Architectural Visualization Brief

Project: _____ Client: _____ Date: _____

Purpose and audience

Images are for (planning / marketing / investors / competition): _____

Main audience: _____

Key message the images must communicate: _____

Files supplied (with revision numbers)

- ☐ Site plan with north point Rev: _____
- ☐ Floor plans Rev: _____
- ☐ Sections and elevations Rev: _____
- ☐ 3D model Rev: _____
- ☐ Topography / survey Rev: _____

Views

View 1: _____ (marked on plan: [ ])

View 2: _____ (marked on plan: [ ])

View 3: _____ (marked on plan: [ ])

Materials (product references or colour codes)

Walls / cladding: _____

Windows and frames: _____

Roof: _____

Paving and landscape: _____

Interior finishes: _____

Context and mood

Landscaping and planting: _____

Surroundings shown (accurate / simplified): _____

Season, weather, time of day: _____

People and vehicles (yes / no, style): _____

Deliverables

Number of stills: _____ Animation length: _____

Resolution and aspect ratio: _____

File formats: _____

Revisions and timeline

- ☐ Clay / camera approval Date: _____
- ☐ Textured draft Date: _____

☐ Final images Date: _____

Revision rounds included: _____

Usage rights

Permitted uses and duration: _____

Studio portfolio use allowed from: _____

Guide: www.flexyblogs.com/blog/how-to-brief-an-architectural-visualization-studio