



Our guide to
CGI PRODUCTION

INTRODUCTION

EXTERNAL CGIs ⁰⁴

INTERNAL CGIs ⁰⁸

CGI FLOORPLANS ¹⁴

INFORMATION ¹⁸

CP Creative have been providing the property market with CGI solutions for many years. Whatever your project, whether big or small, complex or simple, we can create your perfect imagery.

Our CGI's are a great way to bring architects plans to life, making your vision a reality and allowing you to market your project and attract buyers and investors from an early stage.















**Efficiency**

Every project is different which is why you will have a designated account manager handling your order and ensuring you receive the service that you desire.

Turnaround Times

Time is of the essence in the property world, our average production time is 10-14 days, and however urgent orders can be completed sooner.

Quality

We produce CGI images of different levels depending on your requirements and budget, from the ultra-detailed and bespoke down to a simpler visualisation. Regardless of the price, we aim to provide you with a quality product that meets your criteria.



The more information you can provide us with, the better, more realistic your images will be. The images can only be as good as the information provided. we generally request the following:

- **Scaled Architects Floorplans & Elevations:** Required for both internal and external CGI production. These should be provided to use in DWG and PDF format.
- **Landscaping Plans:** Useful for external CGI production. Helps us to make your images as realistic and eye catching as possible.
- **Colour/mood boards:** Useful for both internal and external CGI production if you require specific colour schemes in your visuals.
- **Materials & Style Guide:** Useful for both internal and external CGI production if you require specific materials and styles in your visuals.
- **Furniture guide and images:** Essential for internal CGI production if you require specific furniture and décor in your visuals.
- **Existing Photographs of the Site:** Useful for both internal and external CGI production. Internal photography is beneficial to use as a guide in the production process, whilst external photography can often be merged with the CGI to enhance the level of realism.

THE PROCESS

Step 1: Requirements & Quoting

Let us know your requirements and any architects plans and elevations. We will provide you with a quote and turnaround for the project.

Step 2: Pre Production

Once given the go ahead, we need to ensure we have all the information required to complete the project correctly. This includes confirming Angles, Décor, Materials and Colour Schemes.

Step 3: CGI Production

Once the pre-production stage is complete we can start producing your CGIs.

Step 4: Draft Supply & Amendments

We will send you initial draft images. At this point you will need to inform us of any changes you require to the CGI's. Please note additional changes after this point may incur further charges and delay the project.

Step 5: Final Render and Provision

Your final CGIs will be rendered and we will provide you with high resolution images.

CP CREATIVE

PROPERTY MARKETING

CP Creative Ltd also produce Professional Photography, Floorplans, Design & Print, Land Registry Plans, Video and Virtual Tours.

Contact us for more information:

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