

EMZO MARKETING CGI GUIDE

INTERIOR CGIS

IF YOU WOULD LIKE US TO QUOTE YOU FOR AN INTERIOR CGI, PLEASE FOLLOW THIS SIMPLE GUIDE SO WE CAN PROVIDE A SMOOTH RUNNING SERVICE AND A CGI WHICH WILL BE A TRUE REFLECTION OF THE FINAL DEVELOPMENT:

Quotation:

- 1) PDF floorplans are acceptable to provide a quotation.
- 2) We need to know what you require, for instance
 - i. A CGI of just one room, if so, which room?
 - ii. If it is just one large open plan room, which view-point did you want us to focus on?
 - iii. Would you require just one view or multiple of the same room?

Project Requirements:

- 1) Architect plans of the interiors you require, this will include a floorplan– in DWG format
- 2) Not always necessary – architect plans of the exterior elevations
- 3) Architect plans listing building materials, if they are not listed on the DWG files or PDFs
- 4) Landscaping plans for the development – if you have views out on to the garden we will need to know what to show through the windows. These can normally be requested from the landscape designer instructed or indeed the architect might have designed a site map. This will help us match layouts and also help with the planting schemes planned for the site.
- 5) Any site photographs in its current state would also be beneficial, inside and outside.
- 6) Any previous developers marketing material would be greatly appreciated so we can match or style the interiors to the appropriate market with soft furnishings.
- 7) If a kitchen or bathroom CGI has been requested – we will need to have the kitchen/bathroom plan. We will need to know the manufacturer and kitchen design so we can match the proposed designs. This will include knowing the exact door fronts used, type and colour of worktop etc.

Procedure:

- 1) Please note we require payment up front for the project
- 2) Once this payment and the relevant plans etc are received, we can then start the project. We will send over a basic model CGI for you to advise whether you are happy with view-points before going into detailing the CGI.
- 3) Once the view-point is agreed, we will then send over a draft CGI including detailing for you to approve of.
- 4) If this is approved, we will finalise the image and send it over to you in both high resolution and low-resolution formats.

