

THE PERFECT CGI BRIEF

A one-page template developers can use to brief any visualization studio and get photoreal results the first time. Fill every line before the kickoff call.

1 - The project

- ◆ Project name, location and segment (residential, commercial, plots).
- ◆ What is being sold: configurations, sizes, the headline spec.
- ◆ The one sentence that should be true in every frame.

2 - The buyer

- ◆ Who buys this, in one sentence. Age, life stage, what they are upgrading from.
- ◆ What they fear about buying unbuilt. The renders must answer it.
- ◆ Where they will see these images first: hoarding, WhatsApp, Instagram, site office.

3 - The frames

- ◆ List every view needed: hero exterior, entrance, lobby, key amenity, signature unit, aerial.
- ◆ For each: time of day and mood. Dusk sells warmth, morning sells freshness.
- ◆ People in frames or not. Lived-in or pristine.
- ◆ Reference images: three frames you love, from anywhere, and why.

4 - The inputs

- ◆ CAD or SketchUp files, elevations, floor plans, material palette.
- ◆ Landscape plan and signage. The details make photoreal real.
- ◆ Brand assets: logo files, colors, fonts.

5 - The logistics

- ◆ Deadline, working backward from launch. Allow review rounds.
- ◆ Formats needed: print resolution for hoardings, web sizes, social crops, film frames.
- ◆ Single decision maker for approvals. Committees kill timelines.

The question that separates studios

Ask any studio you brief: where will the camera stand, where will the sun sit, and what story does the frame tell about the life lived inside? Anyone can render a building. Cinematography is what sells it.

Want it done for you? WhatsApp +91 78426 95525. ACCESS Experience: the unbuilt, made unforgettable.