

**With CGI, you always have  
a steady stream of visuals  
to update your portfolio  
and marketing materials**

**20% of payments from all projects**

**are donated to support Ukraine** 

# CONTENTS

3



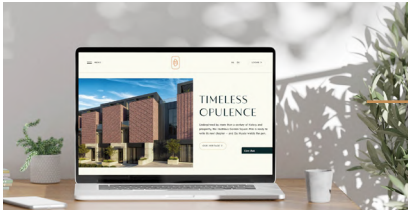
**7 Stunning Autumn-themed 3D Renders by ArchiCGI**

9



**What Is Architectural 3D Cinemagraph and Why Use It?**

13



**10 Useful Tips on SEO for Architects**

22



**5 Factors That Influence 3D Tour Creation Time Frames**

27



**How Can Architects Make the Most of Using LinkedIn?**

33



**6 Ways 3D Rendering Helps Presell Properties**

40



**CGI Case Study**

Making CGI for a Spanish-style Bungalow in Los Angeles

46

**Special Networking Offer from ArchiCGI**

50

**Meet Our Partners**



# 7 Stunning Autumn-themed 3D Renders by ArchiCGI

**W**ant to make your architectural renders particularly impressive and memorable? Try leveraging the charming aesthetic of fall. As the season begins, one can't help but notice its naturally stunning features. They make us instantly forget the summer and set a completely different mood

— calm, thoughtful, dreamy. So, how about bringing all that into your work with gorgeous fall 3D rendering?

At our [architectural visualization studio](#), we are constantly exploring ways to create more impactful visuals. And we'd like to show you how the vibrant colors of fall,

paired with its soft golden sunlight, can help you achieve a variety of goals that go beyond efficiency. Those may be making clients fall in love with your projects, dazzling the jury in contests, or winning over

admirers on social media.

Now, let's take a look at some of the best fall-themed renders made by our team!

## #1. A Fall Retreat in the Woods

**W**e created this 3D rendering as part of a visualization project for the Unbound Collection by Hyatt. It showcases a complex of luxurious lodges designed for a fully private retreat experience amidst picturesque nature. The client chose the fall setting to highlight the coziness and comfort that guests should anticipate, as well as to pay homage to the beauty of the surrounding woods.



## #2. A Moment Worth Capturing

**T**his fall 3D rendering depicts a moment we've all experienced. It's stopping to

appreciate something beautiful amidst the bustle of daily life. The feeling is conveyed perfectly

**DIGEST-50**

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.





through the contrasting combination of dynamic elements and the still figure of a young woman who stopped to take a photo. On top of that, the rich colors of fall make this rendering all the more atmospheric. And that is why it has won one of the top spots in our studio-wide CGI contest.

### #3. Fall in the Mediterranean

Inspired by the historic coastal cities of Southern Europe, the place in this 3D rendering looks almost magical with its curated color palette. It emphasizes the harmonious coexistence of nature and architecture that, in reality, is an incredibly rare sight. A visually striking rendering like this would be a valuable addition to one's creative portfolio or social media, as it instantly draws attention.





## #4. Sunny Day in a City Park

Escaping the fuss to enjoy the beauty and serenity of nature is a truly special treat for those of us who live in big cities. The fall 3D rendering above is a perfect demonstration of that. It shows people having a great time in a park, while the high-rise office buildings in the background remind us of all the things they'll be returning to once the weekend is over. This storytelling power, along with the stunning fall setting, helped the image become one of the winning contestants in our studio's 3D rendering competition.

## #5. Tranquil Residence on a Fall Afternoon

Even when presenting a timeless architectural design, it might be wise to reflect the current trends and changes in the visuals. For instance, this [rendering for a house exterior](#) was used in a presentation that took place in fall. Therefore, choosing this particular setting, where the residence is surrounded by red- and yellow-leaved trees, was a nice,



thoughtful touch. It spoke to the client's mood and allowed them to see what their house would look

like if it already existed right at that moment.



## #6. Sunset After the Rain

This fall 3D rendering excels at capturing the viewers' attention for a long time. The first thing we see here is the world-famous KAWS figure standing melancholically in front of an empty office building. The other thing we notice is the sublime golden sunlight indicating that the sun is setting, having appeared for a moment after a heavy fall rain. Together, those elements create a quiet, bittersweet feel. For an architect, a rendering like this would work great as an additional view in a project or a standalone conceptual artwork.

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

[LEARN MORE](#)

## #7. Nostalgic Old Photo Aesthetic

Here, the 3D rendering has the atmospheric feel of an old

photograph taken on film. The composition, low contrast, and

exceptional photorealism all help achieve that nostalgic look. This is a great example of how one can develop a unique visual style that would set their works apart. Moreover, it might help attract like-minded clients and collaborators who share the love of the same aesthetic.

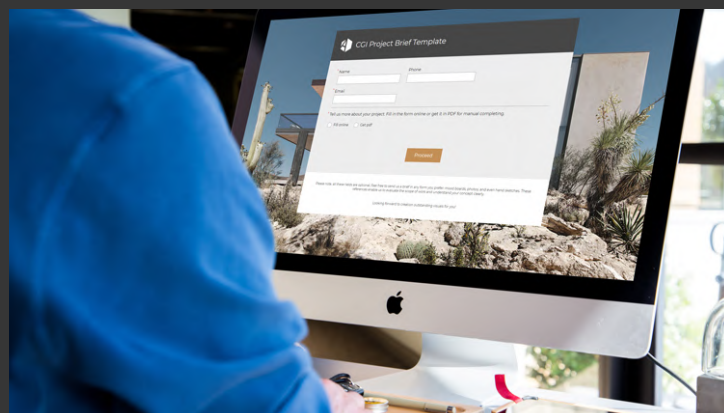
Are you now convinced that fall 3D rendering has a special power? We'd be surprised if you weren't. Hopefully, our article helped you find inspiration to get some outstanding season-themed visuals for your next project.

Looking for [professional 3D rendering services](#)? Contact us at ArchiCGI and schedule a free personal consultation with one of our managers!



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

DOWNLOAD THE BRIEF







# What Is Architectural 3D Cinemagraph and Why Use It?

**A**re you looking to enhance your project presentations or marketing materials? Try doing that with a new type of imagery — architectural 3D cinemagraph. It's a great solution for when you want some fresh, next-level visuals. With this type of CGI, you can instantly captivate your audience and showcase your designs in a new,

inspiring way.

Our [architectural visualization studio](#) offers the creation of 3D cinemagraphs that show building exteriors and interiors. Now, let's see what exactly this type of CGI is and how architects and real estate professionals can benefit from it!

## What is an Architectural 3D Cinemagraph?

A 3D architectural cinemagraph is a still render with one or several animated visual effects added to it using After Effects or similar software.

For instance, there can be a fire burning in a fireplace, lighting changing from day to night, water glimmering in a pool, etc.



**DIGEST-50**

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.



## What You Can Achieve with 3D Cinemagraphs

Adding dynamic elements to renders can help you reach a variety of aesthetic and practical goals. Take a look!

### #1. Greater Impact in Presentations



You can include an architectural 3D cinemagraph in your project presentation to create a wow effect. Firstly, it's a great way to communicate some of your design ideas more effectively — for instance, the lighting solutions for different parts of the building. Secondly, using a 3D cinemagraph helps you convey the atmosphere of the place in a subtle way, leaving a lasting impression on the viewers.

### #2. Increased Marketing Success

Nothing helps you stand out from the competition

like unique, mesmerizing [3D architectural visuals](#). So, you can benefit greatly from adding 3D cinemagraphs to your website, social media, digital catalogs, and advertising materials. The captivating VFX and storytelling



elements will help you increase prospects' engagement and generate stronger interest in your offers and services.

### #3. Informative Demonstrations

If you want to direct viewers' attention to particular aspects of your architectural design, there is no better tool for that than a 3D cinemagraph. For instance, it offers a great way to focus on the functional features of a project or its outstanding design elements. As a result, you can visually explain selling points in an informative and entertaining way.



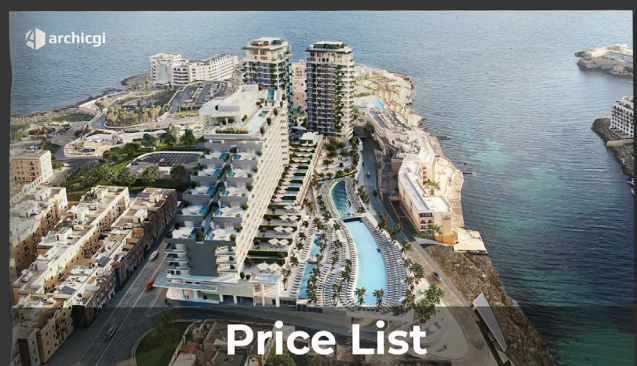
As you can see, architectural 3D cinemagraph is a highly appealing and useful type of CGI for architects and real estate professionals. So, if you were looking for something that could take your presentations and marketing materials to the

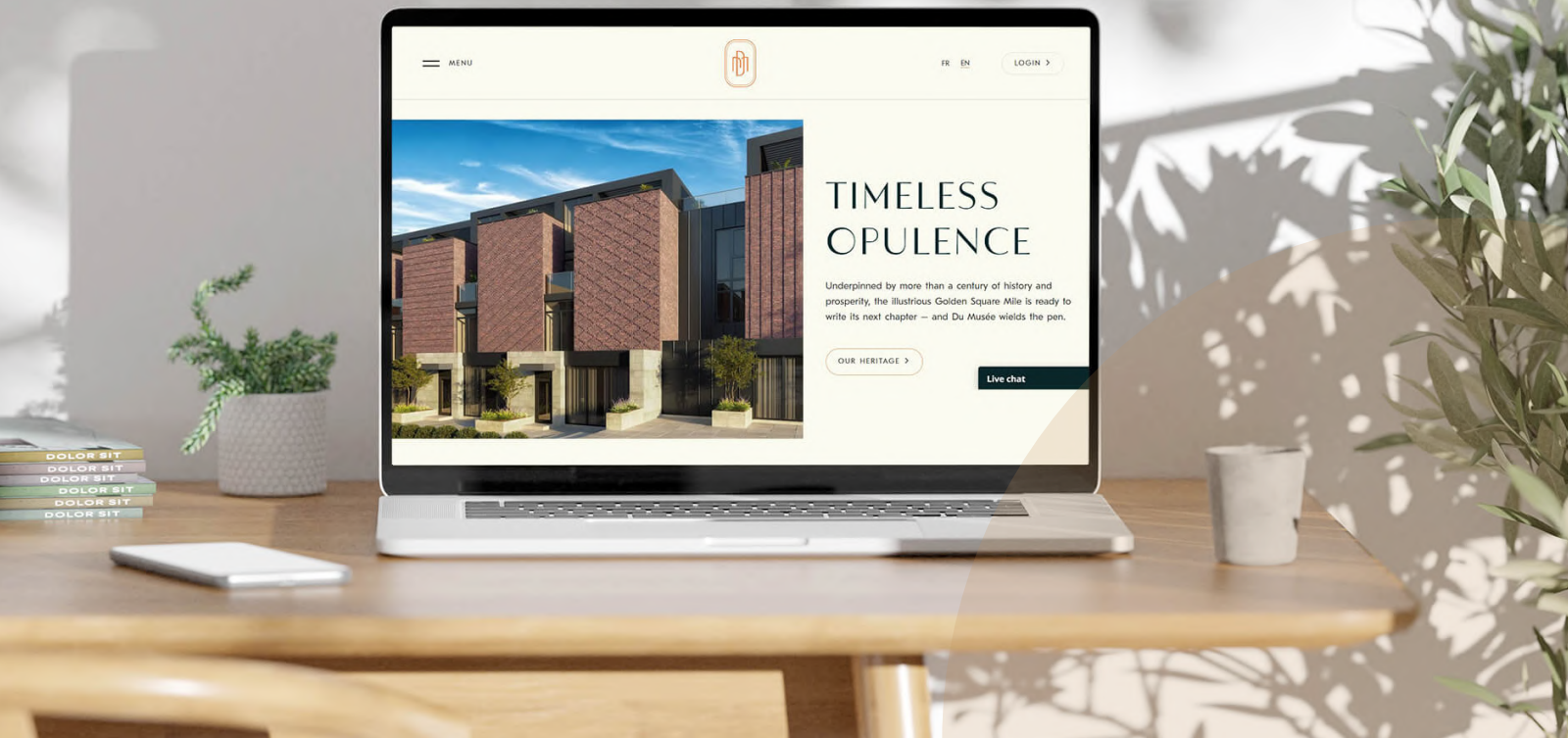
next level, this just might be it.

Want to learn more about our [architectural rendering services](#)? Contact us and schedule a free consultation with one of our managers!

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

SEE OUR PRICING





# 10 Useful Tips on SEO for Architects

**O**ptimizing your website for search engines is essential to attract new traffic and clients. This is true for experts in any business, and architects are no exception. Fortunately, we're long past the times of stuffing keywords while compromising on the text quality. Now, content must be human-oriented in the first place. So, the primary advice to improve SEO for architects is to always keep your clients at the forefront of your mind when making content. You should

know very well who they are, what are their pain points, and what value your page can offer to them. If your website is interesting for real people, search engines will rate it higher too.

Our [architecture rendering studio](#) always strives to bring additional value to users who visit our website, which helps us turn them into our clients. And we decided to share the best practices with you. So, what

tips should you keep in mind to make your site appealing for both

people and algorithms? Let's get into it!

## #1. Choose Keywords Wisely

First and foremost, it's essential to accurately select the keywords under which you want to be discovered. From the very beginning, it's crucial to clearly define the services your company provides and to choose keys directly related to this topic. For example, if you provide residential architectural services in California, that's what your SEO keywords should indicate.

keys, as well as high-frequency and low-frequency ones.

A common mistake to avoid when working on SEO for architects is discarding long-tail keywords due to their lower frequency. In many cases, they will drive more traffic to your page. This is because they are less competitive and have a more specific search intent. Thus, users who are more focused on a topic they are researching are more likely to use these types of queries. For you, it means that it's easier to fulfill their requests with your SEO content.

The main challenge of using long-tail keys lies in that they are often harder to find and incorporate naturally into the text. For instance, a short-tail key "architectural services" is easy to use but it can be related to multiple kinds of companies, services, and even dictionary definitions. So, it's quite unclear what the person who types this key in their search bar is actually looking for. On the other hand, the "how to get professional



However, even if you're very clear on what you are doing and what you want to communicate, avoid making up the keys on your own. Instead, conduct thorough research to gather both long-tail (more niche and specific) and short-tail (more broad and common) relevant

architectural services” keyword indicates a clear intent for advice. Here, you know exactly what the user is looking for, and can provide it.

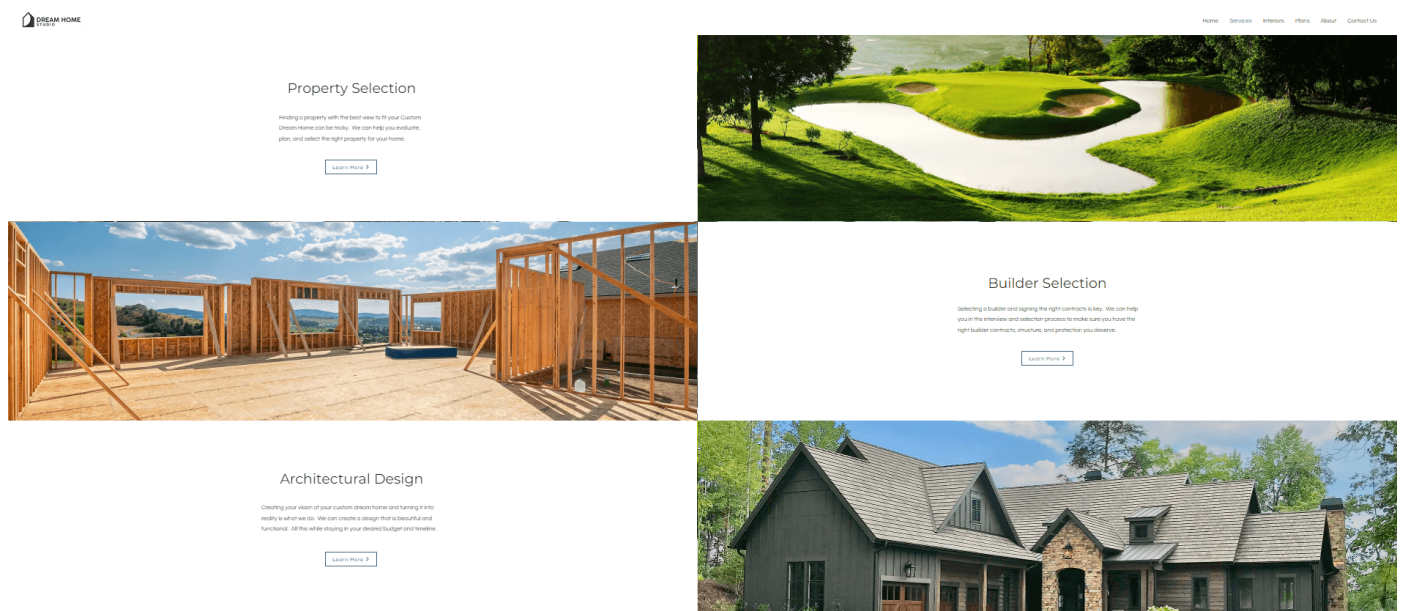
**Pro tip:** when selecting the primary keys for any webpage, include

them in the meta tags as well.

**Tools to use:**

- **Free:** Google Keyword Planner, Google Search Console, and Keyword Generator by Ahrefs.
- **Paid:** MOZ and Serpstat.

## #2. Diversify Landing Pages



source: [Dreamhomestudio](https://www.dreamhomestudio.com)

To boost SEO for architects, it is highly preferable to create separate landing pages for each type of service you provide. For example, you can have a landing for residential architecture, commercial architecture, and so on. That’s important because you won’t be able to engage enough traffic if you have only one main page that users are

supposed to scroll to find the list of your services.

So, from the SEO viewpoint, it’s definitely worth having different pages targeted at different audiences. However, you need to ensure that each page brings genuine additional value and answers the search intent of users.

**Pro tip:** each landing page must be optimized for a specific keyword

(you should fill in the meta tags, URLs, and so on).

### #3. Maintain a Blog

A blog with well-written articles is a great asset to expand and enhance your site's metrics. More than that, it allows you to engage potential clients at the early stages of your sales funnel. Certain articles can even prompt them to immediately reach out for your services.

You can draw inspiration for blog topics from your clients' pain points and frequently asked questions. Also, you should conduct competitor analysis, as well as find out what resources your clients or potential clients read. The next step is to explore keywords directly related to your field of expertise and build up the article topics based on all that.

When using the blog to boost SEO for architects, keep these two points in mind:

- As we've already mentioned, don't just wing it with the keywords. Take your time to conduct proper research beforehand.
- Content keys should be

focused on your services and related subjects. The same applies to the themes of your articles. For instance, if you work solely on designing commercial spaces, there's no need to write about residential properties. Otherwise, Google's perception of your expertise will become vague, and the traffic generated won't convert into actual clients.



If you have to choose between generating much general traffic and attracting a more targeted yet smaller audience, definitely go for the latter.

**Pro tip:** update and optimize your old posts from time to time (once a year is more than enough). Regularly updated content is ranked higher by Google.



## #4. Use High-Quality Visuals

When building or optimizing a website, having high-quality visuals is a must for architects. Visuals prove your expertise, engage users and make them spend more time on your webpage (for example, when browsing through your portfolio). From the SEO standpoint, all this leads to your site ranking higher.

To impress prospective clients, images and videos on your site must be of high quality. Along with photography and videos, you can use different [types of 3D visualization](#). It will ensure

you always have a steady flow of eye-catching visuals.

However, in terms of SEO, uploading fancy images is only the first step. It's essential to accompany them with well-crafted texts and fill in meta tags (using keywords that you'd like them to be associated with). Remember not to overlook URLs, descriptions, and image alt texts. If everything's done right, your images will also rank higher in Google's image search results. This gives you a chance to capture the interest of potential clients there as well.



## #5. Increase Your Website Speed

Google pays significant attention to how quickly a site loads. The search engine consistently updates its metrics to measure this. So, it's best to emphasize this aspect to your web development team. Here

are some tips on increasing speed to keep in mind:

- Since architects' sites often contain a lot of visuals, those should be optimized in formats that have a smaller file size while maintaining the quality.
- Take care to avoid long redirect sequences.
- Use HTTP caching.
- Refrain from overloading your site with numerous plugins. Whenever possible, perform tasks manually.



## #6. Ensure Your Website Is Adaptable

Nowadays, increasingly more users access the internet through mobile devices. So, to boost SEO for architects, you need to make sure your site adapts seamlessly to various formats (smartphones and tablets). Clients are unlikely to remain on a site that is not user-friendly, regardless of how valuable its content may be. Therefore, ensuring your website is fully responsive and mobile-friendly is essential to

retain and engage visitors. This will significantly boost your architects' page performance.



## #7. Use External Links

When it comes to SEO optimization, working with external links is crucial. The



distribution of authority between websites through do-follow links significantly influences a site's

position in the search results.

However, it's important to prioritize quality over quantity. It's better to make an effort and get published on a reputable platform for architects such as Architizer, ArchDaily, or other credible hubs rather than purchase twenty links at mediocre sites for the same price. The links to your webpage should be contextually relevant and come from sources that inspire trust — both in you and your potential clients.

## #8. Engage Experts

This aspect highlights the SEO significance of cooperating with authors who write not only for your blog but also have publications elsewhere. They might be professional content creators with a solid social media presence. Or they might be experts in their fields — talented architects, designers, engineers, coaches, and so on. By featuring texts from such contributors, your website gains credibility as a platform that



hosts content from reputable specialists, establishing itself as a trustworthy source.

## #9. Track SEO Metrics

For this purpose, you can utilize Google Search Console and Google Analytics. Choose an assessment frequency for various site metrics: positions,

views, clicks, user count, site speed, and more. By doing so, you'll be able to track your progress, identify any regressions, and promptly address underlying issues.



Select several keywords that hold the most importance for you and track metrics associated with them with particular attention. This approach will allow you to closely monitor the performance of those specific keys that are crucial for your online presence as architects.

## #10. Don't Neglect PR

No list of tips on SEO for architects will be full without this one. The thing is, there's a noticeable correlation between the frequency of people searching for a specific company's website and its search engine rankings. Branded search queries (those containing the company or

architects' names) demonstrate user interest in some brand specifically. As a result, it's not uncommon to find out that a less SEO-optimized website ranks higher than a well-optimized one just because users often search for that particular brand or architect.

**DIGEST-50**

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.



Therefore, it's crucial to be attuned to your clients, to publish expert articles on external platforms, and to generate interest in your company through different types of public communications. While it might not seem directly related to SEO optimization, it actually is and can help a lot.

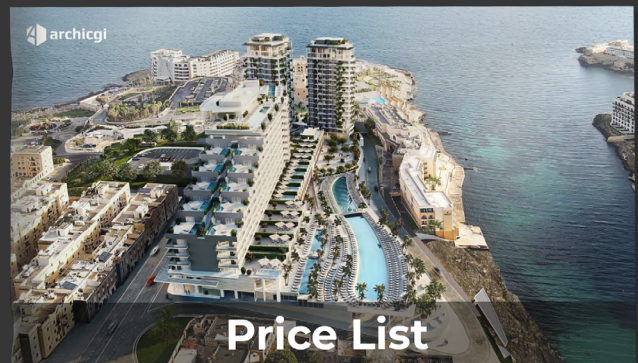
source: [christiesrealestate](#)  
article featuring ArchiCGI works



ArchiCGI rendering allows a glimpse into the future of Aba restaurant in Bal Harbour, Miami, which opens its doors to diners in the summer. The image was created by ArchiCGI, whose aim is to create and deliver pieces of art to their clients.

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

SEE OUR PRICING



Working on SEO for architects is a powerful way to boost your online presence. However, keep in mind that it's only a part of a holistic marketing strategy. It has to take into account various aspects such as social media promotion, participating in specialized contests for architects, and so on. By combining different approaches and tactics, with SEO being one

of them, you'll stay on top of your game.

Looking for [architecture rendering services](#) to make sure you always have enough high-quality visuals for your marketing efforts? Drop us a word and get stellar 3D imagery, animations, and other engaging content for your website!



# 5 Factors That Influence 3D Tour Creation Time Frames

**A** virtual tour is an interactive 360-degree photorealistic journey through a property. Real estate virtual tours allow prospective clients to explore every nook and cranny of a place without visiting it – and often before it even exists. In online listings, a 3D tour always stands out in comparison to static imagery. However, making it

might require a bit more time and effort on a 3D artist's side. So, what time frames should you expect in the process of virtual tour creation?

The specific timing will depend on various factors, from CGI resolution to your contractor's tech capabilities. To help you understand what to expect when

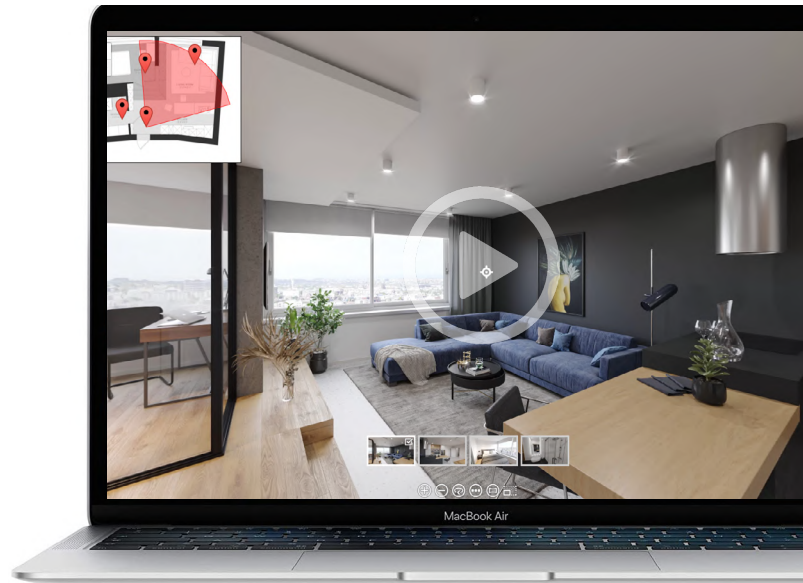
working with an [architectural rendering studio](#), we decided to unveil 5 main factors that

influence the timeframe of virtual tour creation. Let's dive in!

### #1. Renders' Resolution

A virtual tour consists of a certain number of panoramic 3D images. And the higher their resolution is, the more time it will take to render them. Usually, the resolution for virtual tours starts from 6K, and at ArchiCGI we normally go for 15K. Why so high, you might ask?

That's because when interacting with a virtual tour, a user only sees a part of the panorama on their screen. So, to look realistic, panoramic renders need to be in higher resolution than static images, which are shown in the frame fully. This aspect can



influence the timeframe, making the rendering process a bit longer than in the case with traditional CGI.

### #2. Number of Interactive Viewpoints in a Tour

An interactive viewpoint is a panoramic render with a camera placed in the center, providing 360-degree viewing. the more detailed tour you want, the more interactive points you will need for its creation. A simple room, for example, can be showcased with 2-3 panoramas.

However, creating 2 viewpoints does not take twice as long as making one. It is building the 3D scene itself that is the most significant and time-consuming part. Adding more viewpoints doesn't require making anything from scratch. The majority of work here lies in tweaking the

camera and the lighting settings,



and then rendering. So, if for example, one project includes 2 viewpoints and another one 4 viewpoints, the difference in virtual tour creation time will be approximately 30-40%.

Another aspect that can influence the creation timing is the need to achieve consistency in lighting and mood in all areas of all panoramic renders. So, the more of them there are, the more time will be needed for post-production adjustments.

### #3. Custom 3D Modeling

The logic here is also simple: the more custom modeling your virtual tour creation requires, the longer it will take. A 3D model creation is one of the most time-consuming tasks for CGI artists. The good news is, in most cases, they don't need to make all the models and textures from

scratch. That's because they can use ready-made ones from a studio's 3D library. Our stock at ArchiCGI contains 70K+ models of furniture, decor items, and all the other assets you might need, including those of famous brands. It helps us to significantly reduce both project costs and time for our clients.

# DIGEST-50

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.





Another thing to keep in mind is that in comparison to static renders, there is simply more information to fit in a virtual tour. For example, it's almost impossible to avoid showing the adjacent rooms or parts of the street seen from the windows, which requires extra work.

In the case of window views, there's a trick to reducing the creation time though. You can send your CGI specialists a photo of the outside location taken from the required angle. By using it, 3D artists will avoid

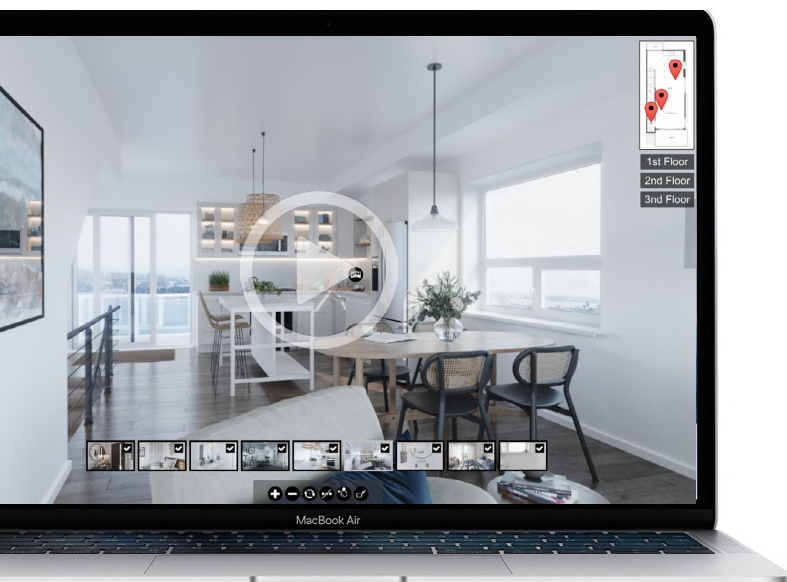
the necessity of building the background in the window from scratch.



### #4. Complexity of Architecture and Interior Details

The complexity of a room's plan will strongly influence the time needed for the creation of a tour. For example, to fully

expose a simple square banquet hall with uniform tables and chairs, one might need only 1-2 viewpoints. However, if a space is of an irregular shape, is divided into zones with different decor items and furnishings, or has various height levels (for example, balconies, raised areas, stages, etc.), it can require the creation of 3-7 and even more viewpoints to showcase all its unique features.



Furthermore, there are services that allow one to ensure almost seamless 'movement' within a virtual tour. For using

advanced features like that, you will need significantly more viewpoints, at least double the number in comparison to regular

tours. Obviously, this might extend the time needed for the virtual tour creation.

### #5. Availability of a Render Farm

When choosing service providers for virtual tour creation, find out from the very beginning whether they have a render farm. It is a large computer cluster used for faster visualization of complex 3D imagery and animations, which consist of many high-res renders. Needless to say, rendering a 15K resolution virtual tour is computationally intensive and time-consuming. At ArchiCGI, we use a render farm to make sure the rendering process goes as quickly and smoothly as possible – way faster than it would've taken with only one or a few computers.

Overall, a virtual tour creation time depends strongly on the specifics of your project. As an example, in the case of a simple room, with a full [virtual tour brief](#), you'll get the first results in 2-3 days. And if your project is an apartment or a hotel room, it will take about a working week to create the virtual tour for it (if



the deadline is not urgent).

For large-scale projects, visualization of adjacent rooms and exterior spaces can often become a bottleneck. In this case, we allocate several 3D artists to work on different parts of the project to complete it faster. So, it's a reasonable idea to go for a larger CGI studio instead of a smaller one to ensure timely completion.

Looking for [3D rendering services](#) for virtual tour creation? Contact us at ArchiCGI to get stellar CGI quickly and without breaking the bank!



# How Can Architects Make the Most of Using LinkedIn?

**U**sing LinkedIn for architects is a great way to expand connections with peers, stay on top of the industry news, and, of course, showcase your work. Furthermore, through this platform, you can connect with potential clients and partners, seek and offer mentorship, and

find new job opportunities. On top of that, if you have a well-set-up LinkedIn profile, it'll be one of the first links people see when searching for your name or firm online. However, as with any social media, there are certain tricks to getting LinkedIn networking right.

Our [architecture rendering studio](#) is in the thick of it, as maintaining our presence on LinkedIn helps us grow our

business. In this article, we collected some tips on how to make the most of LinkedIn for architects. Let's dive in!

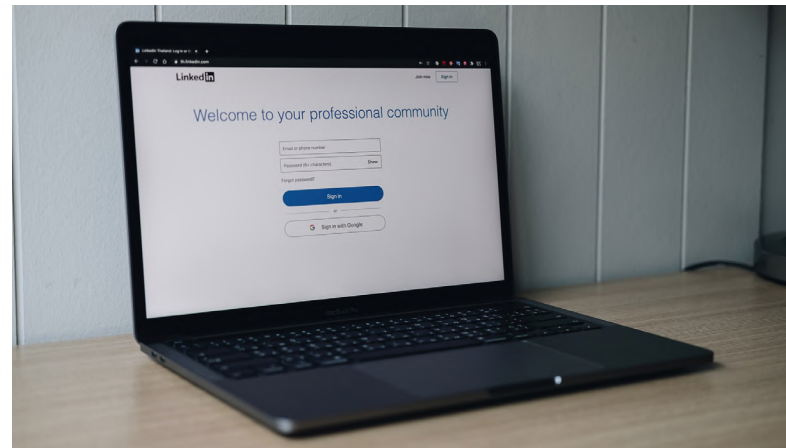
### #1. Set Up and Personalize Your Profile

Your profile is the first impression of you, so everything matters here. People are not likely to reach out to you if your profile lacks basic information even if they were initially referred to you.

- Use the **name field** as intended: for your first and last name, full and correctly spelled. It's recommended to avoid squeezing additional information there, for example, about certificates for architects. In LinkedIn, there's a separate field for that.

- When choosing a **profile picture**, go for a recent headshot with a neutral background. Your face should take up approximately 60% of the image. Of course, just as with a CV, it's better to opt for a professional photo rather than a selfie. But in any case, don't leave this space blank. If you do so, many users will straight-up assume that your page is fake.

- Take the time to compose



- a **headline**. Use this space to highlight your professional background and expertise. Incorporate relevant keywords to increase discoverability through the platform's search function. Simply stating that you're an architect is not enough to attract attention. To catch the eye, include keywords, target audience, and unique benefits you offer. Simply put, be specific. For instance, if you're an award-winning specialist working on luxury homes, or a Florida-based commercial architect, mention it in your headline to connect with your target audience. Also keep in mind that when you're showing up on someone's feed, they see the first 60 characters

of your headline (or only 20 if they use a smartphone), so make sure those characters provide valuable information.

- Use the **cover picture** to stand out and make a great visual impression. You can showcase your latest projects here. The recommended image size is 1.128×191 pixels.
- Describe your **work experience**. Make sure to include your notable projects, responsibilities, and achievements. However, as it's not a CV, you don't need to list every job and award. Filter in those that will be relevant to the

audience you want to engage.

- List your **skills**, including those with software for architects. Members with 5 or more skills are **far more** likely to get contacted by recruiters and other users.
- Ask your former clients and collaborators to add **endorsements**. These are incredibly helpful to boost your credibility and prove your skills.
- A final tip: don't use your personal page as a company one. Setting them up separately is the best choice.

## #2. Connect With People You Know

**M**ake sure you're connected with people you are already acquainted with. Past clients and collaborators, your colleagues and teammates, as

well as industry leaders you look up to are the first ones to add. After this, you can move on to expanding your network to potential clients or referrals.

Connecting with people you know is important not only because you actively network this way, but also because those looking you up will pay attention to your connections. Being connected with well-known architects and other industry experts improves your credibility.



### #3. Engage With Other Users

Now that you've connected with some people, you need to actually stay in touch with them. Likes, shares, and comments will go a long way to boosting your LinkedIn presence. If someone has a question relevant to your expertise or asks for feedback, take it as a chance both to connect and to prove your knowledge and skills. Remember to always engage genuinely, not just for the sake

of interaction.

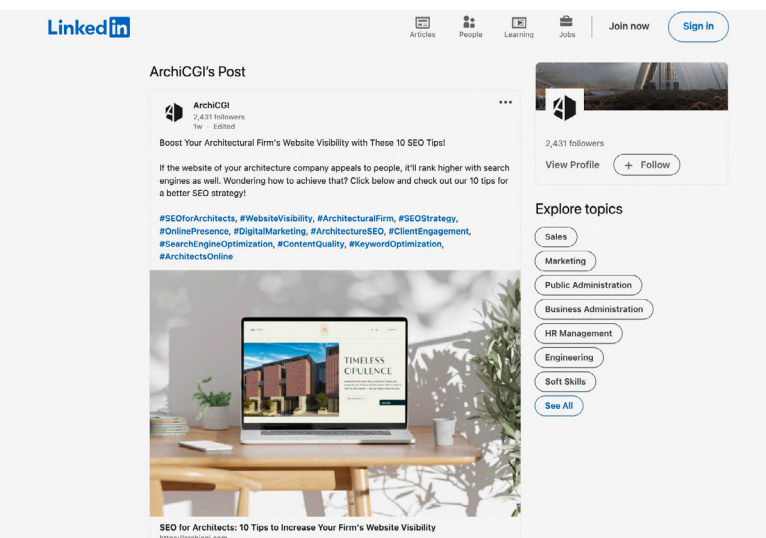


### #4. Share Engaging & Valuable Content

If your website has a blog, it's a good idea to feature new articles on your LinkedIn page. It's a win-win situation: you attract new traffic to your blog, as well as boost your LinkedIn for architects' performance,

keeping the audience engaged.

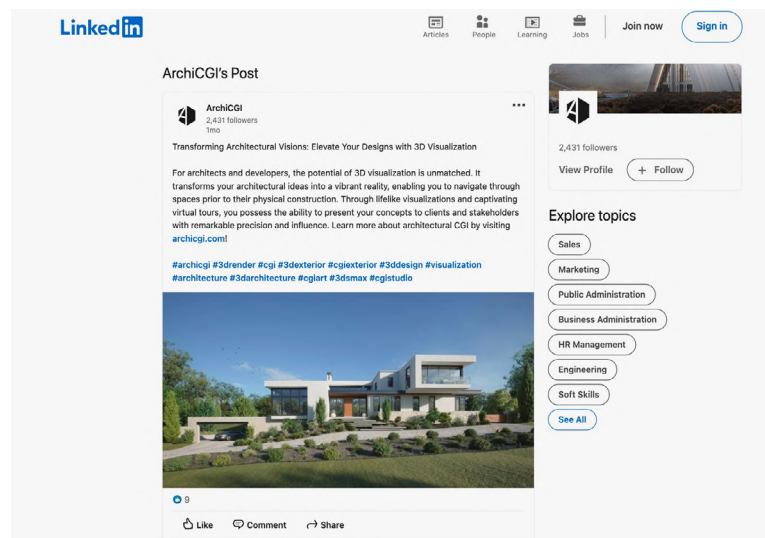
In case you don't have blog articles, generating content for your page might get a bit more tricky. It is recommended to write posts that will emphasize the value of your work, offer insights, or answer some important questions your target audience might have. Remember that even in the B2B segment, it's still humans who read your content. So, it's better to avoid sounding too formal or academic. Your content should be engaging, informative, and easy to read. Educational articles, the latest industry trends, and discussion-provoking



business news are some of the niches you can cover.

## #5. Share Impeccable Visuals

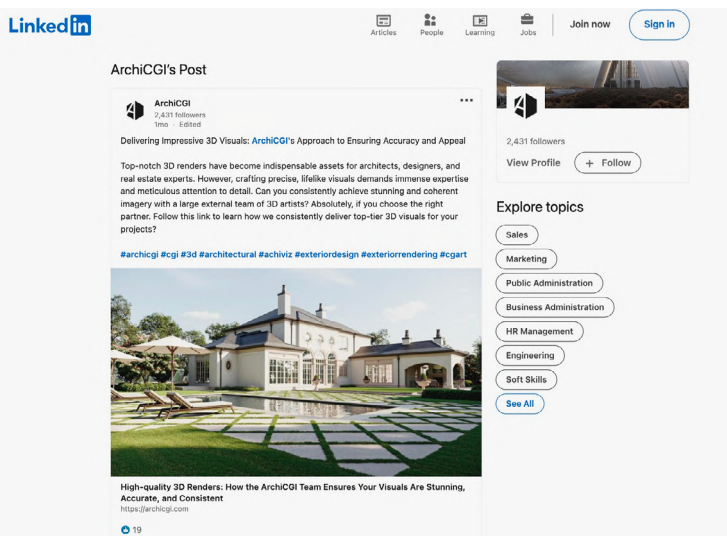
On social media, a picture is often worth a thousand words. This is especially true when it comes to LinkedIn for architects. Here, pictures of the finished projects serve as the best proof of your qualifications and achievements. So, make sure to use high-quality photos. You can also combine [3D rendering and photography](#) for new concepts and projects under development. You can post, for example, an initial project concept next to the photo of the finished building. Or, you can even share a 3D render of an innovative project that you don't plan to bring to life just yet. Overall, using



photoreal CGI will help you to always have a steady stream of visuals to update your profile. So, get creative but remember that it's better to share nothing at all than a low-quality picture.

## #6. Develop Your Personal Brand and Stick To It

Who you are, how you stand out from your competition, and what unique value do you bring to your audience? These are questions you should ask yourself first at the beginning of your social media journey, and then before posting basically anything. Is your idea or visuals



relevant to your brand? Does it support the image you want to create of yourself as a professional? If yes, go ahead

and share it. And if not, it's best to take a bit more time and tailor your piece of content to your goals.

### #7. Stay Consistent

Just like with any other social media, making the most of LinkedIn for architects requires some time and effort. But it does not need to be overwhelming. In fact, 10-20 minutes a day is generally enough to keep your profile working for you. Like and comment on other people's content, add relevant connections and, of course, give updates on your work. Even if you don't have anything valuable to share at the moment, spend some time engaging with others to keep yourself fresh in their minds.

With millions of users focused on expanding their professional networks and finding new opportunities, LinkedIn for architects is a great platform to boost your credibility and find potential clients or collaborators. Showcasing new projects and



achievements is an intrinsic part of architects' job, and here they can do it with relatively little effort. For that, they just need to engage with other users, share relevant content and, of course, use top-notch imagery.

Looking for [3D rendering services](#) to help you fill your social media with enticing visuals? Contact us today and get photorealistic renderings without breaking the bank!

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

[LEARN MORE](#)





# 6 Ways 3D Rendering Helps Presell Properties

**3D** visualization for real estate is a true gift for developers and realtors selling unfinished properties. For it used to be way tougher to sell a house under construction than a ready dwelling. That was because developers and realtors didn't have anything to show to clients except for blueprints and photos of construction sites. Pictures of unfinished dwellings don't look that impressive, and

drawings are hard to understand. Thus, pre-selling even the finest real estate was a challenge.

But when [architectural 3D visualization](#) came into play, realtors and developers got effective tools to pre-sell properties. How so? Let's find out about 6 ways 3D rendering allows you to achieve that.

## #1. Photoreal 3D Visualization Shows Real Estate before Construction

**3D** rendering levels the playing field. Now, both sellers and pre-sellers of real estate can land successful deals. Previously, the developers who were selling finished houses held all the cards. They could arrange a professional photo and video shooting of a property and prepare mind-blowing



presentation and marketing materials. Even if an apartment or house in question was in poor condition, the realtor could order restaging and restyling. Then, they could take attractive

pictures and get people to book viewings.

Meanwhile, those who worked with unfinished real estate didn't have such options. What could they do to produce advertisements that matched the future property's potential? But that was before 3D visualization appeared. With the advent of CGI, one can get photoreal 3D renderings that show the future project in full glory. In such a way, chances for pre-selling property become much higher.

What's more, 3D visualization for real estate allows for the expansion of the target audiences. Those prospects who want to buy a ready property can change their minds once they see beautiful photorealistic 3D renders of a soon-to-be-built house.

## #2. CG Visualization Highlights the Project's Benefits

**3D** visualization for real estate can emphasize every beneficial detail of a home, office, or any other space. For instance, a 3D rendering of a residential complex can show

well-lit streets, parking lots, security posts, supermarkets, schools, and kindergartens nearby. Simply put, it will highlight everything needed for a comfortable and safe family life.

Similarly, a 3D rendering of an apartment can emphasize its functional and stylistic benefits. CGI can show the layout, lighting design, and stylish decor. Also, the viewers will see and appreciate every smart solution the dwelling has. For example, a bedroom with a large walk-in wardrobe or a chic en-suite bathroom are impressive assets

worth showing.



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

LEARN MORE

### #3. CGI Makes Buyers Connect Emotionally with a Property

Studies prove that ads that evoke feelings increase sales by 23% compared to regular

ones. And there's nothing that stirs emotions better than professional imagery. So here again, [real estate rendering](#) holds all the answers. For 3D artists not only create photoreal visuals but also know how to 'play' with the image and what details to add to make it appealing. There are many categories of such details, and 3D artists choose them depending on the sales process and the type of building.

For instance, apartment 3D renders may include elements



that make a space look as if the dweller has just left it. This will help the prospect feel the coziness and comfort of a future home. The effect is achieved by adding small things like a cup of fuming tea on the table, a blanket spread on a sofa, or an open book on a chair.



Similarly, if CGI displays a bathroom, the image can show condensation on mirrors and glass surfaces. This way, it looks like one has just taken a hot shower here.

### #4. CG Visualization for Real Estate Enhances Marketing Campaign

**3D** rendering for real estate is a true advertising asset

The exterior 3D visuals can contain lots of emotion-evoking details as well. These can be weather effects — sunbeams, clouds, raindrops, snowflakes, wind waving the grass.



Also, exterior 3D renders can include plants and animals. Green trees, beautiful flowers, and flocks of birds in the sky will show off the beauty of local nature. Thus, the viewer will be immersed in the atmosphere of the area.

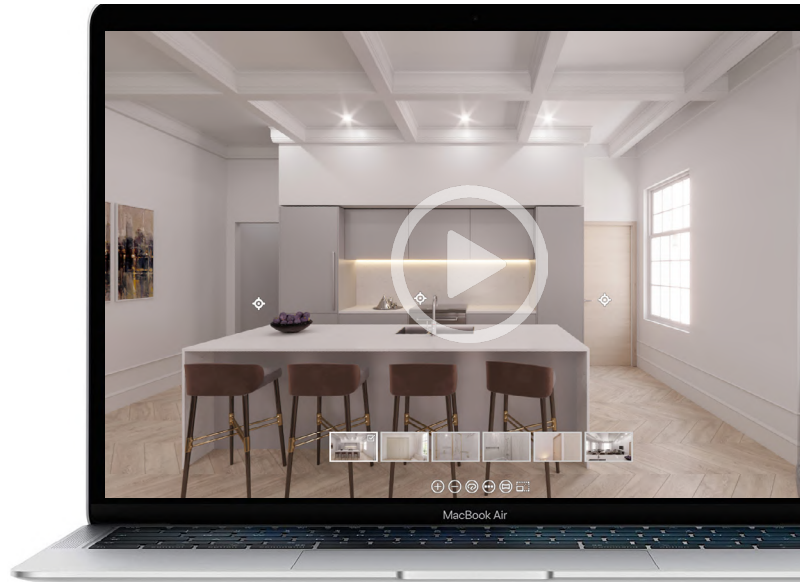
# DIGEST-50

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.



detailed 3D visualization of a property instantly draws the attention of potential buyers, while blueprints or photos of unfinished buildings can hardly catch their eye.

Photoreal 3D visualization for real estate makes for impeccable and universal advertising materials. Static 3D renderings will look gorgeous both in print and digital — in magazines, on billboards, websites, on social media, and emails. If the realtor wants to get even more exposure for the offer, they can get 3D animations for the real estate and show them on TV and



YouTube. On top of that, for the most immersive experience, real estate professionals can go for an interactive virtual tour — like in the example above.

### #5. Architectural 3D Visualization Justifies Upmarket Property Price

With only drawings and sketches, it's hard to break down the price of a luxurious real estate. But when looking at

photoreal 3D visualization, the buyer will easily understand the realtor's or developer's point.

Notably, the viewer can see that the house will be built using only high-end materials — sustainable, good-looking, and easy to maintain. Also, 3D visualization can show the beauty of the house's location. Whether the dwelling will be situated by a Scandinavian forest or on a Californian seacoast, 3D renders will show the charm of



local nature.

What is more, real estate rendering displays all the features that make a project stand out. For instance, the

viewers will be able to appreciate the unique architecture, underground parking, and fancy landscape design. Thus, they will understand why this property is worth its price.

## #6. CGI Allows Real Estate Experts to Harness the Power of Customization

When considering the purchase of an unfinished property, a potential buyer wants to be sure that it will meet or exceed their expectations once completed. And while an initial 3D render of the concept can be appealing to prospects,

many of them are curious about alternative design possibilities — perhaps a different style of cladding or a unique window shape.

In this case, 3D visualization for real estate is a life-saver. It

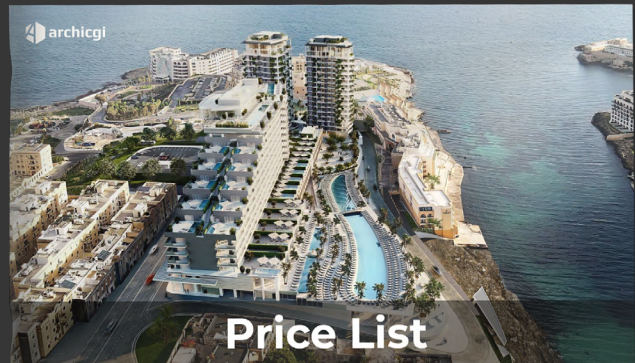


allows one to quickly get an updated render of the property CGI. With the necessary changes introduced, it becomes personalized for the client. So,

they can easily understand which design option suits them best. It helps them make well-informed and confident decisions faster.

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

SEE OUR PRICING



3D rendering is indispensable for pre-selling real estate. Unlike other presentation materials, 3D visualization can show a house that is not built yet. Furthermore, it can highlight all its infrastructure and design benefits so the buyers will see what they pay for. Also, 3D rendering is the only presentation material that can

affect the emotions of viewers. This makes the ads with CGI super effective.

Want to present every benefit of the house in photoreal quality? Contact our team for [3D visualization services](#) and get amazing marketing materials that will actually sell!



CGI Case Study

# Making CGI for a Spanish-style Bungalow in Los Angeles

---

We completed this ADU 3D rendering project for [Cottage](#) — a San Francisco-based company building a platform for residential construction, starting with accessory dwelling units. They are our long-term clients: we've already worked on almost 20 projects





together, which included exterior and interior rendering as well as [virtual staging](#). And the visuals we're gonna tell you about are definitely among our favorites.

Wondering how our [3D visualization company](#) approaches ADU rendering and how the results of this specific project turned out? Keep on reading!

## #1. References and Scope of Work

In this project, we had to make exterior and interior 3D visuals for a bungalow to be built in Los Angeles. Our team received the following references to complete the rendering tasks:

- ADU exterior and interior drawings;
- 2D floor plans;
- architectural style reference;

- lighting and camera angles preferences;
- design mood boards.

The client asked us to make 1 exterior rendering showing the ADU building's front and 2 interior renders showcasing the bedroom and kitchen-living spaces. Let's see the outcome!

**DIGEST-50**

Use promo-code to get \$50 for your projects.  
Sign up to get more info from your personal manager.  
Available for projects started till the end of September.



## #2. Project Results

Here, you can see the exterior front 3D rendering of the

ADU that our client initially asked for.



And below is the side view of the ADU that we offered to the client as a bonus. It's worth mentioning that the character model used in it was created specifically for this 3D rendering

from scratch.

The client loved both 3D exterior images of the ADU. He said that the bonus one was even better for the marketing purpose he had in mind, which was targeting the audience in California. So our impromptu offer hit the bull's eye.

Now, let's take a look at the interior CGI. According to the brief, we made two visuals, which you can see below.

We made sure these 3D renders were 100% aligned with our client's vision. So, he was all set to launch a stellar marketing campaign.



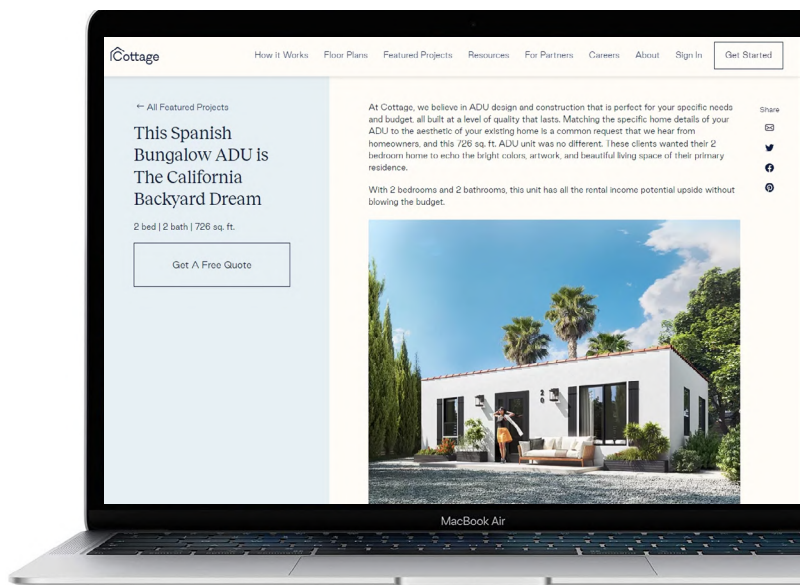


## #3. Marketing Uses of ADU 3D Rendering

All the ADU CG imagery made within this project was extensively used by the Cottage company on different marketing channels.

First of all, the brand shared an [article](#) about this bungalow design on its website. The article featured the renders we made.

Then, they posted the CG images on their [Instagram](#) and [Facebook](#). Last but not least, the ADU 3D rendering appeared on

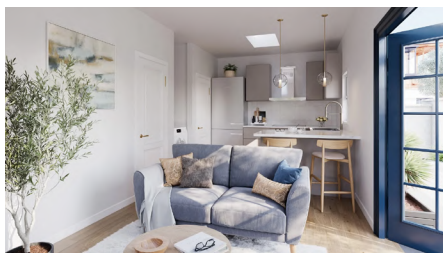


the company's [Houzz](#) profile.

## #4. Results of Other ArchiCGI's Projects Completed for Cottage

In the course of our work together, we have created more

than 120 visuals for Cottage. Here are some of them.



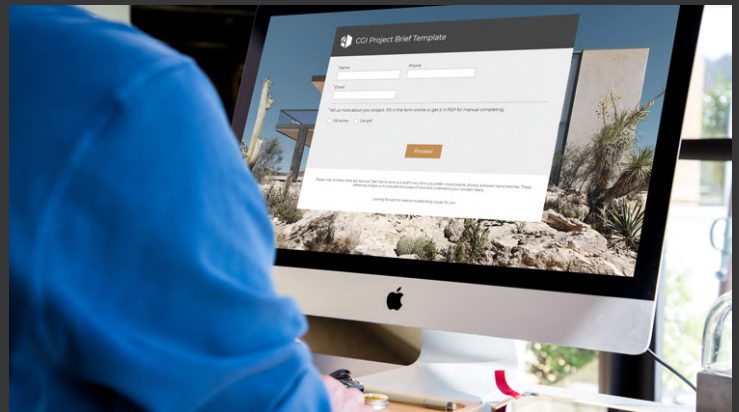


We are grateful to the Cottage team for choosing ArchiCGI, and

we're always eager to work on more projects together!

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

[DOWNLOAD THE BRIEF](#)



Looking for [3D rendering services](#) that will help you win your target audience's hearts

in an instant? Contact ArchiCGI today and book a free demo with one of our managers!

# 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

**E**stablished 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

**S**unVilla 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

**B**ella 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](#)



## Meet Our Partners

The ArchiCGI team is pleased to introduce our esteemed partners for your potential fruitful collaborations!



**B**ased in San Francisco, Cottage is a startup building a first-of-its-kind platform for residential construction, starting with accessory dwelling units (ADUs). To date, Cottage has completed over 125 ADUs across California. They provide a streamlined approach that blends time and cost efficiency with top-notch customization and quality. Clients can expect

a bespoke ADU design from Cottage while the company manages the permitting process and matches the client with a vetted local builder to bring their ADU to life.

[Learn more](#) about Cottage's partnership opportunities for contractors and architects.

# MEET OUR PARTNERS



[Learn more about Cottage](#)

# ARCHICGI TEAM

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



## Violeta Bohoslovets

Mentor & CGI Artist

Violeta's a sensational 3D artist and mentor. She knows how to inspire people to grow, and nudge them to discover new things. In her spare time, Violeta's into traveling, movies with a twisted plot, and binge-reading books by the same author.



## Artem Abrakhyn

Team Leader & CGI Artist

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



## Iryna Kovalenko

Senior CGI Artist

Iryna is a seasoned CGI expert and design connoisseur. She's into sophisticated color combos, layers of texture, warm sun, and soft shadows. In her spare time, Iryna likes climbing mountains and roasting marshmallows over the crackling fire.



## 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.



[www.archicgi.com](http://www.archicgi.com)  
sales@archicgi.com  
+1 607 383 2001 +44 203 617 1683

© Architectural CGI, 2023. All Rights Reserved.