WHAT IS YOUR STORY?

SERVICES
ARCHITECTURAL VISUALIZATIONS

RENDERINGS
CONCEPTUAL | PRESENTATIONS | MARKETING

3 LEVELS OF RESOLUTION

ANIMATIONS
PROCESS | PRODUCTION

2 LEVELS OF RESOLUTION

VIRTUAL REALITY
MASSING | IMMERSION

2 LEVELS OF RESOLUTION

FREE CUSTOM ESTIMATE

ERIC REID

CLICK HERE

RENDERINGS

R
SAMPLES

CLICK HERE

STATIC

PRESENTATION + MARKETING

PURPOSE:	**PURPOSE:**
VISUALS OF IN-PROGRESS DESIGNS MEANT FOR:	VISUALS OF COMPLETED DESIGNS MEANT FOR:
Competitions + Client Meetings	Investors + Marketing packages

RATES

PRESENTATIONS		MARKETING
$1,250 - $1,500 = 3-5 Days	AERIAL RENDERINGS	$1,750 - $2,500 = 4-7 Days
$1,000 - $1,500 = 2-5 Days	EXTERIOR PERSPECTIVES	$1,250 - $1,750 = 3-5 Days
$750 - $1,250 = 2-4 Days	INTERIOR PERSPECTIVES	$1,000 - $1,750 = 2-5 Days

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

25-50% Deposit Required

2K-4K Resolution	4K-10K Resolution
Model of Design/Site:	**Model of Design/Site:**
NOT PROVIDED = + $500 - $1,000	NOT PROVIDED = + $750 - $1,500
CREATED USING SKETCHES OR CAD	CREATED USING CAD

DISCOUNTS

PRESENTATIONS		MARKETING
2-3 rounds of Markups	FIRST PROJECT = 10% OFF	3-5 rounds of Markups
Context Modelled		Context Modelled
Custom Textures		Custom Textures
Full Post-Production		Elevated Post-Production

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

35% OFF

ANIMATIONS

A
SAMPLES

CLICK HERE

DYNAMIC

PROCESS + PRODUCTION

PURPOSE:

Animations of in-progress designs meant for:
Competitions + Client Meetings

PROCESS

$10 - $30 /second = 5-10 Days

2K Resolution @ 30 FPS

PROVIDED

2-3 rounds of Markups
3D Model MUST be provided
- Building Modified
Context Image
Simple Textures
Full Post-Production
No Intro + Closing
Logo Overlay
No Audio

RATES

SETUP

$500 - $1,500 /SCENE

STYLES

1. ONE SHOT WALKTHROUGH
2. CUT SHOT SEQUENCES

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

50% Deposit Required

DISCOUNTS

FIRST PROJECT = 10% OFF

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

25% OFF

PURPOSE:

animations of completed designs meant for:
Investors + Marketing packages

PRODUCTION

$30 - $75 /second = 10-20 Days

4K Resolution @ 30-60 FPS

PROVIDED

3-5 rounds of Markups
3D Model does NOT need to be provided
- Building Custom Modelled
Context Modelled
Custom Textures
Elevated Post-Production
Custom Intro + Closing
Custom Branding/Narrative
Custom Audio

VIRTUAL REALITY

V

SAMPLE

CLICK HERE

VR TOURS

MASSING + IMMERSION

RATES

SETUP

$250 - $1,000 /360 RENDERING

SCENES

INTERIOR: $1 - $5 /SQ FT = 5-10 DAYS

EXTERIOR: $1,500 - $2,500 /SCENE = 7-10 DAYS

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

50% DEPOSIT REQUIRED

DISCOUNTS

FIRST PROJECT = 10% OFF

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

25% OFF

VALUE OF VR:

The value of Virtual Reality comes from the cost efficiency throughout the design workflow. Compared to renderings and animations; VR tours provide an enhanced understanding of the design, provide faster turn around times and offer more affordable prices to suite any project. Updated designs can be updated quickly and they are provided at competitive rates. VR workflows are an essential design tool used to improve designs through an interactive workflow. In turn, the workflow becomes more collaborative, and more importantly; clear and effective by resolving issues in 3d instead of on site during construction. Meaning your project will be more economical and clearly visualizes the built form!

ADVANTAGES

EFFICIENT +
AFFORDABLE +
IMMERSIVE +
ACCESSIBLE +
SIMPLE +

EASY TO UNDERSTAND

VR EXPERIENCE:

VR tours allow the designer and client to experience, explore and interact with designs using way points. There are virtually no limits! Explore on your own time, and create markups in the VR platform. VR tours allows clients and designers understand the scale, lighting, materiality and relationship of spaces, without ambiguity. With the ability to look around in 360 degrees, it provides a full and comprehensive understanding of the entire design. Allowing designers to refine their designs and clients to see exactly how the project will look before the design is built. Most importantly, VR's immersive and experiential platform allows designers and clients to easily imagine themselves living there!

PROVIDED

3-5 rounds of Markups
Context Modelled
Custom Textures
Elevated Post-Production

6K - 20K RESOLUTION

CONCEPTS

SEE

SIMPLICITY
IN CONCEPT & FORM

EVOLUTION
THROUGH TIME & PURPOSE

ELEMENTS
OF MATERIAL & CONTEXT

BACKGROUND

NETWORK OF PROFESSIONALS

ESR-DC
FOUNDER | ARCH-VIZ | FOUNDED 2018

HARIRI PONTARINI ARCHITECTS
VISUALIZATION MANAGER | ARCH-VIZ | 2016-2018

RYERSON ARCHITECTURAL SCIENCE
DESIGN MAJOR | PSYCH MINOR | 2008-2013

CONTACT US

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