

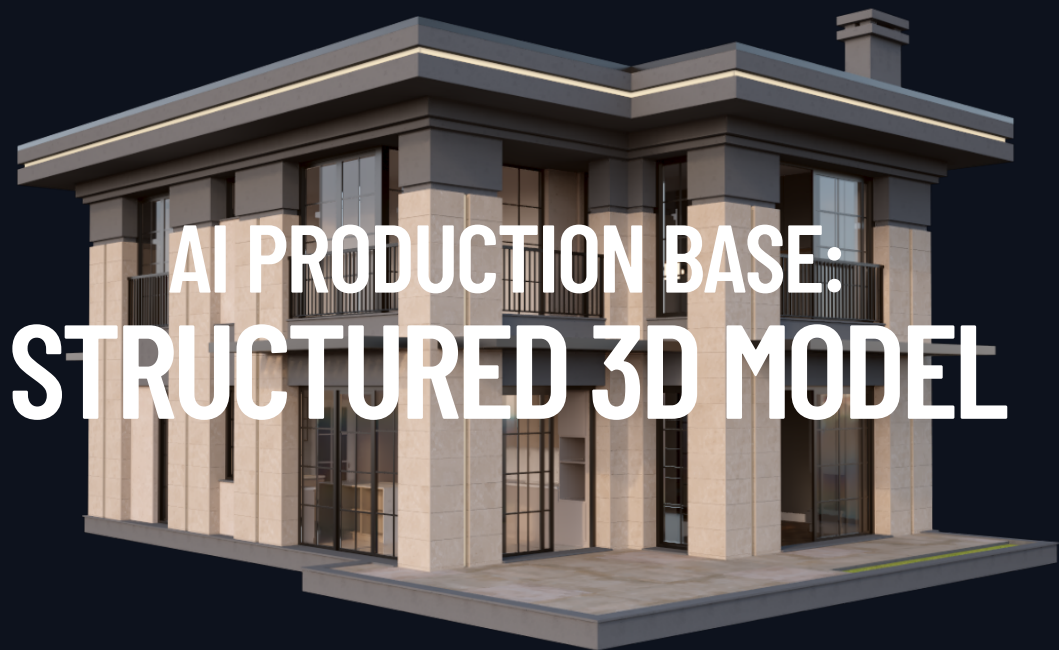
V I S U A L L A B S



S e r v i c e s & W o r k f l o w G u i d e

CONTROLLED VISUALIZATION FROM MODEL TO NARRATIVE

AI-enhanced visualization guided by architecture, 3D models, and controlled workflows.



VISUAL LABS

“From Concept to Controlled Visualization”

AI-ENHANCED ARCHITECTURAL VISUALIZATION & STORYTELLING

At Visual Labs, we transform architectural ideas into compelling visual experiences.

Our approach combines architectural expertise with advanced AI workflows and cinematic visualization techniques.

With over 25 years of experience, each project is treated not just as a visual task — but as a structured design narrative.

From early-stage concepts to high-end investor presentations, we offer a scalable system based on project scale, complexity, and level of control.

OUR VISUALIZATION SYSTEM

We offer six core services, each aligned with a specific project need and level of control:

- EXPRESS AI — Enhancement of existing visuals
- CONTROLLED AI — Model-based hybrid visualization
- ADVANCED SITE INTEGRATION — Project integration into real site photography
- CINEMATIC CG — Fully controlled CGI production
- MOTION AI — Cinematic architectural animation
- TIMELAPSE AI — Phased construction storytelling

Packages are structured based on project scale and complexity. The number of visuals represents typical outputs — not the primary pricing factor.

A DIFFERENT APPROACH

This is not generic AI output.

Each project is developed through a controlled visualization pipeline, ensuring consistency, accuracy, and narrative quality.

At Visual Labs, “Controlled” means that AI is not used as a random image generator. It is guided by architectural logic, 3D structure, defined camera views, and a professional production workflow.

FLEXIBLE, SCALABLE, PROFESSIONAL

From fast concept visuals to full cinematic presentations, Visual Labs adapts to your project.

WHICH SERVICE SHOULD I CHOOSE?

- Fast visual enhancement → Express AI
- Balanced model-based workflow → Controlled AI
- Real-site or existing-building integration → Advanced Site Integration
- Full scene control and photorealism → Cinematic CG
- Cinematic presentation → Motion AI
- Construction storytelling → Timelapse AI

“We don’t generate images — we build visual representations of architecture.”

**Let’s turn your
architectural
vision into a
powerful
visual
narrative.**



BEST FOR

- Early-stage concept presentations
- Investor previews
- Quick marketing visuals
- Enhancing low-quality renders



WHY CHOOSE

- Architect + Visual Artist
- AI + Professional Workflow
- Not generic AI output
- Fast & consistent results



IMPORTANT

- This package does NOT include 3D modeling
- Results depend on input quality
- Architectural intent is preserved while enhancing visual quality through AI-assisted workflows.

01. EXPRESS AI

"Rapid transformation and atmosphere generation from existing visuals"

TRANSFORM YOUR EXISTING ARCHITECTURAL VISUALS INTO CINEMATIC, HIGH-IMPACT IMAGES

Enhance your existing renders, sketches, or concept images using a controlled AI workflow to create professional, presentation-ready architectural visuals.

This is not random AI generation. It is a guided architectural visualization process led by a professional architect, based on your existing visuals and developed in accordance with the workflow requirements and limitations outlined in the Client Guidelines.

WHAT YOU WILL GET

- AI-enhanced architectural visuals
- Improved lighting, mood, and atmosphere
- Realistic materials and environmental effects
- High-resolution output (ready for presentation or social media)

WORKFLOW

- You provide render / sketch / reference
- I apply controlled AI enhancement
- I refine composition & atmosphere
- Final delivery + revisions

WATCH PROCESS



[Click here to watch the video](#)

"Let's turn your ideas into powerful visuals."



BEST FOR

- Residential and commercial projects
- Concept design presentations
- Developers and architects
- Investor previews
- Flexible marketing visuals



WHY CHOOSE

- Unlike standard AI, results are controlled and consistent
- Model-based architectural control
- Faster and more flexible than full CGI
- Consistent main building geometry
- Balanced workflow combining speed and visual quality



IMPORTANT

- Not a full-detail CGI workflow.
- Main architectural geometry is controlled through the 3D base model.
- Backgrounds and secondary scene elements may vary between visuals.
- Exact object placement and full scene continuity require Cinematic CG.
- Views and revision rounds are defined in the project proposal.

02. CONTROLLED AI

"3D base model + AI-controlled visualization"

CONTROLLED ARCHITECTURAL VISUALIZATION WITH AI + 3D MODELING

Professional architectural visuals starting from your plans, sketches, or references by combining:

- 3D base modeling
- Controlled camera setup
- AI-assisted rendering workflow

This method allows high-quality visuals with faster production and flexible variations.

Built on a defined 3D base model. See Client Guidelines for scope and workflow details.

WHAT YOU WILL GET

- 3D base model of your project
- Carefully selected camera angles
- Typically, 2–10 visuals depending on project scale
- Atmosphere, lighting & style variations
- Presentation-ready images

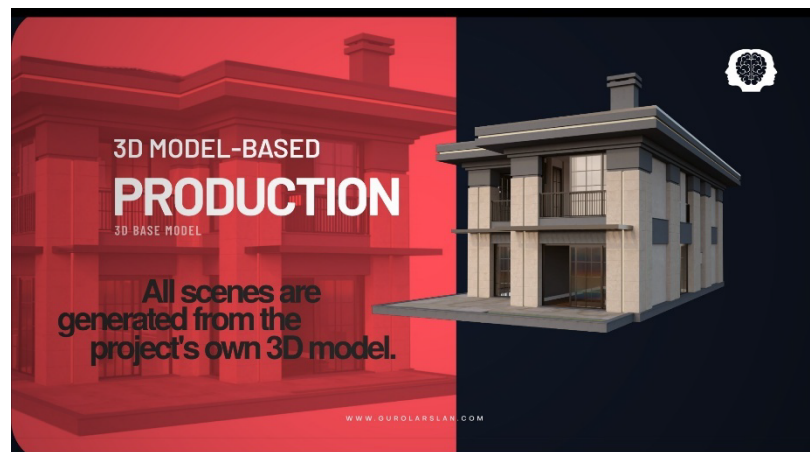
REAL-CONTEXT REQUIREMENTS

- For integration into actual site or existing-building photography, see Advanced Site Integration.

WORKFLOW

- Review plans / references
- Create 3D base model
- Define key viewpoints
- Apply controlled AI rendering
- Post-production refinement

WATCH PROCESS



[Click here to watch the video](#)

"Perfect balance between speed and realism."

02.CONTROLLED AI

"3D base model + AI-controlled visualization"

ENVIRONMENT & CONSISTENCY

While the building geometry is controlled through the 3D base model, surrounding environment, background, and urban context are AI-generated.

This may include natural variations between images in terms of:

- Background elements
- Landscape details
- Urban context

Controlled AI ensures architectural accuracy of the main structure, but does not guarantee full scene continuity across multiple visuals.

Speed
without
sacrifice.
Control
without
compromise.



02.CONTROLLED AI

"3D base model + AI-controlled visualization"

SCOPE LIMITS & OBJECT PLACEMENT

When Controlled AI is enough — and when Cinematic CG is required

Controlled AI is designed as a fast, flexible, and cost-effective visualization workflow based on a controlled 3D architectural model.

The main architectural form, massing, facade rhythm, camera direction, and general design intent are controlled through the 3D base model.

Building control does not mean full scene control.

WHAT IS CONTROLLED	WHAT MAY BE INTERPRETED
• Architectural form • Massing & facade rhythm • Camera direction • General design intent	• Trees and landscape details • Playground equipment • People and vehicles • Outdoor furniture • Street furniture and background context

IMPORTANT SCOPE NOTE

Controlled AI does not guarantee exact placement of these elements according to a detailed site plan, landscape project, or client-approved object layout.

If the project requires specific objects to be placed in exact locations—such as trees aligned with a landscape plan, a playground positioned in a defined area, or people and vehicles placed only in approved zones—this requires Cinematic CG or a separately defined extended scope.

Such requests involve manual scene setup, object placement, material assignment, camera control, rendering, and post-production time.

Therefore, precise object and landscape placement is outside the standard Controlled AI scope.

SERVICE SELECTION SUMMARY

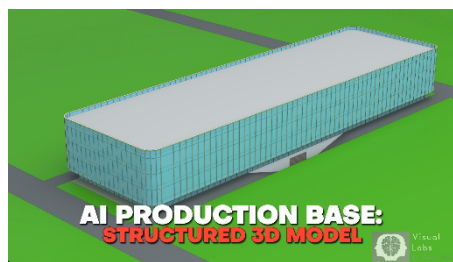
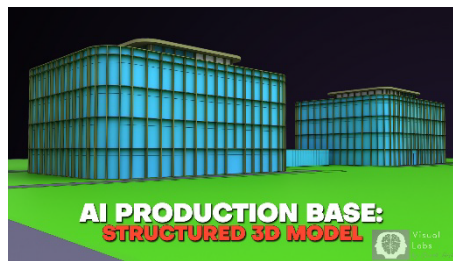
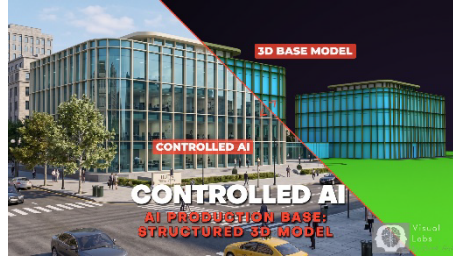
CONTROLLED AI IS BEST FOR	CHOOSE CINEMATIC CG FOR
• Concept design visuals • Fast investor previews • General atmosphere & material impressions • Cost-effective exterior visuals	• Exact landscape-plan accuracy • Precise object placement • Full scene continuity • Final sales / high-end campaigns

"Controlled workflow. Clear scope. Better service selection."

02.CONTROLLED AI

"3D base model + AI-controlled visualization"

CONTROLLED AI WORKFLOW EXAMPLES



[Click here to watch the video](#)



BEST FOR

- Renovation and existing-building projects
- Real-site and urban infill presentations
- Facade transformation studies
- Investor, approval, and marketing visuals



WHY CHOOSE

- Integration into actual site photography
- Camera-matched project placement
- Preservation of the existing context
- Clear before-and-after communication



IMPORTANT

- High-resolution site photographs must be provided by the client.
- Image quality, camera angle, and site visibility affect the result.
- Camera matching and model preparation may require additional work.
- Areas not visible in the supplied photographs may require additional photography or 3D modeling.
- Scope and revision rounds are defined in the project proposal.

03. ADVANCED SITE INTEGRATION

"Camera-matched integration of architecture into real site photography."

INTEGRATE YOUR PROJECT INTO ITS REAL-WORLD CONTEXT

Present a proposed building, renovation, facade transformation, or architectural intervention directly within photographs of the actual site or existing building.

Advanced Site Integration combines:

- A controlled architectural 3D model
- Material and scene preparation
- Camera and perspective matching
- Photomontage-based project placement
- AI-assisted refinement and post-production

This is not simple image editing.

It is a structured architectural integration workflow designed to preserve the identity of the real location while presenting the proposed project with greater environmental accuracy and visual clarity.

The workflow is based on client-provided site photography. Image resolution, camera position, lens characteristics, lighting, visibility, and the quality of the project model directly affect the final result.

See Client Guidelines for source-image requirements, scope limitations, and revision conditions.

WHAT YOU WILL GET

- Project integration into actual site or existing-building photography
- Camera-matched architectural placement
- Coordinated materials, lighting, scale, and perspective
- Refined foreground, background, shadows, and visual transitions
- Presentation-ready photomontage visuals
- Before-and-after communication where applicable

WORKFLOW

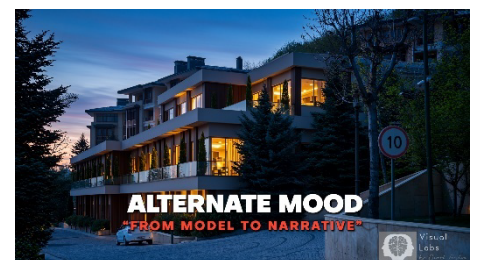
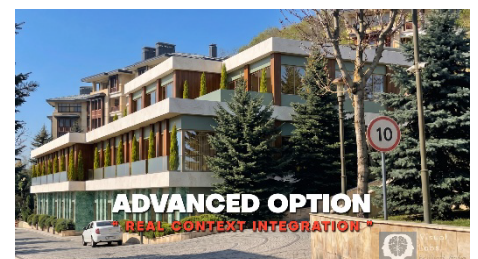
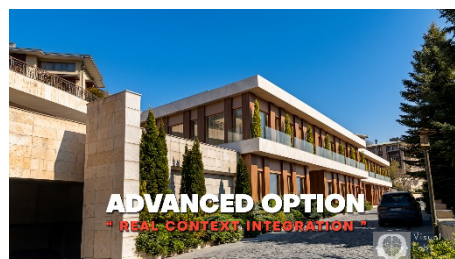
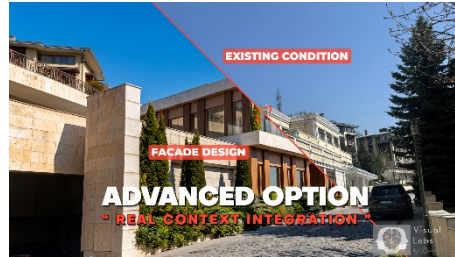
- Review the project model, drawings, and site photographs
- Select and approve suitable camera viewpoints
- Prepare the 3D model, materials, and required scene elements
- Match the virtual camera to the supplied photographs
- Integrate the project into the real context
- Refine lighting, shadows, atmosphere, and visual continuity
- Final delivery and revisions

For exact object placement, detailed landscape coordination, or full scene continuity, see Cinematic CG and the Client Guidelines & Project Framework.

03. ADVANCED SITE INTEGRATION

“Camera-matched integration of architecture into real site photography.”

ADVANCED SITE INTEGRATION WORKFLOW EXAMPLES



[Click here to watch the video](#)



BEST FOR

- Real estate developers
- Sales offices
- High-end residential projects
- Commercial architecture



WHY CHOOSE

- Architect-led visualization
- Visual storytelling, not just rendering
- High realism + design accuracy
- Precise control over landscape, people, vehicles & scene objects
- Consistent scene identity across all views and future updates



IMPORTANT

- Packages are defined by project scale. Visual count reflects typical outputs, not workload.
- Natural lighting & shadows
- Realistic vegetation & environment
- Human scale & life scenarios
- Cinematic composition
- Pricing is determined according to project scale and complexity
- **Total Scene Control:** Unlike AI-assisted workflows, Cinematic CG involves full manual modeling of the landscape and surroundings, ensuring the environment remains identical in every shot.

04. CINEMATIC CG

"Fully controlled high-quality architectural visualization"

HIGH-END ARCHITECTURAL VISUALIZATION FOR PREMIUM PRESENTATIONS

Photorealistic, cinematic architectural renders using a professional pipeline:

- 3ds Max
- V-Ray
- Advanced scene composition
- AI-assisted final post-production

This is a full CGI production (higher detail level) workflow, ideal for sales, marketing, and investor presentations.

Each image is developed with physically accurate materials, lighting simulation, and full scene detailing, resulting in a significantly higher level of realism compared to AI-assisted workflows. See Client Guidelines for process and revisions.

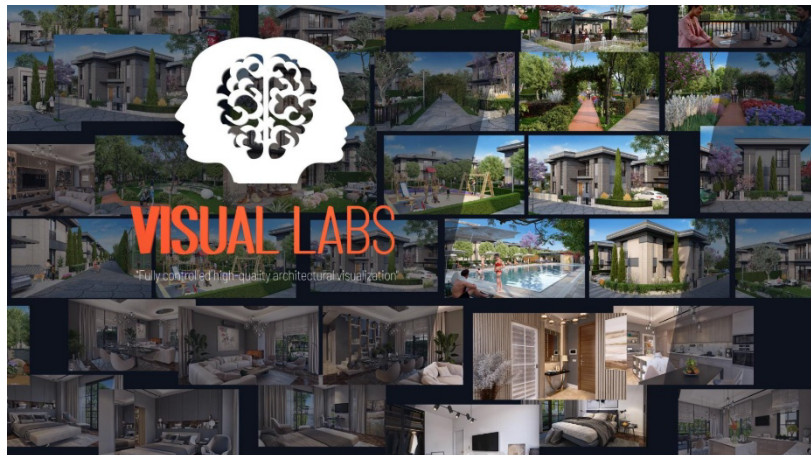
WHAT YOU WILL GET

- 3D base model of your project
- Carefully selected camera angles
- Typically, 1–10 high-quality renders depending on project scale and package
- Atmosphere, lighting & style variations
- Presentation-ready images

WORKFLOW

- Project analysis
- 3D modeling
- Material & scene setup
- Rendering
- Post-production (AI supported if needed)

WATCH SHOWCASE



[Click here to watch the video](#)

"If you need top-tier visuals, this is the right package."

04. CINEMATIC CG

"Fully controlled high-quality architectural visualization"

FULL SCENE CONTROL & CONSISTENCY

Cinematic CG is recommended when the project requires full visual control, precise object placement, and consistent scene identity across all images.

Unlike AI-assisted workflows, every visual element is manually modeled, placed, textured, lit, and rendered within a controlled 3D environment.

This includes:

- Exact placement of trees and landscape elements
- Playground areas positioned according to the landscape plan
- Controlled furniture, people, vehicles, and life-scenario elements
- Consistent materials and lighting across all camera angles
- Repeatable scene setup for future revisions or additional views
- Accurate coordination between architecture, landscape, and presentation intent

If the visual output must follow a specific site plan, landscape design, object layout, or client-approved environmental arrangement, Cinematic CG is the correct production method.

"Cinematic CG is not only a rendering service — it is a full scene-building process."

Ideal for projects requiring high realism and continuity.



Visual Continuity: Every visible element — from landscape and facade details to interior glimpses, reflections, furniture, and human-scale objects — is coordinated within the same 3D scene logic. This ensures a consistent and believable project identity across all views.

Every
frame, fully
modeled.
Every
scene,
exactly
repeated.



BEST FOR

- Real estate marketing
- Project presentations
- Investor pitches
- Social media promotion



WHY CHOOSE

- Advanced AI + 3D workflow
- Cinematic storytelling approach
- Fast & flexible production



IMPORTANT

- Complex projects may require a custom quotation.
- Clear references and approved visual direction support better results.
- AI video production involves iterative processing and multiple rendering stages; complexity may affect scope, schedule, and pricing.
- Revision rounds are defined in the project proposal.

05. MOTION AI

"AI-supported architectural video & cinematic presentation"

TURN YOUR ARCHITECTURAL PROJECT INTO A CINEMATIC VISUAL EXPERIENCE

Create high-impact architectural sequences by combining:

- Approved architectural visuals and/or an existing 3D production base
- Cinematic camera storytelling
- AI-assisted motion and atmosphere
- Professional editing and licensed or royalty-cleared music

This is not generic AI video. This is a controlled architectural storytelling workflow. See Video Production Requirements for visual, model, and technical suitability.

WHAT YOU WILL GET

- Cinematic architectural animation
- Smooth camera movements
- Realistic lighting & atmosphere
- Edited, presentation-ready video output

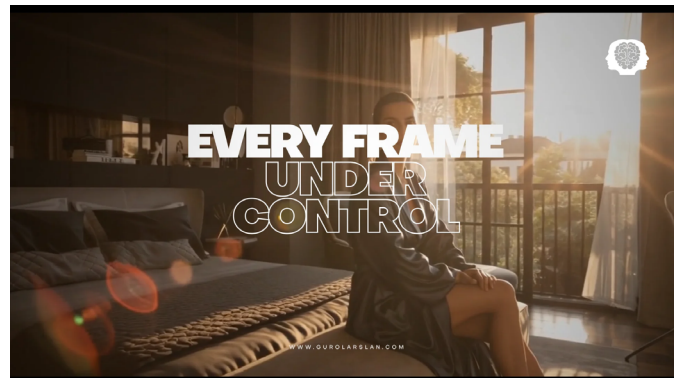
WORKFLOW

- Project review (plans / model / references)
- Scene & camera planning
- Animation production (AI + 3D hybrid)
- Editing and final output

PRODUCTION PATHS

STILL IMAGE TO MOTION	MODEL-BASED MOTION	HYBRID SEQUENCE
Cinematic movement developed from approved architectural renders or visual assets.	Camera-led animation developed from an existing or newly prepared 3D production base.	A combination of CGI shots, AI-assisted motion, atmospheric transitions, editing, and sound.

WATCH SHOWCASE



[Click here to watch the video](#)

"Let's turn your project into a powerful cinematic story."



BEST FOR

- Real estate marketing
- Real estate developers
- Construction companies
- Investor presentations
- Project marketing



WHY CHOOSE

- Based on real 3D construction logic
- Visual phase sequencing based on client-supplied or client-approved construction stages—not random transitions.
- Consistent architectural form across all stages
- Ideal for developers, contractors, and investors
- Clear communication of construction process



IMPORTANT

06. TIMELAPSE AI

"From Foundation to Final — Visualizing the Entire Build Process"

AI-ENHANCED PHASED CONSTRUCTION VISUALIZATION BASED ON CONTROLLED 3D MODELING.

This service transforms your project into a step-by-step construction narrative, including:

- Excavation
- Foundation
- Structural system
- Facade development
- Final completion

This is not generic animation.

Each phase is built on accurate architectural progression models.

WHAT YOU WILL GET

- Phased construction animation (foundation → final)
- Clear stage transitions with consistent building geometry
- Cinematic camera movement and lighting
- Realistic environment and material progression
- Music + edited, presentation-ready video

WORKFLOW

- Review project model / references
- Define construction phases
- Prepare the approved model for phase-based production
- Generate AI-assisted transitions
- Editing, sequencing, final output

WATCH TIMELAPSE



[Click here to watch the video](#)

"Let's turn your project into a powerful cinematic story."

**A structured
workflow
combining
architectural
thinking, 3D
precision,
and AI-
enhanced
storytelling.**

MOTION AI + TIMELAPSE AI VIDEO PRODUCTION REQUIREMENTS

Suitability of visual assets, 3D models, and construction phases for production.

Motion AI may be developed from approved architectural visuals or a technically suitable 3D production scene. Timelapse AI requires a technically suitable 3D model whose building elements can be separated and controlled according to the approved construction phases.

These production assets are often prepared through Controlled AI or Cinematic CG. Client-provided visuals and 3D models may also be used following technical review.

01.MOTION AI: VISUAL & MODEL REQUIREMENTS

Still-image motion workflows require approved architectural visuals with sufficient resolution and usable scene depth. Image quality, perspective, visible elements, and composition directly affect the type and extent of motion that can be produced.

Model-based motion requires a technically suitable 3D scene with usable geometry, materials, layer structure, camera setup, object organisation, and production performance.

02.TIMELAPSE AI: MODEL & PHASE REQUIREMENTS

Timelapse AI requires a 3D model in which elements such as foundations, structural systems, walls, facades, roofs, and landscape components can be separately controlled.

The number, order, and level of detail of the construction phases are defined according to client-supplied or client-approved project information. Missing or unclear phases must be resolved before production begins.

03.MODEL REVIEW & ADDITIONAL PREPARATION

Client-provided 3D models are not automatically considered production-ready. Models are reviewed for geometry, materials, layer structure, object separation, camera setup, scene organisation, and production performance. Correction, simplification, layer organisation, object separation, material preparation, scene restructuring, partial remodeling, or new 3D modeling may be required. These services are included only when expressly defined in the project proposal.

IMPORTANT — TIMELAPSE AI TECHNICAL SCOPE

Timelapse AI is a visual construction narrative. Client-provided schedules may be used only as a reference for validating the visual phase sequence. The service does not constitute detailed construction-method simulation, technical construction scheduling, site logistics planning, resource or critical-path calculation, or schedule-linked 4D BIM simulation.

CLIENT GUIDELINES & PROJECT FRAMEWORK

To ensure clarity and consistency, every Visual Labs project is defined according to project scale, available source data, production complexity, and the required level of visual control.

CONTROL LEVEL SUMMARY

SERVICE	PRODUCTION SCOPE
CONTROLLED AI	Built on a defined architectural 3D model. The main building form, massing, facade rhythm, and camera direction are controlled. Backgrounds, landscape elements, people, vehicles, and secondary scene objects may vary between visuals. Exact object placement and full scene continuity are not included in the standard scope.
ADVANCED SITE INTEGRATION	Combines a controlled 3D model with high-resolution photographs of the actual site or existing building. Camera perspective and project placement are matched to the supplied images. Accuracy depends on the quality and suitability of client-provided site data.
CINEMATIC CG	The entire visible scene is manually modeled, textured, positioned, lit, and rendered. This allows exact landscape and object placement, consistent materials and environment, and repeatable views for future revisions or additional images.

GENERAL SCOPE PRINCIPLES

- Standard Controlled AI production is generally based on one exterior-focused structure of up to approximately 500 m², or an equivalent level of complexity.
- Multiple blocks, commercial areas, detailed interiors, complex landscape design, advanced surrounding context, or technical engineering systems may require an extended scope or custom quotation.
- Client-provided files are subject to technical review before production.
- The final number of views, output resolution, video duration, delivery schedule, and revision rounds are confirmed in the project proposal.

A structured workflow combining architectural thinking, 3D precision, and AI-enhanced storytelling.

CLIENT GUIDELINES & PROJECT FRAMEWORK

WORKFLOW & APPROVALS

Project files, references, intended use, and production requirements are reviewed before work begins.

When applicable, the 3D production base, camera views, atmosphere, and overall visual direction are defined and aligned with the client before full production. Approval of this direction establishes the basis for the following production stage.

REVISIONS & DESIGN CHANGES

Each project includes a defined number of revision rounds.

Revisions are intended for controlled refinement of the approved direction. Major architectural changes, new camera views, redesigned landscape areas, additional scenes, or requests exceeding the agreed scope may require additional time and cost.

AI-ASSISTED VISUALIZATION

AI-assisted workflows may be used to improve production speed, atmosphere, variation, and visual storytelling.

The main architectural form and design intent are guided through project information and, where applicable, a defined 3D model. Secondary environmental details may contain minor variations depending on the selected service.

All final outputs are reviewed and refined for professional architectural presentation.

COMMERCIAL USAGE

Commercial usage rights for final deliverables are defined in the applicable project proposal or agreement.

Source files, project models, redistribution, resale, template use, and third-party licensing are not included unless expressly agreed.

FINAL NOTE

Clear scope definition, approved production direction, and transparent communication are essential to achieving consistent and high-quality results.

Our aim is not only to visualize architecture, but to communicate each project with clarity, atmosphere, and impact.

Architecture,
guided by
design logic,
enhanced
with
intelligent
workflows.

V I S U A L L A B S



S e r v i c e s & W o r k f l o w G u i d e

CONTROLLED VISUALIZATION FROM MODEL TO NARRATIVE

AI-enhanced visualization guided by architecture, 3D models, and controlled workflows.

“Which service should I choose?”

Fast visuals → Express AI

Balanced workflow → Controlled AI

Real-site integration → Advanced Site Integration

Photorealism → Cinematic CG

Cinematic presentation → Motion AI

Construction storytelling → Timelapse AI

For project-specific scope and quotation, please contact us with your plans, references, model files, or project brief.