

Your Prescription for a Successful Collaboration

We are designers and image-makers – with a passion for architecture and the spaces we inhabit. Our visualizations go far beyond glossy renderings: they capture atmosphere, materiality, light, space, and mood – and make the architectural qualities tangible. At the same time, they add a narrative dimension that makes every project human and relatable. For us, architecture is never an end in itself, but the stage on which life takes place.

Our aspiration: Images with impact – whether in competitions, marketing, or public communication. We personally accompany every project with care – from the very first idea to the final presentation.

To achieve this, we work with a clearly structured process. It provides reliability, adherence to deadlines, transparency and clear expectations – all key to a smooth collaboration and compelling results.

Your project team includes:

Project Lead – your personal contact and organizer in the background

CG Artist – responsible for creating and developing the visualizations

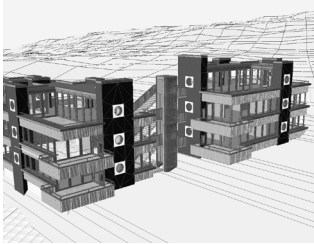
Creative Lead – ensures that image quality meets the highest standards

Resources & Timeline

We block dedicated capacity for each project – exclusively for you. To keep our promise of quality and reliability, we rely on close collaboration. Short-notice delays or early deadlines make planning difficult, as reserved slots can rarely be reallocated. If project information and feedback arrive on time, your visualization will be delivered smoothly and right on schedule.



Our process is divided into clearly structured phases. Each step has a specific purpose and ensures that the project runs smoothly, expectations are clear, and the final result delivers maximum impact.



We start with your 3D model, plans, and a detailed project briefing – documents are ideally provided before the kick-off meeting. This allows us to familiarize ourselves with the project and prepare efficiently. If no 3D model is available, we create one from the drawings.



Based on the model and project information, we develop a visualization concept for content, mood, and viewpoint. Depending on the project, we may present several options.



Once the concept is confirmed, we create the first full version of the visualization. It already contains all essential elements and provides a reliable overall impression.



We refine the visualization based on your feedback. Colors, light, and contrasts are fine-tuned until the image reaches near-final quality. From this point onward, only minor adjustments are possible.



We implement your last comments and deliver the finished visualization.

And of course, we'd be delighted if you credit © Nightnurse Images when publishing the images – we truly appreciate it..

_0 Preparation

Approx: 10%*
(if a 3D model already exists)

_1 Concept

Approx: 30%*

_2 Refinement

Approx: 40%*

Design Support

(-> page 4)

_3 Final Preview

Approx: 20%*

_4 Final

Approx: 10%*

* The approximate time percentages are estimates and may vary by project. And yes – if you're counting, we often like to give more than 100%.



Data Transfer

To get started smoothly, we need all essential project information and documents. Please share them via our project platform or a download link by the agreed date – ideally before the kick-off meeting. This allows us to prepare thoroughly and dive straight in.

If no 3D model exists yet, we will create one from the drawings.

Essential documents:

- Project location (address or Google Maps link)
- Relevant plans (.pdf; for modeling also .dwg)
 - Elevations
 - Floor Plans
 - Sections
- For exterior images: site or landscape plan (.pdf and .dwg)
- Relevant detail drawings
- Material concept or material specifications
- Thoughts on image content and intended message
- Target audience (e.g. buyers, political authorities, neighbors)

Additionally helpful (if available):

- 3D model (-> [Guide](#) to 3D Models)
- Defined viewpoints or initial ideas
- Sketches, image ideas, reference pictures
- Desired style (realistic, painterly, etc.)
- Preferred time of day or season (sunny, foggy, dusk, etc.)
- References for mood and atmosphere
- Interior standards, furniture, finishes
- Landscaping / surroundings (plants, surfaces, references)
- Site photos (-> [Guide](#) to On-site Photography)

_0 Preparation

→ Data Transfer

_1 Concept

_2 Refinement

_3 Final Preview

_4 Final



_0 Preparation

_1 Concept

→ Points of View and Concept

_2 Refinement

_3 Final Preview

_4 Final

Concept

Based on existing or jointly developed ideas, we create a concept for the visualization – usually with several options. Key questions to define:

- Viewpoint and perspective
- Image format and size (e.g. for print)
- Image content and message
- Light and mood
 - daylight / artificial light
 - time of day and season
 - harder or softer shadows
 - color temperature

The concept should already convey the overall atmosphere of the final visualization.

At this stage we need:

- Your feedback on points of view
- Corrections of possible geometry errors
- Confirmation or feedback on the concept

Feedback – Our Fuel

We value feedback – open, constructive, and respectful. The clearer and more specific your comments, the better we can deliver on your vision. Quick first impressions are always helpful, as are positively phrased wishes – tell us what you would love to see, rather than what you don't. And if we understand the reasoning behind a change, we can respond even more precisely and creatively.



_0 Preparation

_1 Concept

_2 Refinement

→ Preview

_3 Final Preview

_4 Final

Refinement

At this stage we develop the visualization until it provides a reliable first impression. Not all details have been refined yet, but the mood should feel right and all essential elements should be in place. This preview ensures that the desired atmosphere and intended purpose are on track.

If you'd like to test materials or colors internally, we're happy to provide Photoshop masks. For further variants or additional design exploration, please refer to the Design Support box.

This is also the last chance to fine-tune the 3D model – afterwards, only small refinements will be possible.”

At this stage we need:

- Feedback on the message and visual elements
- Final geometry corrections, if needed

Design Support

An additional service we're happy to offer is designing with the image. If parts of the project are still undefined, we can support you by creating design variations or proposing solutions directly within the visualization. These services are billed separately on an hourly basis.



_0 Preparation

_1 Concept

_2 Refinement

_3 Final Preview

→ Complete Image

_4 Final

Final Preview

By now, previous feedback has been incorporated or alternatives discussed. We refine the visualization in detail: light, contrast, and colors are fine-tuned. From our perspective, the image has now reached final quality.

Please use this moment for your conclusive feedback – after this, only minor color adjustments are possible.



_0 Preparation

_1 Concept

_2 Refinement

_3 Final Preview

_4 Final

→ Final Image

Process images made for
PENZISBETTINI. Architekten
Competition Herrliberg

Finalization

The visualization is complete!

At this point we require your approval to officially close the project. If you still have additional wishes, we will happily look into what is feasible – though please note this may involve extra effort beyond the agreed scope.

We sincerely value your final feedback and always welcome open and honest reflections on our collaboration – they help us grow together.

Please credit © Nightnurse Images as the author in all publications – we truly love it when our name shines alongside our images.