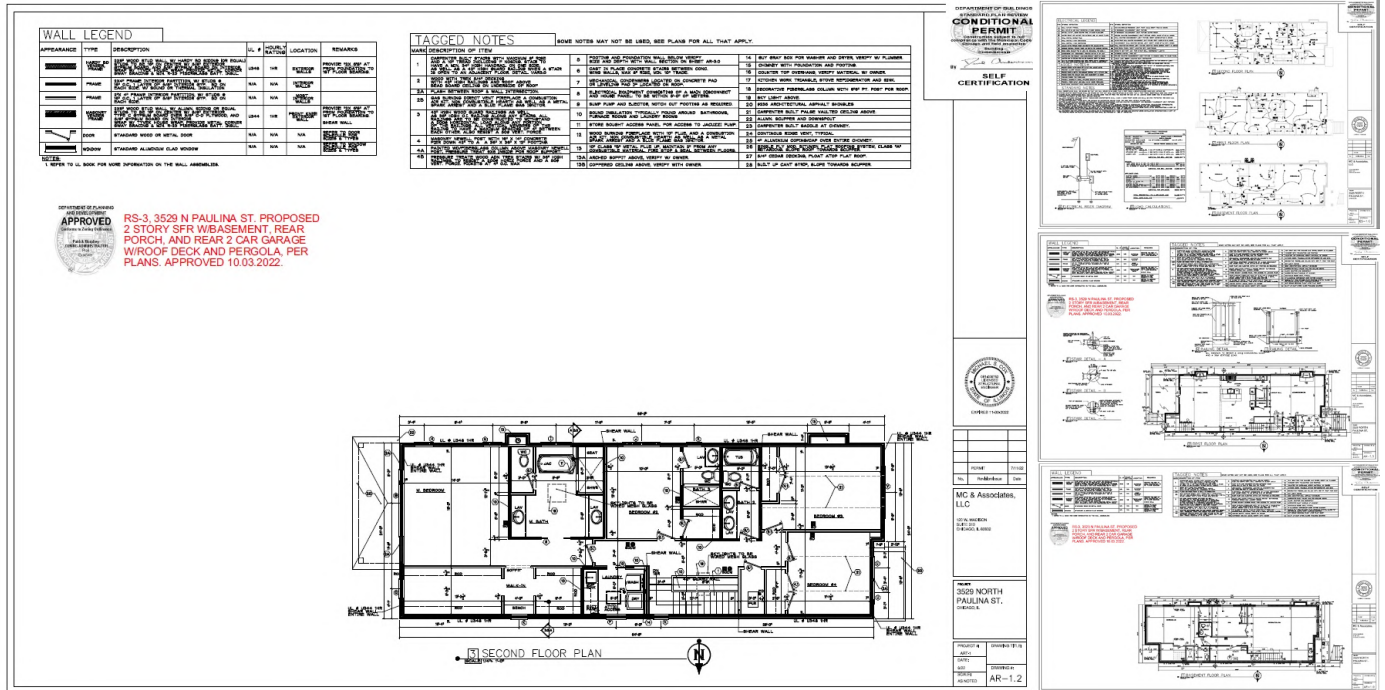
manager introduced this service to him, our client was impressed and decided to get this type of

realistic CGI for all three floors of the property. Here's how we made them.

For this task, we had:

- 2D floor plans of every floor of the house;

#4.1 The References for Real Estate Floor Plans



- interior scenes made by us in the previous stage (the artist used 3D models from them for the corresponding spaces in the floor plans);
- design board for the basement bathroom interior;



- photo references for the design of the basement-level spaces.

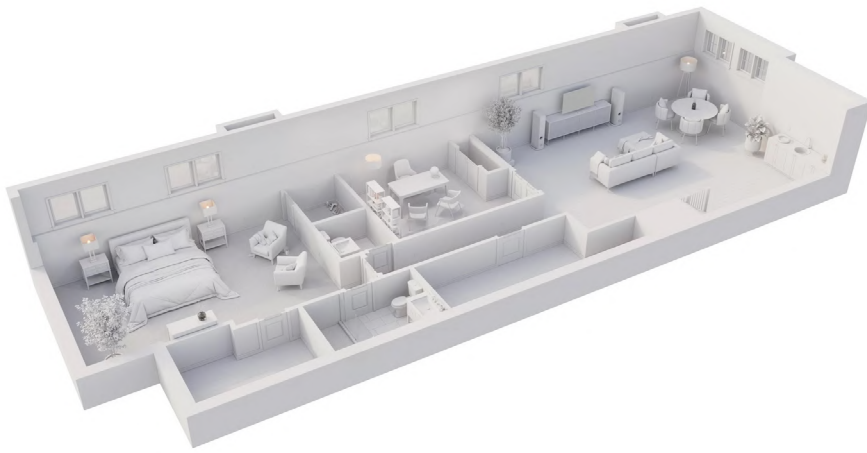


#4.2 The 3D Floor Plans Creation Workflow

First, our 3D artist built the scenes in 3ds Max and filled them with 3D models of furniture and decor. Then, she rendered 6 grayscale images, which included each floor's top and 3/4 angle view. We decided to provide Arthur with these two popular options so that he could choose the one that suited him best.

Having reviewed the result, our client said that he liked top-view real estate renderings more and that we should





proceed with them. Also, he had some minor comments on the positioning of dining furniture and handrails of the stairs on the first floor.

Our artist took into account all the feedback and soon delivered the updated 3D real estate renderings. Here they are.



Arthur reviewed the renderings and asked us to make a few adjustments regarding the position of certain architectural elements, the type of floor coverings, and the interior design of the bathroom in the basement. Our artist introduced all the requested adjustments. After that, she added the names

of the floor and the project on each rendering to make them more effective as real estate marketing materials.

The next step was showing the result to Arthur. He approved all the plans right away. Here is one of them.

3529 Paulina



BASEMENT FLOOR PLAN

Now, you're only a few sentences away from seeing all

the renderings we made within this project!

#5. The Finalized 3D Real Estate CGI and Its Marketing Usage

Let's take a look at all the renders we created to showcase this beautiful house in

Chicago most impressively. Here are the exterior images.



And below, you can see interior 3D renderings for the real estate.





Finally, here are three captioned 3D floor plans we made.

3529 Paulina



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SECOND FLOOR PLAN

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BASEMENT FLOOR PLAN

How do you like these 3D real estate renderings? Our client appreciated the results. Now, this CGI is used on the Pero Hess Custom Homes website to

captivate potential buyers.

You can also find the CG images in the [listing](#) on Compass real estate agency's website.

3529 North Paulina

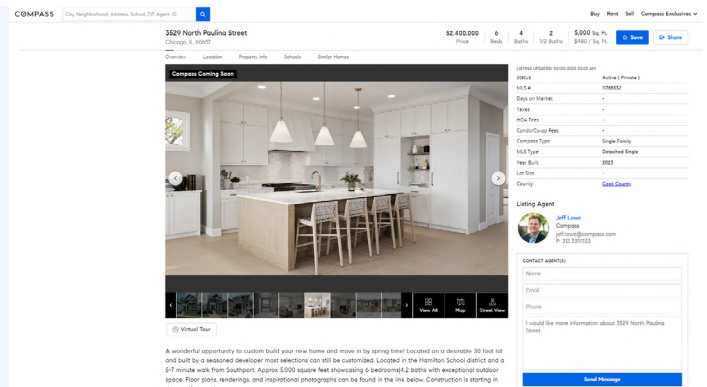
Price: \$2,400,000

Delivery - Winter 2023 or Build to Suit

Property Features: 6 Bedrooms | 6 Bathrooms | 4,400 sq. ft.

Spectacular design/build opportunity coming from Pero Hess on an extra wide 30' lot. This remarkable home will feature 4,400+ sq. ft. of space including four bedrooms and three bathrooms on the second level and a covered rear deck. Do not miss this exceptional opportunity to customize the facade, style, decoration, and finishes.





And, finally, the 3D renderings were shared on the agency's Youtube account in the form of a slideshow.

As you can see, the renderings serve as a perfect addition to the text description, elevating the overall appeal and informativity of the listing. And all that — before the house is even built!



#6. The Making of Exterior 3D Renderings with an Alternative Color Option for a Potential Buyer

The results of a marketing campaign with photorealistic CGI were not long in coming. Only a few weeks after Arthur shared the renderings online, he got a query from a potential buyer. They liked the design but wanted to see how it would look with different exterior colors. Specifically, they wished to see the house with white siding,

gray trim, and black windows and doors. Arthur asked us to make 3D real estate renderings with this new color scheme. Of course, we were happy to help.

Arthur sent us visual references for each material, and our 3D artist immediately got to work. The next day, he presented the results you see below.



Our client approved the 3D renderings right away without any further comments. We hope they will help him sell this beautiful property.

The ArchiCGI team is grateful to Arthur Pero for entrusting this project to us and for the chance to write this case study. We are looking forward to further fruitful collaborations with Pero Hess Custom Homes!

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](#).



Veronika Skuratovich

Mentor & CGI Artist

Over 10 years in CGI, Veronika is not only a 3D expert but an inspiration guru. She knows the latest interior design trends, can talk for hours about famous designers, visits design exhibitions all over the world. As well, Veronika is into skiing and painting.



Ilina Abbazova

Team Leader & CGI Artist

Ilina says that CGI is her job, hobby, and a way of living. While walking in the park, she studies the grass texture, and when watching a film, she notices video transitions. Outside work, Ilina likes exploring cities from a non-tourist point of view.



Vlad Sheremetiev

Team Leader & CGI Artist

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



Tania Tkachenko

Senior CGI Artist

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



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