Workflow Guidelines

SETLA

01

Client Documentation

• Client's Needs   • Type of Renders   • Project Documentation   • References

02

Working Process

Clay
We send you a grayscale (clay) render, on which the client confirms: camera angle, mood and geometry.

Round 01
Color render with materialization, geometry detail, correct geometry, vegetation and basic post-production.

Round 02
We cooperate proactively on every single detail.

Round 03
Final stage: full resolution image, post production, effect added, people on stage and correction of all details.

Additional and specific client requirements are calculated through additional working hours agreed in the contract.

03

Time

When we have complete documentation and client requirements, we determine the build time and cost.

The time spent on making render directly influences the quality of our work.

04

Final Product

The product is as good as the collaboration was with both parties.

01 Client Documentation

Client's Needs

In order to render your project we need specific information and a more detailed description of what outcome you are looking for:

• It is necessary to define the type of render (aerial, exterior, interior, cutaway, VR360°, animation).
• It is required to define the atmosphere and weather conditions.
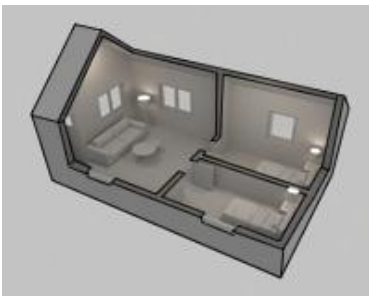• The size and number of the renders you want. (pixels resolution)
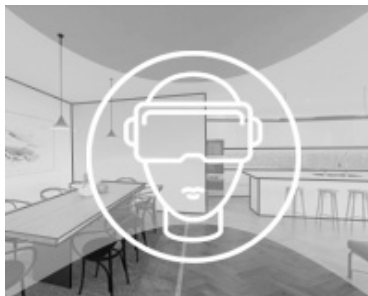
Type of Render

Aerial

Exterior

Interior

Cutaway

VR 360°

Animation

Moods

Daylight

Night

Dusk

Weather Conditions

Suny

Snowy

Cloudy

Documentation

The client's well prepared documentation directly influences the working process and communication.
It is advisable to send following information:

- Camera position
- Location (*Google maps*)
- Project documentation
- Final material reference
- Furniture and equipment reference
- Actual location and environment reference (background)

Camera Position

The best way of camera defining is marking it on the plan.
There is an example of camera position and point of view in case of VR 360 render.
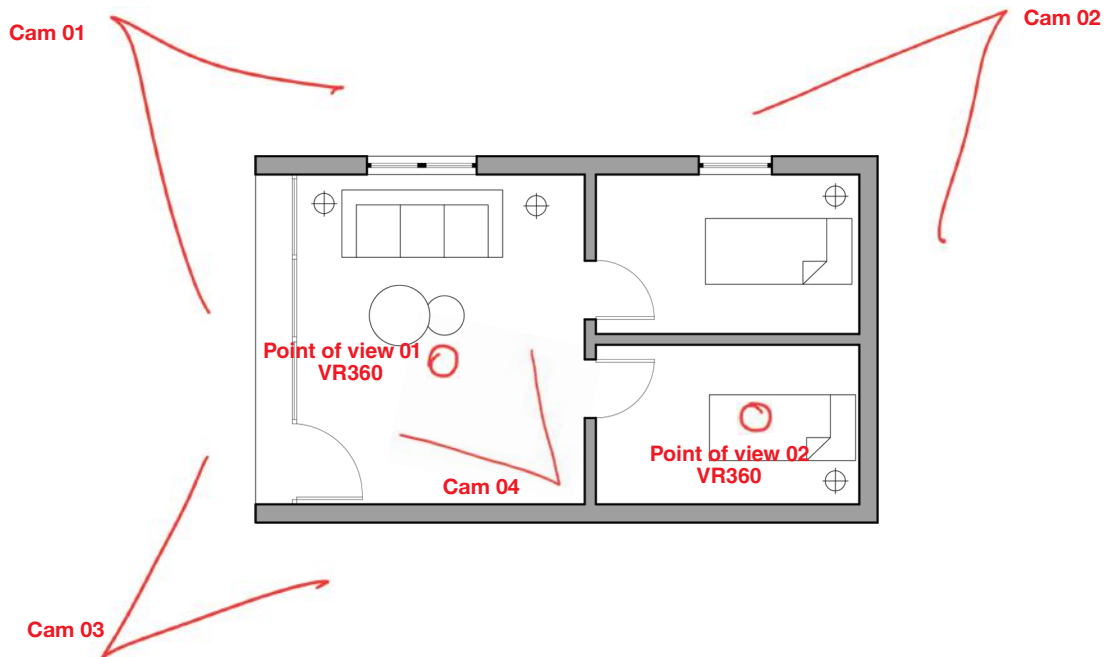
It is advisable to list the camera orientation (landscape or portrait) if they are known,
as well as a short description of each camera which is very important to focus.

Project Documentation

We work with all files used in projecting and modelling. The list of priority we expect is as follows:

<table>
<tr><td>

2D File Formats

- CAD (.DWG, .PLN, .DXF, .DGN, .DWF)
- .PDF
- .JPG
- .IMG
- .PNG
- .BMP
- .AI
- .TIF
- .PSD
- .TGA
- .SVG
- .EPS

</td><td>

3D File Formats

- 3DS (.3DS , .FBX , .OBJ)
- Auto CAD (3D .DWG , 3D .DXF)
- Revit (.RVT)
- Arhicad (.PLN)
- SketchUp (.SKP)
- Collada (.DAE)
- Cinema 4D (.C4D)
- Rinocerus (.3DM)
- Z-Brush (.ZTL)
- Marvelous Designer (.MD6, .ZPRJ)
- Ornatrix Alembic (.ABC)

</td></tr>
</table>

It is advisable to state all possible CAD documentation:

- Masterplan
- Plans
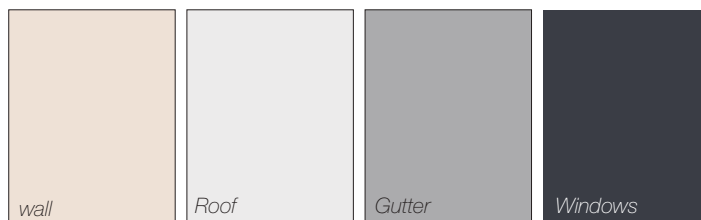- Sections
- Elevations
- 3D model
- Detailes

Also:

Some quick sketches can save a lot of time.
The color scheme is also welcome.

Please, use a popular color palette, such as:
- Pantone
- RAL
- Colorbond
- Hex
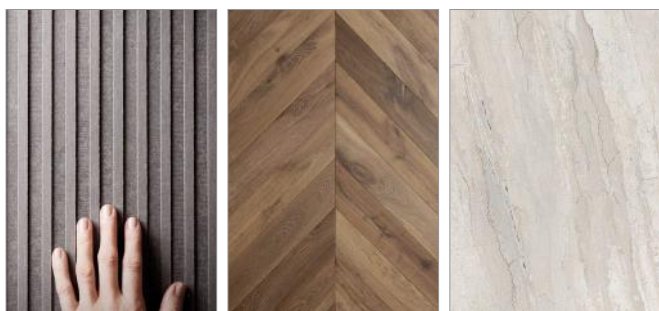- Benjamin Moore

Color Scheme Ex:

wall   *Roof*   *Gutter*   *Windows*

ex: for roof use "colorbound-shale grey", windows -"Schüco anthracite"...
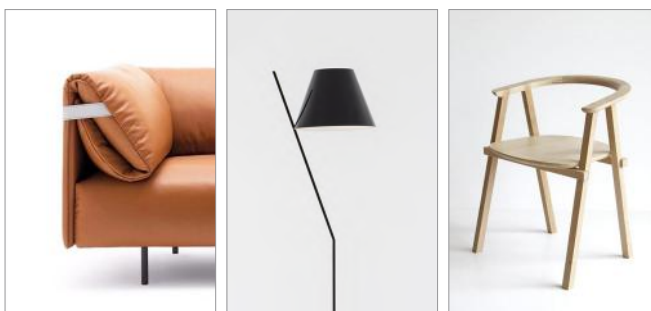
Visual References

It is very important to be an accurate reference, if possible provide a web-link of the product.

Materials

ex: use this stone for the floor, wall covering as like this brown ...

Furniture

ex: use this chair on terrace, this black lamp near the sofa...

02 Working Process

The work is divided into four phases:

- **Clay (Grayscale) render**
- **Round 01**
- **Round 02**
- **Round 03**

Process Sheme

Grayscale (Clay)

The based of documentation and client requirements,
we create models that are presented as grayscale.
At this stage of project development the focus is on creation:

- Geometry (model check)
- Camera Angle
- Mood Preview

2000px

20 %

Estimated Percentage of Time
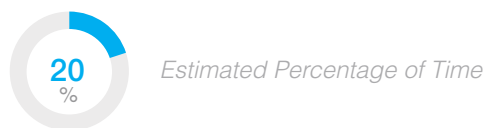
The resolutions of an image,
that the client received at this stage is 2000px.

- When we harmonize the cameras and geometry, we can move to the next phase (Round 01).

Round 01

After harmonizing the attitudes from the grayscale (clay) phase,
we start creating round 01. This is the most complex phase and
requires the most time to build. In this part of the work process
we deal with:

- Materials
- Mood
- Details on Model
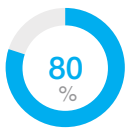- Vegetation
- Basic Post-Production

2000px

+40   **60** %

Estimated Percentage of Time

The resolutions of an image,
that the client received at this stage is 2000px.

Round 02

The complete impression of visual representations is achieved after looking at the materialized renders.
Proactively works with clients on improvement in the rendering of the previous round.

- All Corrections
- Adding Details
- Our Suggestions

+20   80%   *Estimated Percentage of Time*

The resolutions of an image,
that the client received at this stage is 2000px.

2000px

Round 03

This is the last phase of project development. All attention is paid to final corrections and detailed post-production.

- Correction all Details
- Final Post Production

+20   100%   *Estimated Percentage of Time*

The resolutions of an image,
that the client received at this stage is 4500px.(4K)

4500px

- If the client at some stage requests that the render is in the final resolution (4500px),
  we automatically reach the final round in which all the work after that is counts as additional work.

Additional Work

Everything outside the standard working process, we agree with the clients individually and it does not enter the standard time of project development. Additional and specific client requirements are calculated through additional working hours agreed in the contract.

- Round 04,05,...
- Resolution Higher than 4500px
- Complex (Geomerty) Model
- Special Client Wishes
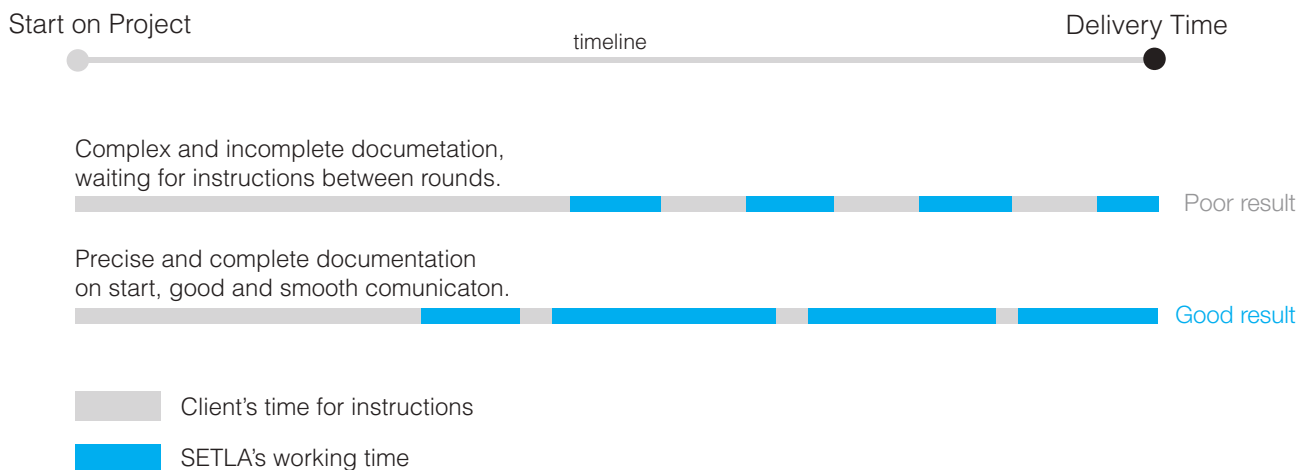
03 Time

Timeframe

The following things directly influence the render timeframe:

- The type of render
- The project size
- The communication with and availability of the client (architect, designer, agent...)
- The amount of details in the render
- The context of the document
- The necessity of unique object modeling (furniture, decoration, mobiliary, environment...)

The time spent on making render directly influences the quality of our work.

After the analyses of the client's needs and stated factors,
we can set a deal on the working process and delivery time.

More Time-Better Quality

Start on Project   timeline   Delivery Time

Complex and incomplete documetation,
waiting for instructions between rounds.   Poor result

Precise and complete documentation
on start, good and smooth comunicaton.   Good result

Client's time for instructions

SETLA's working time

Basic things for smooth process operation and smart-elapsed time.

- Complete documentation
- Delivery documentation on time
- No extra work for the same time frame
- Modern ways of visual communication

04 Final Product

Done!

A product is good only if both sides are satisfied with the collaboration.

100 %

In 2020, Setla Studio invested in storage space and now offers up to two years of document storage for all its clients, and from five to ten years for its exclusive clients.

Document storage ensures the option of refining an existing project with minimal costs and time consumption..

Our goal is a good product - it's our self marketing. We make an effort to satisfy all our client's needs on a project.

Interested in working with us or you have some questions?

Contact us.

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