

# Ready for 3D

A Step-by-Step Guide to Getting the Best 3D  
Visuals for Your Business



by Faraday 3D

# Table of Content

## INTRO

<b>INTRODUCTION .....</b>	<b>1</b>
WHY WE WROTE THIS BOOK .....	2
FOR WHOM IS THIS BOOK.....	3
WHAT TO EXPECT FROM THIS BOOK.....	4

## PART 1

<b>BEFORE THE PROJECT.....</b>	<b>5</b>
FIRST THINGS FIRST.....	6
A CHECKLIST OF REQUIREMENTS.....	8
FINDING THE RIGHT STUDIO .....	10
GETTING THE PRICE FOR YOUR PROJECT .....	14

## PART 2

<b>DURING THE PROJECT .....</b>	<b>20</b>
THE VALUE OF PLANNING.....	21
COMMUNICATION MATTERS.....	22
THE ONBOARDING PROCESS.....	24
GIVING EFFECTIVE FEEDBACK.....	27
WHAT TO DO IF YOU'RE UNHAPPY WITH THE WORK.....	31

## PART 3

<b>AFTER THE PROJECT .....</b>	<b>35</b>
PROVIDING POST-PROJECT FEEDBACK.....	36
WRAPPING IT ALL UP.....	38



# Introduction

INTRO



# WHY WE WROTE THIS BOOK

If a picture is worth a thousand words, then a 3D design is worth a million. With 3D, your customers not only get to see one side of your product but multiple ones. This gives them a more realistic idea of how the product you're offering can benefit them, thus making them more likely to give your product a try.

But here's the catch: Getting 3D visualization work done is no walk in the park. First, as many businesses before you have learned, it's quite a challenge to find a good studio with professional 3D artists who can deliver what you need **on time** and **within your set budget**.

“

**A picture is worth a thousand words, a 3D design is worth a million**

But what if we tell you that there's a way to screen 3D studios and find the best match for your specific needs... a studio that will translate your ideas into 3D reality, within the budget that you have and with no additional charges... a studio that can collaborate with you in ensuring that the 3D work you commissioned will ultimately drive more clients to your business?

**Reading this book is your first step to achieving all of these.**

# FOR WHOM IS THIS BOOK

This book was written as a complete guide for businesses that are interested in maximizing the advantages of 3D visuals, particularly those that require Architectural 3D Visualization. This book can help:

## » Complete newbies

- Complete newbies who are trying to get 3D visualization work done for the first time. This book can help you in finding and choosing a 3D studio to work with. You will learn how to get a fair price for your 3D project and how the 3D workflow is done correctly. You will also be guided on what to do if your chosen studio is unable to meet your expectations.

## » People who previously ordered 3D visuals

- If you have a prior, bad experience, this book can help you understand at which stage something went wrong, what could possibly have caused it, and what you can do to save your project.
- On the other hand, if you had a great experience, congratulations! Maybe you got lucky, or maybe you found a studio that already has an established workflow. In any case, it's worth knowing why everything turned out the way it did so that you can keep having a great experience each time. After all, people, teams, and businesses change, and your experience with the same studio may not always be the same, so it's good to know exactly how to make it great.
- Even if you have already ordered many 3D projects in the past, we are certain that you can still pick up something new in this book that can improve your next project.



# WHAT TO EXPECT FROM THIS BOOK

A lot of businesses are aware of how 3D designs can help boost their bottom-line. However, many make the mistake of assuming that getting topnotch 3D work done is easy as pie.

This book details a step-by-step process for finding, hiring, and maximizing a 3D visualization design company in order for you to receive the best 3D work at a fair cost and within your preferred timeframe. We will also tackle common mistakes that customers make while searching for or working with 3D visualization studios.

Through this book, we hope to help business people get the best bang for their buck and see the amazing results of using 3D designs for their business! Let's get started.



Dimitri Bobkov is the founder and CEO of Faraday 3D and the Author of:

**[3d-ballpark-quote](#)**

You can learn more about him at Faraday 3D:

**<http://faradaylabs.eu>**

# Before The Project



# FIRST THINGS FIRST

So your business is already aware of the benefits of having a 3D visualization. Your next question must be: “Should we hire 3D artists for our company – or should we outsource the job to a 3D studio?”

**There are advantages as well as disadvantages to both options.**

## **Hiring in-house 3D artists**

In hiring artists to join your company, the main benefit is that since they would work in-house, you can monitor them closely and make sure that they focus on the work they’re given. However, as employees, they entail a lot of overhead costs (i.e., office equipment, laptop and 3D software, regular employee benefits, etc.).

If your main business does not deal with providing 3D artworks but simply require 3D to complement your services (such as the case for real estate companies, engineering firms, manufacturing corporations, etc.), you might be better off just outsourcing the work to a competent studio. Also, if you don’t need to have 3D work done on a daily basis, it’s also recommended to just find a studio to work with.

“

**Hiring In-house 3D artist could rack up overhead costs especially if 3D design is not your main line of service.**



## Partnering with a 3D visualization studio

For most businesses, finding a studio to collaborate with is the more sensible option. In such a setup, you can get your 3D needs without spending more on employees who will only do sporadic work. You will not just save on overhead costs but also on time since you won't need to train each artist and absorb them into your company. While you may not have your eyes on them at all times, you can rest assured that a good 3D studio will be able to deliver what your business needs – just as they have done for all of their previous clients.

# A CHECKLIST OF REQUIREMENTS

Is your business better off focusing on its core competencies? If so, working with a 3D studio is truly the best path for you to take. Before embarking on your search for the best 3D studio to cater to your needs, there are several things you need to ask. Take note of the answers to these questions because they will guide your search:

## 1. What do you want to achieve?

- Why do you need 3D visualization?
- How do you expect the 3D work to contribute to your business?
- What do you expect your customers or potential customers to feel, do, say, or decide after seeing your 3D art?

## 2. What exactly do you need?

- List down the quantity, sizes, resolutions/qualities, themes, landscapes, lighting, and other elements that you think should be part of the 3D work you need. Try to be as specific as possible; this will be very useful for the studio not only to create what you need but also to give you the right price. It will also help you clarify your business's 3D requirements.
- Where and how do you plan to use, display, or share the 3D work that you commissioned?
- What are some pegs/samples that closely resemble the final product/s you're hoping for?



### 3. What is your business like?

- What industry are you in?
- What is your company's Vision, Mission, and Objectives?
- What makes you stand out from your competitors?
- Who are your target customers?
- How do you satisfy your customers?

### 4. How much is your budget?

- How much is your business willing to invest in 3D work?
- Set a minimum and maximum amount, but it's best to be ready to adjust especially if the work you need is quite complex.
- Specify if your budget is fixed or flexible so that the studio can adjust as needed.

### 5. When do you need the work done?

- Align your 3D work delivery timeline to your business's operations calendar.
- Make sure that you give ample time for the 3D studio to really create what you need. In order to discover how much time is needed, you need to discuss the project in detail with the studio (we will talk about how to do this later in this book).
- Add buffer or allowance time to cover emergencies or unforeseen circumstances.
- Good things usually take time, so never expect extremely high-quality work to be delivered in a rush.

**Once you've sufficiently answered the questions above,  
it's time for you to search for the right studio.**

# FINDING THE RIGHT STUDIO

3D visualization remains a specialized field; yet, in the past decade, thousands of studios have mushroomed in nearly all parts of the globe. So how do you find the one?

**Here are things you need to consider when searching for a 3D visualization studio:**

## **A. Look globally.**

Don't focus on finding and hiring only locally-based artists; doing so would greatly limit your choice of candidates, and as a result, the range of quality and designs that you can receive. Be open to discussing with foreign studios. As long as you can speak decent English, you can communicate with foreign 3D studios that may not only be able to provide the precise 3D designs you need but also at the price that you can afford.

“

**As long as you can speak decent English, you can communicate with foreign 3D studios**

## **B. Portfolios and testimonials matter.**

We cannot overstate the importance for every studio (and any business for that matter) to have a portfolio as well as testimonials. Ideally, an online portfolio should be placed on a stand-alone domain (e.g., [www.justarandom3Dstudio.com](http://www.justarandom3Dstudio.com), and not just on some free website.



Client reviews are also vital, as getting high-quality work from a studio does not necessarily mean that the studio is easy to deal with. A couple of testimonials of their satisfied clients can give you a clue regarding the work ethics of the team, which can greatly reduce or eliminate your headaches down the road.

There's a caveat on portfolios and reviews, though: **THEY CAN BE FABRICATED**. There have been multiple reports of shady companies passing off certain products as their own, as well as making up reviews of fictitious clients just to lure in potential ones.

To check if the work is truly theirs, you can select a couple of the studio's renders and search Google for them. Meanwhile, to avoid falling victim to fake reviews, ask for the contact details of a studio's previous clients and talk to them yourself. That way, besides proving that they are indeed satisfied clients, you can also ask them specific questions that can help you make a final decision as to which studio to work with.

One final note on portfolios: Some professional studios don't have large portfolios open to the public, but they say so on their website and explain that they can send it to you upon receipt of your request.

“

**Client reviews are vital but they can be fabricated. To make sure you can select a couple of the studio's renders and search Google for them to see if they are truly theirs.**

### **C. Teams outperform freelancers.**

Nowadays, there are many freelance 3D artists catering to small-to-medium sized businesses. While they are often cheaper, there are inherent risks to working with freelancers. Some of them seem to disappear in the middle of work (with your money and time, by the

way), which will mean an unfinished project and a disaster for your business. Most freelancers are newbies who are primarily motivated to gain experience and build their portfolio instead of enriching their career. Teams, meanwhile, are in it for the long-term.

While many freelancers are self-motivated and can work without a manager, a studio would typically have account/project managers whose sole duty is to oversee the artists' work progress. This setup enables artists to focus their precious time and energy on what they do best: 3D design.

Last but not the least, teams have much stronger rendering power, which enables them to re-render a large image in just a couple of hours (compared to a freelancer who would need several days to do the same work). A render farm is quite expensive and is usually available only in established 3D studios. For instance, our studio (Faraday 3D) invested roughly \$20,000 in the creation of a local render-farm, an amount that typical freelancers could not afford to invest. With more resources, 3D studios have a wider range of software licenses and a more specialized team of artists, thus offering more possibilities for your business.

“

**There are inherent risks to working with freelancers. While they are self-motivated and often cheaper but some of them seem to disappear in the middle of work**

#### **D. Go big with a smaller team.**

Size matters – even in working with a 3D studio. Most people assume (just like in other things) that the bigger, the better. However, smaller companies actually work faster and often better than companies with dozens of people. Smaller teams don't waste time on unnecessary bureaucracies like larger teams do. They can devote more time to your



needs because they only serve a few clients at any single time. You may also have observed from your personal experience that smaller businesses offer exceptional customer service and support that is unparalleled by large ones.

Our studio (Faraday 3D), for instance, has a core team of only three members (you can see this on our About Us page). This enables us to perfectly manage small-to-medium-sized projects. In case of bigger projects, we collaborate with other reliable studios from all over the world. Faraday 3D's manageable size makes it conducive for partnerships, as we are very flexible compared to larger studios that require too many members and much bureaucracy to deal with.

# GETTING THE PRICE FOR YOUR PROJECT

Let's face it: While we always want the best, we usually have a budget to work with. At this stage, you may already have chosen a studio or at least shortlisted your top choices. Either way, it's completely normal that your business would want to know how the 3D work could affect your bottom-line: how much will it cost?

To start negotiating on the project's price, refer to your Checklist of Requirements (page 8). You may simply send your answers to the studio or, even better, discuss with them either in person or online. Keep your answers to these questions in mind, but don't fire all guns (so to speak) right at the beginning.

Follow the step-by-step process outlined below to get the best price estimation for your project. Following this guide will help you maximize your budget and, at the same time, minimize (or totally avoid) wasting your own (as well as 3D studios') time.

## ■ Write a brief description of your project.

To begin the process of asking for your project's cost estimate, start by preparing a short description of your project: what do you need, when do you need it, how would you like the outputs to look like, and so on. This doesn't have to be too detailed because the exact details will be discussed later on. Then, ask your shortlisted studios for a price range and some examples of their similar work (if any) if their online portfolio is not so big.

## ■ Pay attention to each studio's response time.

Pay attention to the amount of time it takes for a studio to reply to you. A response within 24 hours of your message is very good; anything longer than that should serve as a red flag. One business day should be enough to take into account your respective time zones.

## ■ Avoid studios that give ballpark figures prematurely.

Take note because this is important: If a studio gives you a quote before you even give them any information or send them any material or resource, that's a red flag. No studio worth its salt would give you a price range without first knowing more about what you need. If they did not ask questions but gave you a quote straight away, run and don't look back!

“

**Think twice about hiring a studio that gives you a quote before you even give them any material.**

You can read more about our stance on ballpark quotes in our Knowledge Base: <http://faradaylabs.eu/3d-ballpark-quote>

## ■ Know the three main kinds of studios.

Basically, you can categorize the studios that you'll encounter into three main types:

### I. Studios that are only after your money

These studios (more like con artists, if you ask us!) want you to sign a contract with them or even pay upfront when they have no idea at all about your business and what you need. Avoid them at all costs!



## II. Good studios to work with

These are the ones that ask for more information and talk about clear deliverables. They discuss what would you like to see on 3D renders. You can expect good outputs from them.

## III. The best studios to work with

These studios combine rich experiences and genuine desire to help your business succeed. For them, giving "pretty images" is not the goal. Instead, their ultimate aim is the positive return on investment for their clients.

How do you recognize such studios? They talk about your business's goals and how to achieve them. In most cases, they will recommend you to take a Roadmapping Session first (for the fraction of the real project's cost).

“

**Look for studios that talk about your business's goals and how to achieve them.**

### ■ What's a Roadmapping Session and How Can It Help Me?

We at Faraday 3D believe that the best way for a client to gain ROI is by first having a Roadmapping Session. A Roadmapping Session is a strategic, outcome-focused meeting between you (i.e., a potential client) and a 3D studio (e.g., Faraday 3D) in which you review the intended outcomes for the project, set expectations for what success should look like, and identify any possible barrier to achieving success together. Basically, we will look at the specific parts of the project and identify how we can help you get from where you are to where you want to be.

**There are three major benefits to having a 3D Roadmapping Session before beginning any project:**

**I. It will help the studio understand the objectives of your project in more detail.**

This is because, with a 3D Roadmapping Session, the studio doesn't have to rush in understanding the project and could pay more attention to details. You can get free estimates from other studios, but since they're not sure whether they'll get the job, they will most likely minimize the amount of time they spend on trying to understand your needs. A 3D Roadmapping Session prevents this from happening.

**II. It will enable the studio to provide cost estimates for the job**

Because the studio can inform you early on if your expectations are not feasible based on the investment you're willing to make. The studio can then help you design a plan that meets both your business targets AND your budget. Thanks to the 3D Roadmapping Session, the studio will give more attention to the details of what you need and, thus, can estimate the project cost more precisely. This prevents surprises, which are common with most studios that give low estimates for free but eventually double the price as the project progresses. Therefore, you can save more money and allot your resources more effectively.

**III. The studio can reclaim the unpaid time that they're investing in helping you as you clarify your business's needs together and as they write the corresponding proposal.**

By first having a 3D Roadmapping Session, you can test out the waters at a much lower price tag. Instead of paying, say, \$5,000 to begin a project, the 3D Roadmapping Session gives you the

chance to witness the studio's expertise and insights, review its work quality, and judge its work ethics (including quality of communication) at a very small cost.

As a result of the 3D Roadmapping Session with Faraday 3D, you will receive the 3D Roadmapping Session Report, which details exactly what you want to achieve, what success looks like for your business, where you currently are, and the steps that you'll need to take to move forward in the project.

Another advantage for you is that, if ever you decide after the Roadmapping Session that this studio is not the right fit for your project, you still win because you will receive the Report, which you can use in consulting other studios that might be in a better position to assist you in achieving your goals.

### ■ **Always know (and communicate) your final goals.**

As with any initiative done for your business, you need to know why you need 3D designs. What are your objectives in getting them? Why are you doing this project in the first place? What do you want the deliverables to do for your business?

In addition to those, you should also ask what is included in the studio's quoted price (again, this should be given only **AFTER** you provide the studio with enough information or during the 3D Roadmapping Session). This checklist can help you:

#### **I. What is the basis of the studio's rate (i.e., do they charge per render or per hour/week/month/square meter/etc.)?**

For instance, Faraday 3D quotes on a project basis to ensure that you get as much time as possible devoted to completing your project (instead of charging based on the number of renders or the amount of time spent on the project).



## **II. How many feedback rounds will there be for each image?**

This is crucial because it is almost impossible for a studio to perfectly deliver your vision in just one attempt. More often than not, it will require at least some tweaking to get what you want, so you need to know how many revisions are covered in the studio's quoted price.

## **III. What resolution do you need the outputs in?**

If you need a really large resolution, always inform the studio early on about it. As we mentioned earlier, most freelancers and even tiny studios don't have render farms, so they would require additional payment to render very large images. For such needs, it is best to collaborate with a respected 3D studio that has advanced 3D tools.

PART

2

# During The Project



# THE VALUE OF PLANNING

Believe it or not, a lot of businesses still have the misconception that 3D studios are all the same, and that to get high-quality 3D work, it's enough to simply contact a lot of studios and choose the “best” one based on their portfolio and price.

However, the reality is that no two 3D studios are alike and that hiring a large, popular, and expensive studio does not guarantee the best outputs for your needs. It's very important for you to first have a good plan laid out before starting any project with your chosen studio if you want to ensure optimal results.

It is crucial that you have gone through the Checklist of Requirements (page 8) and have a Roadmapping Session Report with you as you begin the project. These will guide you through every step of the way by providing the backbone of the 3D work that you're commissioning. Having these plans as your guides will ensure that you stay focused on your objectives and avoid being distracted (and trust us: there will be A LOT of distractions) while working on the project.

# COMMUNICATION MATTERS

To ensure smoother partnership with the studio, here are some things you need to take note of:

## A. Set a clear communication schedule at the start.

Ideally, your contract should establish how often you expect the studio to communicate with you, and through which means. For instance, you may specify that for a project with an estimated two-month completion time, you expect the studio to give you an update twice a week through e-mail and once a week through a video call.

It will also be good to **agree on the length of time for calls** (if any), or for the **expected content of the e-mail updates** (if any). You should also agree on the **ideal days and times** to conduct those. Finally, make sure to **remind each party at least 24 hours before any call** to ensure that your schedules are both free.

## B. Assign specific people for communication.

Too many cooks spoil the broth. Ideally, there will be at least two people from both parties that can speak on behalf of each side (although only one is enough to speak with the other party, the other will serve as a backup in case the other one is unavailable on certain days). The representatives of the studio should be constantly updated with the artists' progress, while the representatives of the business should be aware of the business's objectives, budget, and operations that have the potential to affect the project.



### C. Set specific and reasonable, yet flexible deadlines.

This is equally important for both parties. At the beginning of each project, both sides should agree on a clear timeline and reasonable, specific deadlines (with the tentative dates and times included,

and the time zone to follow if the two parties are on separate ones). Take national holidays, staff vacations, and other relevant schedules into consideration. However, the timelines should still allot extra time for unexpected incidences that may delay the project. Never assume that the project will follow the set timeline down to a tee – a lot of factors can affect the schedule, so be willing to adapt if needed.

“

**Take national holidays and staff vacations into consideration.**

### D. Inform the studio how quickly you can give feedback.

This is an often-neglected part of the process. Clients typically expect studios to deliver on their announced turnaround time but don't inform the studios of their own turnaround time for giving feedback. If you know that your business is quite busy and would need several days to give comments on the submitted work, tell the studio early on and agree on a timeline that takes your feedback turnaround time into consideration.

Remember that you're not the only client of the studio. If the studio misses a deadline due to your late feedback, they can stop the work and continue it only after finishing projects with other clients. This is to be expected. If you don't understand why, think of it this way: when you miss a deadline, the studio would not have stopped your project but would have started working simultaneously with another client. Thus, every change you would ask from then onward would take twice as much time to finish. When artists are overloaded with work at the same time, the quality will be at risk. You don't want this, and neither do we (or any good 3D studio). It's best to set up a new project starting date in such cases.

# THE ONBOARDING PROCESS

**So you've found a competent 3D studio with a great portfolio, rich experience, wide set of capabilities, good communication skills, and ability to do the job within your budget. It's now time for onboarding.**

It's perfectly fine if everything is conducted online, particularly if the artists are located overseas. While this may not be a perfect scenario, the digital world has enabled many partnerships to begin and flourish this way in recent decades, and with a good partnership, this should be enough for your project.

However, the vast majority of companies don't have a systematic process for online communication, so you will likely be overwhelmed with a staggering amount of e-mails. While e-mails are relatively cheap (even free from certain providers) and quick, they are not the best avenue for digital communication and optimal cooperation.

We take great pleasure in announcing that we at Faraday 3D have an organized system and set of tools to ensure maximum support for each project. We employ the following set of online platforms/tools in communicating and collaborating with our clients:

## ■ **Client portal (<http://faradaylabs.eu/clients/new>)**

This serves as our central point of contact with clients. The portal acts as our command center, which securely houses information and communication for each project. Only the client and Faraday 3D have access to the client portal, ensuring maximum confidentiality of your project.

## ■ **Dropbox**

This is our preferred means of sending large files.

## ■ **Skype and/or Zoom**

Nearly all of our client meetings are done through Skype or Zoom video calls.

## ■ **Slack**

Working on a 3D visualization project would entail a lot of e-mails, which can quickly flood your inbox. That's why we at Faraday 3D prefer using Slack, which stores all conversations in a single place and serves as a convenient means of sending and receiving brief updates between the two parties.

## ■ **Gantt**

As we discussed previously, it is best for both parties to agree on the plan prior to starting the project. Gantt enables us to visualize the process of going about the project, thus reducing roadblocks along the way.

## ■ **Trello**

This allows our clients to access flow visualization – and without having to register. Through Trello, our clients always see what our artists are currently working on and even when a task will be done. Thanks to its colorful labels, clients can see in real-time whenever our studio requires their inputs to proceed. This minimizes delays and helps us complete the work you need in a shorter amount of time.

## ■ Dropmark

Providing pegs or samples of work similar to what you're looking for is one of the best ways to get the work done more efficiently. To do so, most clients search for images online, save those to their computer, and send those to the studio. As you can imagine, this is tedious, time-consuming, and sometimes cannot be sent through e-mail due to the size of the pictures.

Another way is for clients to find images they like online, copy their links, and send those to the studio. Unfortunately, there are times when those links don't work because certain websites (to be more technical, those that use AJAX or Asynchronous JavaScript + XML technology) have links that don't reflect the exact information displayed on websites. Hence, a link may show other images that are totally different from the one you wanted to show.

Knowing these issues, we at Faraday 3D have decided to go with a third option: we ask our clients to register and install the Dropmark plugin for Chrome. Once done, clients can simply drag and drop images directly from websites to Dropmark, and the studio can then see the exact same images instantly in a special folder in Dropmark. This helps you create mood or inspiration boards effortlessly.

As you can see, our professional onboarding process utilizes some of the best programs for project management. We have been successfully using these programs for many years and know how to maximize their features for the best outcomes. If you request, we may assist you in learning and using these tools so that, together, we can create the best 3D work for your business.



# GIVING EFFECTIVE FEEDBACK

Many clients of web design have a misconception that they can't critique the work. They assume that because they don't have as much background in web design, they couldn't give an objective review of the work that has been submitted to them. However, in the 3D sphere, it is usually the opposite case: many clients assume that they know better than 3D artists; hence, they provide profuse – and sometimes, unreasonable – feedback.

Both of those scenarios could be improved. There must be a balance between the client and the studio. Here are some ways to achieve this delicate balance:

## ■ Begin by knowing why

It's natural for you to have an immediate opinion on certain aspects of the design given to you. However, before you launch into a tirade on why it's just not right, first, ask the studio why it was created in the first place. For instance, let's say that you don't like seeing the setting sun in the design. Rather than immediately demanding to have it changed to the daylight sun, ask the artists for the rationale why they chose to use the setting sun. Good artists (including the ones we have at Faraday 3D) usually consider every single element of a design, so they should be able to give a good reason why they chose to do something. With that knowledge, you can then see things from the studio's point of view and make an informed decision on whether you want the design to be revised or not.

## ■ Know how to give the right feedback

Not all feedback is the same. As you begin the project, you need to know what type of feedback you are expected to give the studio and how quickly you can give it. The best way to go with this is to discuss everything clearly and have a written agreement with the studio.

## ■ State the problem instead of dictating a solution

Going back to our earlier example, you may not want to see the setting sun in your design because one of your main competitors is known for frequently incorporating the setting sun in their 3D visualizations. Once you tell the studio about this, there is no doubt that they would be happy for receiving your feedback and would revise the design swiftly and accordingly.

Always trust that as your partner, the studio has your best interests in mind. Instead of ordering them to make changes, explain why you prefer to have something changed. Then listen to them as they harness their years of expertise and experiences, and trust that they can offer you a better solution to meet your objectives. In addition, a good handful of 3D artists are actually photographers (or former ones): some of them professionals; others hobbyists. If you have no formal background in photography, you can rest assured that most 3D artists can offer you creative ideas that can help in meeting your business's 3D needs.

“

**Always trust that as your partner, the studio has your best interests in mind. Explain why you prefer to have something changed and listen to them.**

### ■ Use pegs whenever possible

There are plenty of available 3D samples on the Internet. Use them as often as possible to help you envision your own, unique 3D design for your business. Sending the studio pegs will help them approximate the design you have in mind and save a lot of time and energy for both parties.

### ■ Be exact in giving descriptions

As much as artists wish to be mind readers, we're not. To successfully translate your ideas into outputs, it's best to provide clear descriptions. For instance, in describing colors, words like "light lime green", "the color of fresh morning sun", etc. are practically of no use. Instead, find the exact RGB code of the color you want to use (one resource you can use is <http://www.ralcolor.com>). Precision also applies to other things like size (use measurements or ratios whenever possible instead of saying "make it slightly bigger") and other aspects of the design.

### ■ Give the studio ample time

Never assume that if an image looks good in feedback rounds, you may ask for a larger resolution the next day. You already see each image as a final output, yet you do not see the huge amount of work that goes into rendering each image in higher resolution. To be sure, always ask if it is possible to get a larger image and how quickly you can get it. If not, use sketches instead.

### ■ Always keep your goals in mind

Throughout the project, you can expect that there will be a lot of distractions. Keep yourself focused on your goals by constantly asking yourself whether a specific action can bring you closer to them. If not, remind yourself of what's truly important and needed by the business, and then divert your resources to those.

## ■ Settle internal debates

Again, too many cooks spoil the broth. As we discussed in a previous section, there should ideally be only up to two representatives for both the studio and the client sides (one being a substitute in case the main lead is unavailable). Having to talk to several people increases stress and confusion, so make sure that discussions are consistently handled by those selected representatives alone. Thus, it goes without saying that all decisions should be internally discussed and agreed upon on one side before relaying them to the other side.

## ■ Alert the studio as early as possible

Just like in any business, time is of the essence. The earlier you inform the studio of any concern you may have, the easier (and cheaper) it would be to remedy it. You may feel uncomfortable being so direct and frank (particularly if you're from a non-Western culture), but you shouldn't worry about it at all. Remember that the studio wants a win-win partnership, and thus, would be open to your feedback. As long as delivered professionally (and not in a personally attacking manner), feedback should be delivered as freely and quickly as possible.

“

**The earlier you inform the studio of any concern you may have, the easier and cheaper it would be to remedy it.**

## ■ Provide feedback in batches

To avoid confusion and delays in your timeline, organize and give your feedback in batches, then wait for each section to be finalized before giving feedback on another. Avoid going from one part to another. Here are the major sections that we recommend: **foreground**, **main object**, **background**, and **overall lighting**. You may choose which section to focus on first.



### ■ Last but not the least, be honest with your partner studio

If you're not sure if a particular change will bring you closer to your goals, tell the 3D studio about it and allow them to prepare for several rounds before beginning the task. Doing this will significantly lower the amount of time needed to apply the changes.

# WHAT TO DO IF YOU'RE UNHAPPY WITH THE WORK

Sometimes, no matter how hard we try, things simply don't work out. There are many factors involved in why this happens. Let's go through some of the most common reasons why you might be unhappy (or even downright frustrated) with the studio you hired.

## ■ Missed deadlines

Most organizations follow a business cycle; thus, sticking to deadlines is a must. If the studio keeps failing to deliver on agreed times, you could be losing not only time but – more importantly – business.

## ■ Poor communication

Most businesses nowadays rely heavily on technologies to communicate, but if you observe that the studio barely touches base with you despite having sufficient access to the Internet and gadgets, it might be time to look for a more reliable partner.

## ■ Terrible outputs

It goes without saying that you most likely hired a studio with a portfolio that matches (or even surpasses) your expected outputs. However, for some reason or another, it's possible that the quality of work you're getting from them fails to match what you expected to receive. Perhaps your project's context or requirements are of a different league compared to their previous work. Perhaps their best artists left and

were replaced by new ones with a different range of abilities and taste. Or perhaps you're simply out of luck. Regardless, quality is usually the most important thing (far more than deadlines or communication), so if you're not happy with what's being given to you despite following the recommendations discussed above, it might be time to move along.

If your business is considering cutting ties with the studio you hired, here's what you should do to cut your losses:

### 1. Give a warning early on.

Ideally, you should inform the studio if their actions (or inactions) or outputs (or lack of outputs) are making it difficult to continue the partnership. Having a written record (most often through e-mail or printed contracts) of your agreements and communication is essential in this regard. You may communicate your initial dissatisfaction through e-mail.

If the studio continues to fail in meeting your requirements, you may request a meeting with their representative. The important thing is that you should be honest and quick in giving feedback. Trust us when we say that a good 3D studio wants to please its clients, but to do so, we need to know first what you want, and the best way for us to know that is if you say it to us directly.

“

**A good 3D studio wants to please its clients. Let them know what you want and inform them if their actions are making it difficult to continue the partnership.**

## **2. Review your contract.**

Contracts come in all shapes, sizes, and contents. On the agreement that both sides signed, you should find a clause discussing the details of the process of ending the partnership. Make sure you read and understand all the fine print to avoid legal pitfalls. If you need help, consult a law practitioner.

## **3. Find out if there's a way to fix it.**

With the right effort and strategy, most failing projects can actually be salvaged. This decision varies from business to business (or project to project) and depends on your priorities. For instance, if the studio is poor at communicating (perhaps English is not their first language and they have your e-mail translated each time, which delays their response) but submits excellent work, it might not be enough reason for you to say your adieus yet.

Always remind yourself of your objectives. If you see that the studio is still able to meet those despite a minor flaw here and there, then you might be able to save the project.

## **4. Pay what is due.**

Even if you didn't get exactly what you wanted, it is just fair for you to compensate the studio for what they have delivered (granted that it's not complete rubbish). Assuming that you took the right steps in choosing a studio, you most likely can still find some value for the outputs you received, and it is only right to pay the artists their due in return for the time and effort that they spent on the project.

## **5. Learn from the experience.**

Last but definitely not the least, you need to examine what problems led to the failure of the project. No client wants to waste time and money, and no studio as well would want the same for their client, so



both sides have something to learn from such a terrible experience. Discuss with concerned parties and staff what exactly went wrong and then brainstorm ways in which to avoid those in future projects to help ensure that this flop would be the last. It's important to note here that for our clients who did 3D Roadmapping, none of their projects ever failed. 3D Roadmapping offers tremendous value to your business, so make sure to incorporate it into your project.

### **100% RISK-FREE – MONEY-BACK GUARANTEE**

We want each and every client of ours to be satisfied. That's why here at Faraday 3D, we offer a money-back guarantee. After receiving the first drafts, if you inform us that they're not what you expected, we will do our best to meet your expectations in a second round. However, if the second attempt proves to be far from meeting your needs, we will return your money in full.

**This ensures that you have practically zero risks in working with us. On a good note, for the nine years of our operation, none of our clients have so far asked for their money back.**

# After The Project



# PROVIDING POST-PROJECT FEEDBACK

Congratulations! If you've reached this point, your project has concluded and both parties (you as the client, and the studio as your partner-provider) are satisfied. While both of you have already achieved your objectives (or in the process of achieving them, thanks to the completed designs), there are just a few things you need to do.

First, **provide feedback to the studio** you worked with, even if they don't ask for one. Here are some questions that you could answer and share with the studio:

- **What is most memorable to you in your experience of working with the team?**
- **Did the studio live up to your expectations? Why or why not?**
- **What specific features or services did you like most about the studio?**
- **What hindrances could have prevented you from choosing to get 3D visualization services from this studio in the first place?**
- **Would you recommend this studio to others? Why or why not?**

There are several reasons why you should provide this valuable feedback. It helps the studio learn insights from you as a client, thus broadening their perspective and readiness for future projects. In addition, it would benefit your business tremendously if this excellent studio gets to know more about your business and your feedback so that they can do a faster and better job on future



projects with you. For your benefit, having a studio you can rely on that already knows your business and has successfully delivered what you needed in the past would save you time and resources from searching for a partner studio again in the future.

Don't be surprised if, after some time, you receive an email from the studio asking you about how your project went and what role the 3D renders played. Such feedback is valuable for the studio to improve its skills and outputs based on what's proven to work in the market.

Finally, if you were happy with the 3D visualization studio you worked with, don't hesitate to recommend it to others who are searching for one. You not only gain good karma points by helping both the studio and the client; you also help ensure that the said studio gains enough business to continue operating and possibly serving your company again in the near future. Everyone wins!

# WRAPPING IT ALL UP

We've reached the end of this guide on getting 3D visualization work! Good job!

We hope that you've found this short e-book useful and that you're ready to apply what you've learned here to your project.

**We wish you the best in your business! Here's to your success!**

---

**If you have any question or feedback, we'll be happy to hear them and help as much as we can. You may contact us at [info@faradaylabs.eu](mailto:info@faradaylabs.eu)**