



Project Workflow Guidance





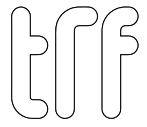
Project Workflow Guidance

info@therenderfactory.co.uk



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Project Reservation

Reservations are ideally made 2 weeks in advance but we have achieved shorter turnarounds on smaller scale projects, so you can always try to contact us as we may have availability.

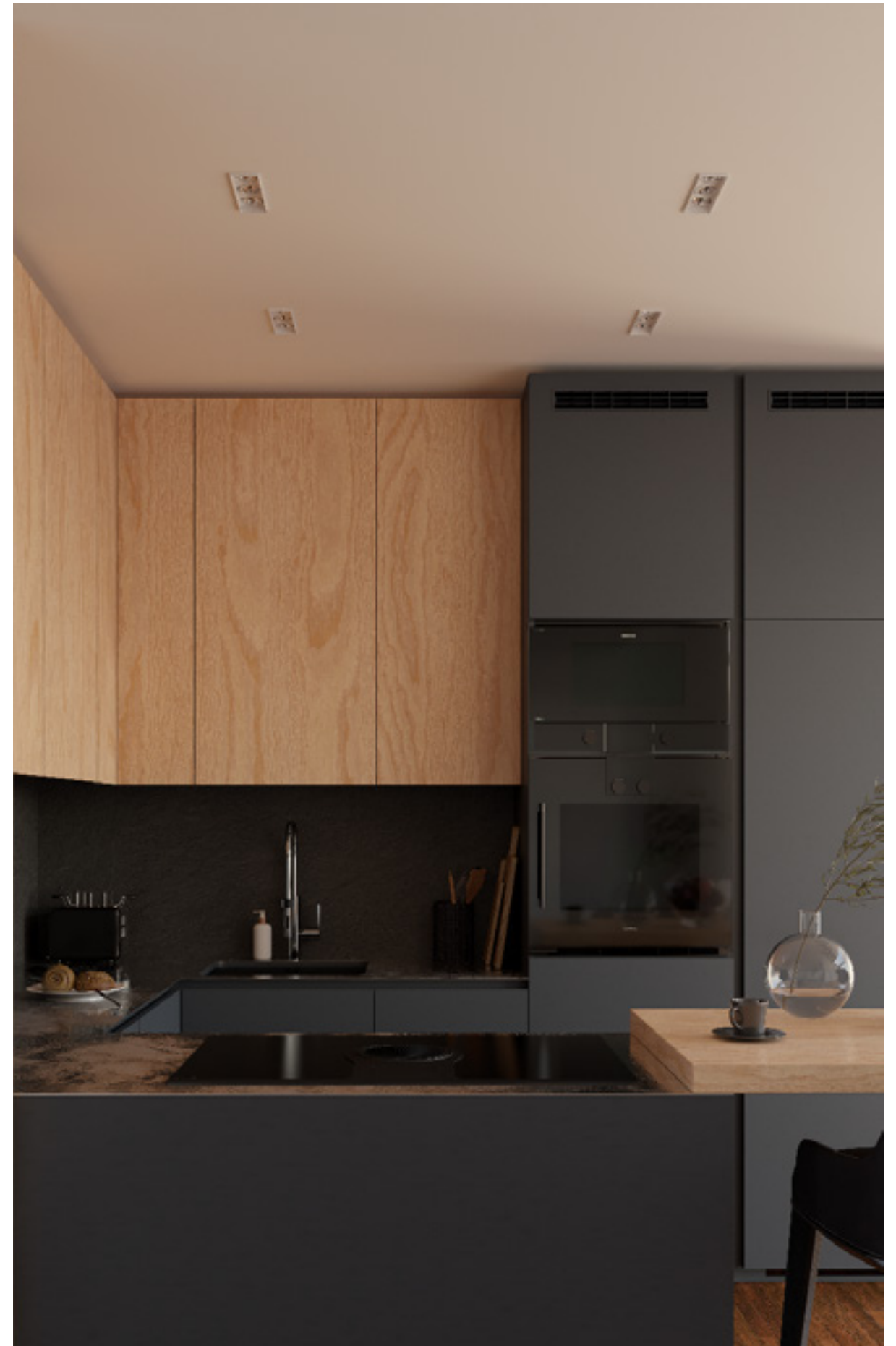
Write to us with the following information:

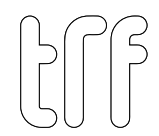
- Name of Project
- Type of Project (architectural commercial, residential, etc)
- Scope of Project
- Deadline
- Quantity of images
- Type of images (Architectural Exterior, Interior, Aerial, Product)
- Will you send a 3D model or 2D drawings
- What format are the 3D models and 2D drawings in
- Date of file delivery (3D model, 2D drawings.)
- Image Size and Ratio.

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As standard we provide images at 5000x3500 pixels (300 dpi at A3) in JPG format. Image size may be increased if agreed while making reservation. We do not share our PSD

A template document to fill out this information, called '[Project Reservation.pdf](#)' can be found on the [Services](#) page of our website [<https://www.therenderfactory.co.uk/services>].





Project Information Transfer

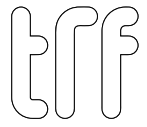
We need certain information to efficiently achieve your desired images. Once the project reservation is made we will share a google drive folder designed to house and exchange all project information from there on out.

Information Type	Format of Information
Reason for + Aim of Images	Written description
Location of Project	Address, coordinates, google maps pin
Pictures of Site	Photographs, google earth images
Landscape Description	Written description
3D Model of Project	3D Model file (further guidance on following page)
Technical Information	Master plan, plans, sections, elevations, details
Possible View Points	Annotated plans, sketches, screenshots, written description
Summary of Project Program/Functions	Plans
Atmosphere/ Mood References	Written description, example images
Material Description/ References	Written description, annotated plans, elevations, sections, images
Furniture Description/ References	Written description, detail drawings, annotated plans, images, 3D models
Lights Description/ References	Written description, detail drawings, annotated plans/elevations, images, 3D models, IES lights

If model is provided, files should be delivered no longer than 10 working days before project deadline. If we are required to create the model, files must be delivered 20 working days prior to the deadline.

We recognise that some of the information listed may not be available to you, but as much of it as possible is advised.





3D Model File Organisation

We accept models done in Rhino, Revit, Archicad, 3ds Max, Sketchup. Models should be exported to most commonly used 3D formats: DWG, OBJ or FBX.

2D drawings should be exported to DWG or DXF

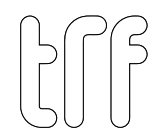
Transferred Model Best Practice:

- Organised and understandable layers
- Model is at 0, 0, 0, or close
- Does not contain unnecessary information (ie. keep only the information we will use)
- Geometry is optimised
- Texture references are attached
- Does not contain any cars, people, vegetation, etc

Transferred Model Common Issues to Avoid:

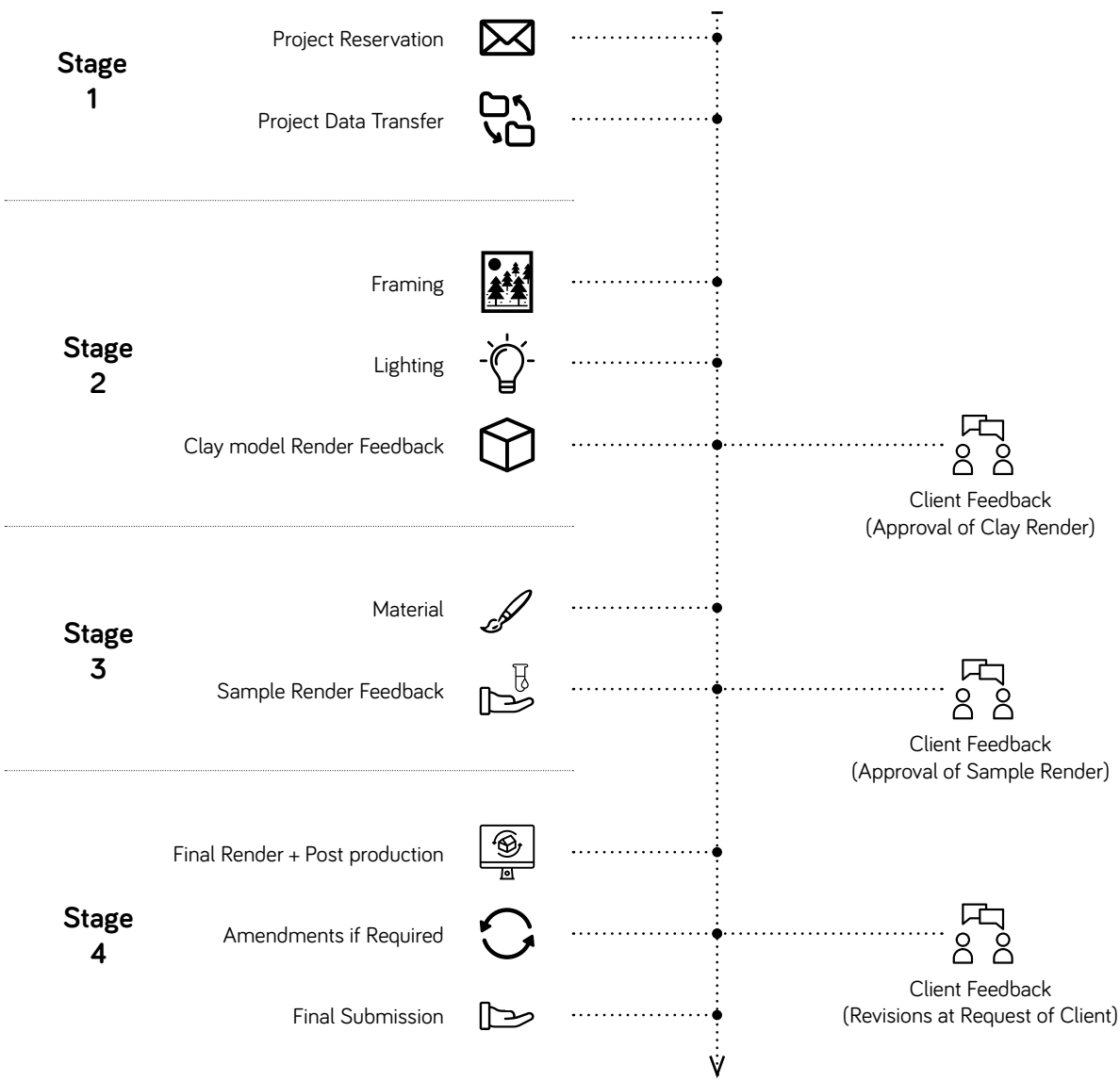
- No hidden layers of objects
- Make sure windows have no thickness
- Multiple objects in the same position
- Make sure points are welded and faces are not coplanar
- Avoid flipped or inconsistent normals
- Make sure units are consistent





Client Project Timeline

Once we recieve the required information outlined in the 'Project Information Transfer' we may begin to build up the scene. The whole process of producing images is as follows:



We generally accept 2 different sets of revisions per camera view, for as long as it does not deviate from the original brief, otherwise it is subject to additional charges.



Get in Touch!

info@therenderfactory.co.uk

www.therenderfactory.co.uk



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