



Leaflet for a Successful Cooperation

There are many paths from plan to picture. The creation process differs according to whether an image is created in-house or externally, and each visualization studio works differently. For collaborations with nightnurse, this document should show which information is needed at which step and which input you have as a client at which point in time on the creation of a visualization.

For this purpose, we have divided our visualization process into five intermediate steps and illustrated them on the following pages.

We are to a large extent architects and architecture is close to our hearts. Our greatest ambition is to develop the expression of a project in partnership with our clients. We have made it our goal to make the story of a still intangible design come to life. How we see the relationship between art and service and how highly we evaluate our customers' needs is described in our [Commitment](#).

If corrections are to be implemented, even though they may not be in phase, or if a previously agreed upon and implemented picture mood has to be re-set several times, then we try to make everything possible within the given deadlines. This can be associated with additional costs compared to the original offer. At this point it is worth mentioning that we do not automatically implement any correction requests we receive.

An additional service that we always and quite gladly provide is the "Design of the Picture". This deliberate repetition of work steps, each with adapted design levels, can best be covered by a limited amount of the quote, which has been discussed in advance. We are happy to be here with advice and our experience.

00. Data Delivery

01. Points of View

02. Image Concept

03. Work in Progress

04. Advanced Image

05. Pre-Final

06. Final



Data Delivery

Each project is assigned to a visualizer about a week before the start. For larger projects, it can be a team of multiple visualizers and one project leader.

In order to continuously improve the quality of our work, there is a "creative director" in each project in addition to the editing team. This role helps to control intermediate situations and to recognize creative possibilities.

In order to be able to start work, we need a basic plan.

We are happy to receive them via our project platform Basecamp at the agreed date as a data package. At best, this package contains all project-relevant documents. If there is no 3D model of the project yet, one will be created based on this data.

To begin the project we need:

- Relevant Drawings (as .dwg and .pdfs as controls)
 - Elevations
 - Floor Plans
 - Sections
- For Exterior Renderings: Site Plans or Landscaping Drawings
- Relevant Detail Drawings
- If already determined: approximate viewpoints, marked in plan
- If already determined: concept sketches or mood references.
- If already built: 3D-Modell
 - We prefer to work with .3dm files but we can accept many file format types. We can give advice on the best procedure for exporting from any program to .3dm or compatible file types.
 - We reserve the right to re-create 3D models provided that make the quality of a good further processing of the project difficult or impossible. Any costs incurred will be charged to the client in the form of a reduced 3D discount.
- If already existing: photos
 - Please read our guide on the best practice for site photography.
 - We reserve the right to retake site photos when the provided photos make the production of a high quality image difficult or impossible (resolution too low, exposure poor, blurred or blurry pictures, focus area insufficiently displayed or obstructed by objects). Any costs incurred will be charged to the client.

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Points of View

As soon as the 3D model is completed, we send out our suggestions for Camera Positions.

In the event that there is a material concept, photos of patterns, reference pictures for picture moods or similar, additional information would be the ideal moment to upload them to us. Because we already start working on the image concept in this step.

The following information is optional but is ideally discussed at this time::

- Season and time of day (twilight, sunny, foggy, etc.)
- Reference images for mood, atmosphere
- Direction on entourage (ages, genders, ethnicities and activities of the people)
- Environmental concept references (plants, surfaces, etc)
- References for furnishings, equipment interior design
- Target group (buyers, political bodies, client)
- If available: site photos

In order to proceed with the processing, we need at this point:

- Feedback on the points of view
- Corrections for geometry errors



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Image Concept

In the Image Concept phase we aim to establish the intended mood and atmosphere of the finished rendering. This can be achieved with provided references from you, with proposals from us, or through some combination of the two. The following points are a few of the important topics to be clarified at this stage:

- the type of representation (realistic, painted)
- Choice of perspective (focal length, camera height, image ratio)
- Color (desaturated or brilliant)
- Light mood
 - Daylight or artificial light
 - Selection for time of day
 - Soft or Hard Shadows
 - Lighting Color

The picture concept can be worked out and communicated in very different ways. In some cases, it is sufficient to talk about the hoped-for image mood based on references.

In order to proceed with the image development, we need at this point:

- Confirmation or feedback on the image concept
- Any additional material required to achieve the desired mood.



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Work in Progress

In this stage, we work out the materialization, the composition and the materialization: the story of the picture. This story is told through texture, light and the proper placement of entourage (landscaping, people, furniture and accessories). Before we charge ahead with postprocessing work we aim to achieve confirmation on the location and type of all elements relative to the camera. The aim is to receive feedback and, in the best case, a confirmation that we are on the right patch to creating the desired work of art.

If any corrections or adjustments to the 3D model are to be done, now is the last opportunity to bring this..

In order to proceed with the processing, we need at this point::

- Confirmation or feedback on materialization
- Feedback on the mood direction and entourage
- Final geometry corrections, if necessary



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Advanced Image

Corrections from the previous feedback are implemented or discussed.

In this step, the scene is worked out in detail. The environment design, the integration of photographs and the addition of contextual elements are in the foreground. People are selected and used.

In order to proceed with the processing, we need at this point:

- Feedback on the overall impression
- Feedback on the specific people and landscaping used.
- Feedback on any entourage items you would still like added.



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Pre-Final

After working through all the comments and corrections from the previous steps, we focus on fine-tuning. Colors and contrasts are checked, light is amplified, brightness and gradients are adjusted..

In this final editing the last details and effects are worked out

For the completion of the picture, we do not really need anything at this point, but we are glad to accept small adjustments.



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Final

The picture is finished!

Last smaller adjustments are still possible and are gladly implemented by us (those requiring less than one hour of work).

Larger adjustments are also possible, if our schedule and the project allow. We thank you for your feedback and always look forward to a feedback on the cooperation.

The image may now be used for all purposes and given by © nightnurse images as the author. Author's proof is required in every publication, be it on the submission sheet of the competition, in the publication in the preferred architecture newspaper, in brochures or on websites. If you have any questions, we are happy to assist you.