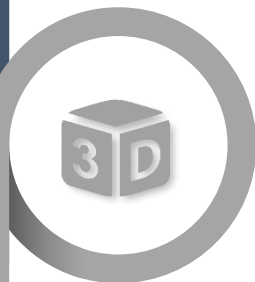


## 3D's - PROCESS OVERVIEW



### Devise

- ✓ Initial Consultation
- ✓ Client's Briefing and Files
- ✓ Plan of Action with Outcome in Mind
- ✓ Issue of Options in Proposal
- ✓ Initial Payment of 50%



### Develop

- ✓ Design Freeze
- ✓ Resources Assigned
- ✓ Clay Model Created
- ✓ Draft Works Sent
- ✓ Review and Amendments



### Delight

- ✓ Revised Issue for Approval
- ✓ Project Sign-off
- ✓ Remaining of 50%
- ✓ Watermarks removed
- ✓ Final Products Delivered



## Detailed Process Overview

### 1. Client's Brief.

- **Floor Plans, Elevations & Interior Design**
  - Can be provided as CAD file, PDF or dimensioned sketch and show latest Revision.
  - Interior Design brief – if available – should be provided prior to proposal as it might affect total fee.
  - If specific furniture, fixtures, art, accessories, materials are to be used we require manufacturer spec in form of website link or photos and measurements all combined in a schedule document.
  - For design the mood board would be preferred. Sample of materials, colour schemes with exact shades (i.e. RAL numbers).
  - For bespoke furniture we do require fabrication drawings
  - Depending on impact of the changes we are reserving ourselves right to introduce additional fee.
- **Proposed interior/ exterior design**
  - Furniture, fixtures, art, accessories and finishes not listed will be placed from our library.
- **CGI Purpose**
  - Please inform us what the images will be used for as this defines Final Resolution of the Images.
  - 4k Resolution requires longer rendering time (equivalent of 4 HD CGI)

### 2. Draft Review and Alterations

- **First Draft**
  - First draft is produced in low quality and without post-processing.
  - Its purpose is to identify discrepancies to the initial brief and adjust or just rethink the design.
  - Comments to videos are made on the images as it takes long time to prepare the videos
  - Please take your time and identify changes. Avoid changing just one thing at the time. Our quotation price included up **TWO** iterations of review process.
- **Second Draft**
  - Is produced in low quality
  - All comments from previous iterations are applied.
  - Second review process to further clarify the adjustments
- **Final Draft**
  - Produced in lower quality for approval with watermarks.
- **Additional Modifications Out of Scope (Change in Design)**
  - For amendments due to change in design on client's side additional fee or hourly rate might be applicable.
  - We reserve the right to wave additional fee/hourly rate of £30/h+vat for minor – in our opinion – changes.

### 3. Communication

- **Identification of Decision Makers**
  - Please appoint point of contacts and final decision maker to avoid multiple deciding parties.
  - Please give us detail of person responsible for interior/exterior design so we can communicate directly with them. This will give us more accurate instructions and prevent misunderstandings.
- **Means of contact**
  - Preferred type of communication. (phone call, message, email)
  - Preferred time of the day or window.
- **Responsiveness.**
  - Lead-time of the project depends on information and comments turnaround.
  - The shorter time on comments the quicker finalisation of the images.

### 4. Design Freeze and Post- Processing

- **CGI Production**
  - After final draft is approved, we move on to High Resolution Image Rendering
  - At this stage the final Images are produced.
- **Final Touches**
  - In post processing we are adding the view outside windows for interior and surroundings for exterior CGI.
- **Watermark**
  - Watermark is added to Final CGI.

### 5. Release of Final Images

- **Watermark Removal**
  - You can only use produced materials, including drafts, after the invoice is paid.
  - Final Product is released after the invoice is paid in full.  
Online products (tours, websites, etc) are kept on our servers for initial 6 months.



## Terms and Conditions

Please read these terms and conditions carefully and print and keep a copy of them for your reference.

These terms and conditions should be read in conjunction with our privacy policy.

### 1. About us:

The company and website [www.3Davenue.co.uk](http://www.3Davenue.co.uk) are owned and operated by:

3D Avenue Ltd  
17 Hardy Avenue  
Northfleet  
Kent  
DA11 7EN

### 2. Placement of an order, procedure and completion

2.1. Quote (valuation) is strictly based on the completeness and accuracy of the information provided at the time of the quotation. Any additional detail provided after commencement of work, depending on significance, might be subjected to Change Order Request (COR).

2.2. Delay in providing key information (at the start or during review process) required to proceed with the project will result in change of agreed lead time and/or agreed delivery time.

2.3. If on receipt of the full required information we decide that the initial quotation needs to be amended, we will let you know before undertaking any further work.

2.4 We will issue invoice at the start and assign resources for the project after receipt of 50% initial payment. The remaining 50% is delayed at our discretion till the completion.

2.5. On completion of the work, we will email the drawings/images in agreed formats with watermarks which will be removed upon remaining payment is received.

2.6 14 days after issue of last draft the project will be treated as approved unless reasonable explanation of delay is provided (change in design should be treated as additional order as mentioned in point 2.1). At this point we would ask for payment to be settled.

2.7 If project is delayed by client over 14 days due to unforeseen circumstances, we would require monthly instalments driven by progress of the work done to date.

2.8 Animation videos is issued with logo/watermark and might be hosted on password protected server until full payment is made.

2.9. If you are not entirely happy with the work, we will make reasonable required changes to the drawings & re-send, without any additional cost. If we feel the changes are significant, we will advise you of any additional charges before commencing any further work. If agreed, we will send an invoice for the additional work along with the updated drawings/images/videos.

2.10. Invoices should be paid on receipt of the drawings completed to your satisfaction. If payment is not received within this time, we may refuse to undertake any further work for you or your company.

2.11 We assume that all details given are correct and up to date. We are not taking responsibility for discrepancies caused by inaccurate or outdated information.

2.12 In case of missing information (i.e. room height, furniture size, door/windows position etc) we will use our judgement to “fill the gaps” based on our experience where information is missing, which can be amended in 1<sup>st</sup> revision issued.

### 3. Responsibilities

3.1. You, the client, take full responsibility for the accuracy of our work.

3.2. We will not take responsibility for any failures of items or equipment manufactured from our drawings that may result in damage or injury.



3.3. We take no responsibility for the final purpose of any equipment manufactured from our drawings.

3.4. We assume that information supplied to us is owned by the supplier and accept no responsibility for plagiarised work.

3.5. All work undertaken by us will be done on first-come first-served basis. We will not accept responsibilities for any penalties incurred as a result of late deliveries of items or equipment manufactured from our drawings.

3.6. Any deadline needs to be disclosed upfront and before accepting the proposal.

3.7 The works carried out are considered creative/artistic, which means it can be judged on its merits, not on the artistic form/style.

#### **4. Cancellation Policy**

You have the right to cancel the order within 14 days “cooling off” period, unless you instruct us to start (by paying the 50%).

Any delays in communication and review process on the client’s part might result in delays in delivery. Missing the deadline in that case cannot be used as grounds for cancellation or refund.

If you or your company decide to break the agreement for services after we were instructed to proceed, the invoice is still valid for full payment as it falls under bespoke goods therefore are exempt as per Consumer Rights Act 2015.

#### **5. Copyright**

5.1. The title to all the materials produced remains the property of 3D Avenue and is not transferred upon payment of the invoice.

#### **6. Confidentiality**

6.1. Information supplied to us will be used to produce the required drawings and might be shared under our internal NDA (non-disclosure agreement) with employees/contractors, for same purpose.

6.2. Drawings/images/videos will be supplied via email. Every effort will be made to maintain the security of all information supplied or transmitted by us but data transmitted electronically is never completely secure and a guarantee of the security of data transmitted electronically cannot be given.

6.3. The images/drawings/videos created might be used for marketing purposes by us or our partners, without disclosing full details which you have the right to opt-out from.

6.4 When requested, we are able to sign NDA (non-disclosure agreement) with the client, however information will be shared with employees/contractors, for the purpose of creating the work (p.6.1).

#### **7. Force Majeure**

Neither party shall be liable to the other for any failure to perform any obligation under any agreement which is due to an event beyond the control of such party including but not limited to any Act of God, terrorism, war, political insurrection, insurrection, riot, civil unrest, act of civil or military authority, uprising, earthquake, flood or any other natural or man-made eventuality outside of our control, which causes the termination of an agreement or contract entered into, nor which could have been reasonably foreseen. Any Party affected by such event shall forthwith inform the other Party of the same and shall use all reasonable endeavours to comply with the terms and conditions of any agreement contained herein.

#### **8. Changes to these terms**

These terms and conditions were last changed on 1st January 2022. These terms and conditions apply to your order. These terms and conditions may be changed at any time, so please do not assume that the same terms and conditions will apply to future orders.