



PROPERTY VISUALISATION & NEW BUILD MARKETING



ALL WORK FEATURED IN THIS BROCHURE HAS BEEN
DESIGNED AND CREATED BY **RAVENSWORTH**.
WE WORK CLOSELY WITH OUR PARTNERS TO PROVIDE
FIRST CLASS LAND & NEW HOMES MARKETING SERVICES.

CONTENTS

RAVENSWORTH OFFER
A VISUALISATION PACKAGE TO
HELP WITH THE MARKETING
OF NEW BUILD PROPERTIES
AND DEVELOPMENTS.

USING THE LATEST 3D SOFTWARE, OUR
IN-HOUSE 3D VISUALISATION DEPARTMENT
WILL USE YOUR ARCHITECTURAL PLANS TO
CREATE STUNNING IMAGES OF THE UNBUILT
DEVELOPMENT.



· PROPERTY VISUALISATION



· FLOOR PLANS



· LOCATION MAPS



· SITE PLANS



· BRANDING



· DESIGN AND OTHER SERVICES



PROPERTY VISUALISATION - WHAT YOU CAN ACHIEVE

SELL YOUR DEVELOPMENT OFF-PLAN
WITH 3D MODELLING AND ANIMATION
SOLUTIONS FROM RAVENSWORTH.





INTRODUCTION TO COMPUTER GENERATED IMAGERY (CGI)

Our CGI specialists produce a wide range of finishes and effects from pencil style sketches and water-colour style renders to photo-realistic images.

The 3D visuals are produced from simple floor plans and elevations. They are a cost effective solution for easily producing multiple camera views of the property, which can then be visualised in different environments.

3D visualisation can also be applied to internal floor plans to create a full portfolio of images for the development.

Fly-by and walk-through animations can also be produced once the model has been built.

The following pages show case studies of CGI projects.





PROPERTY VISUALISATION - WHAT YOU CAN ACHIEVE





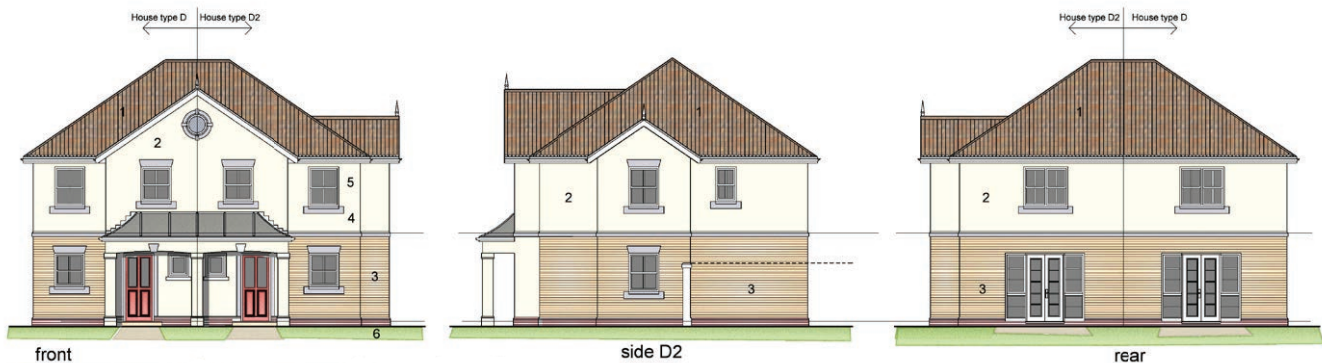
CASE STUDY - SEMI-DETACHED

This mid to high end suburban development was created from the supplied front, side and rear architectural elevations and floor plans.

In the absence of a materials list the brickwork, roof tiles and render colours were selected from our extensive library of textures to best match those shown.

The model was enhanced by staging it in attractive gardens appropriate to the plot.

Specific landscaping, fauna or garden furnishings can be added upon request.





PROPERTY VISUALISATION - WHAT YOU CAN ACHIEVE





CASE STUDY - TOWN HOUSE

The unusual topography and landscaping of this site required 3D visualisation of both front and rear views.

From the plans and elevations, our team built the model to highlight the attractive balconies, full width doorways and multi-level design.

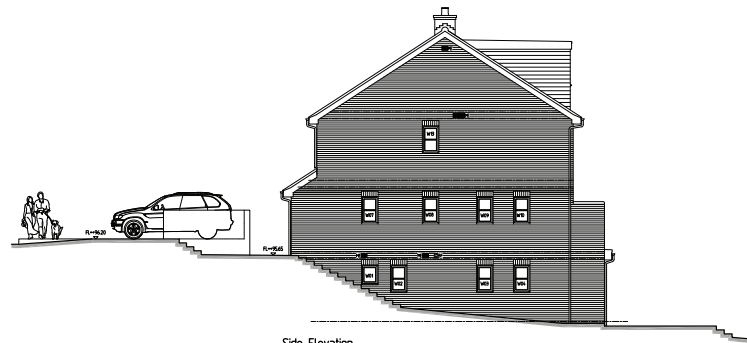
The visual illustrates the combination of existing mature planting and proposed landscaping, as well as the double parking bays based at the front of the property.



Front Elevation



Rear Elevation



Side Elevation



PROPERTY VISUALISATION - WHAT YOU CAN ACHIEVE





CASE STUDY - APARTMENT BLOCK

This project showcases the proposed re-generation of an existing unused 1960's office building into modern residential apartments.

Google Street View was used to provide insight into the surrounding area. Adjacent buildings, street lighting and mature trees were

incorporated into the model, providing a detailed representation of the building in-situ.

Google Street View avoids expensive site visits providing the artist with access to the information required to accurately portray the beneficial visual impact of urban re-development projects.



PROPERTY VISUALISATION - WHAT YOU CAN ACHIEVE



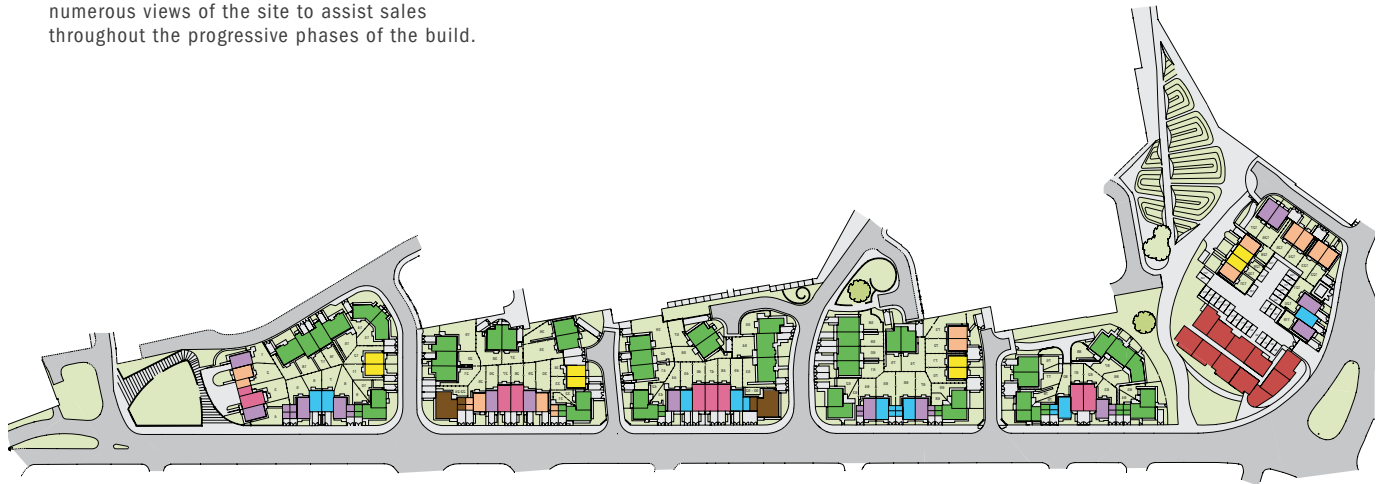


CASE STUDY - LARGE SCALE DEVELOPMENT

This large scale development comprising of eight different property styles was constructed over several phases due to the scale.

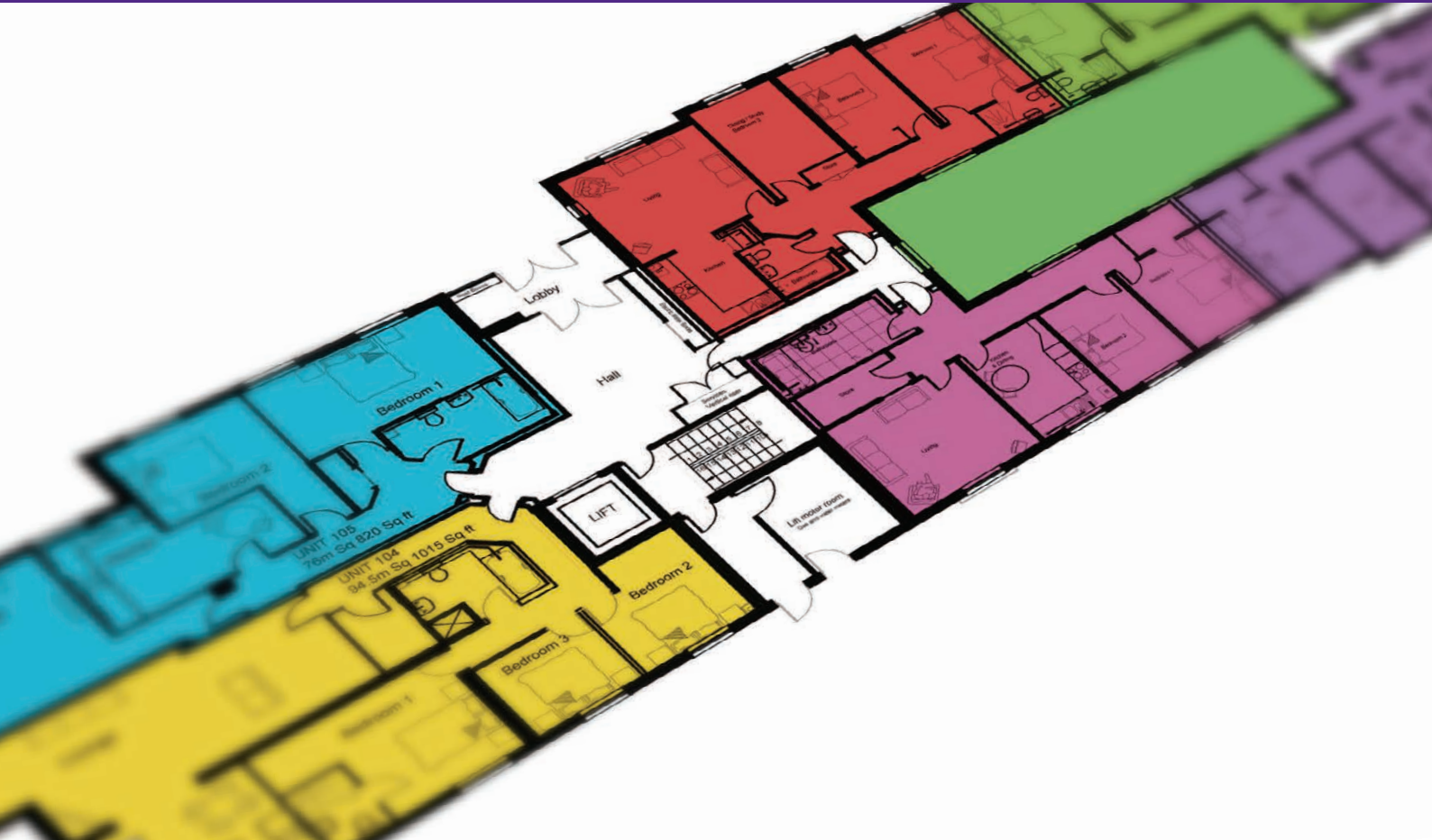
The project was commissioned to produce numerous views of the site to assist sales throughout the progressive phases of the build.

Once the model was built, multiple camera angles allowed different house styles to be showcased and shown in context with one another.





FLOOR PLANS



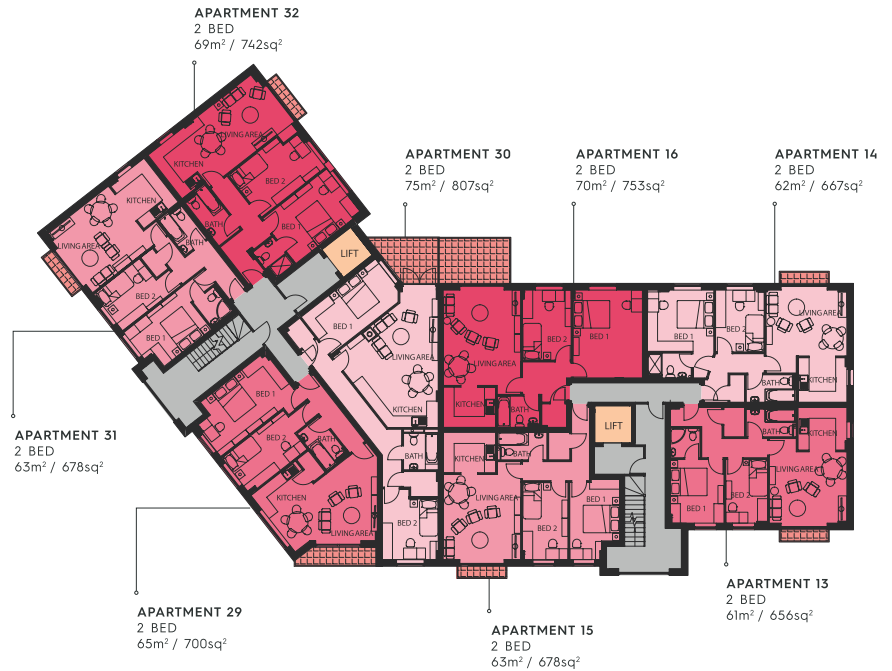


FLOOR PLANS

We clean floor plans of unnecessary technical detail and make them presentation ready.

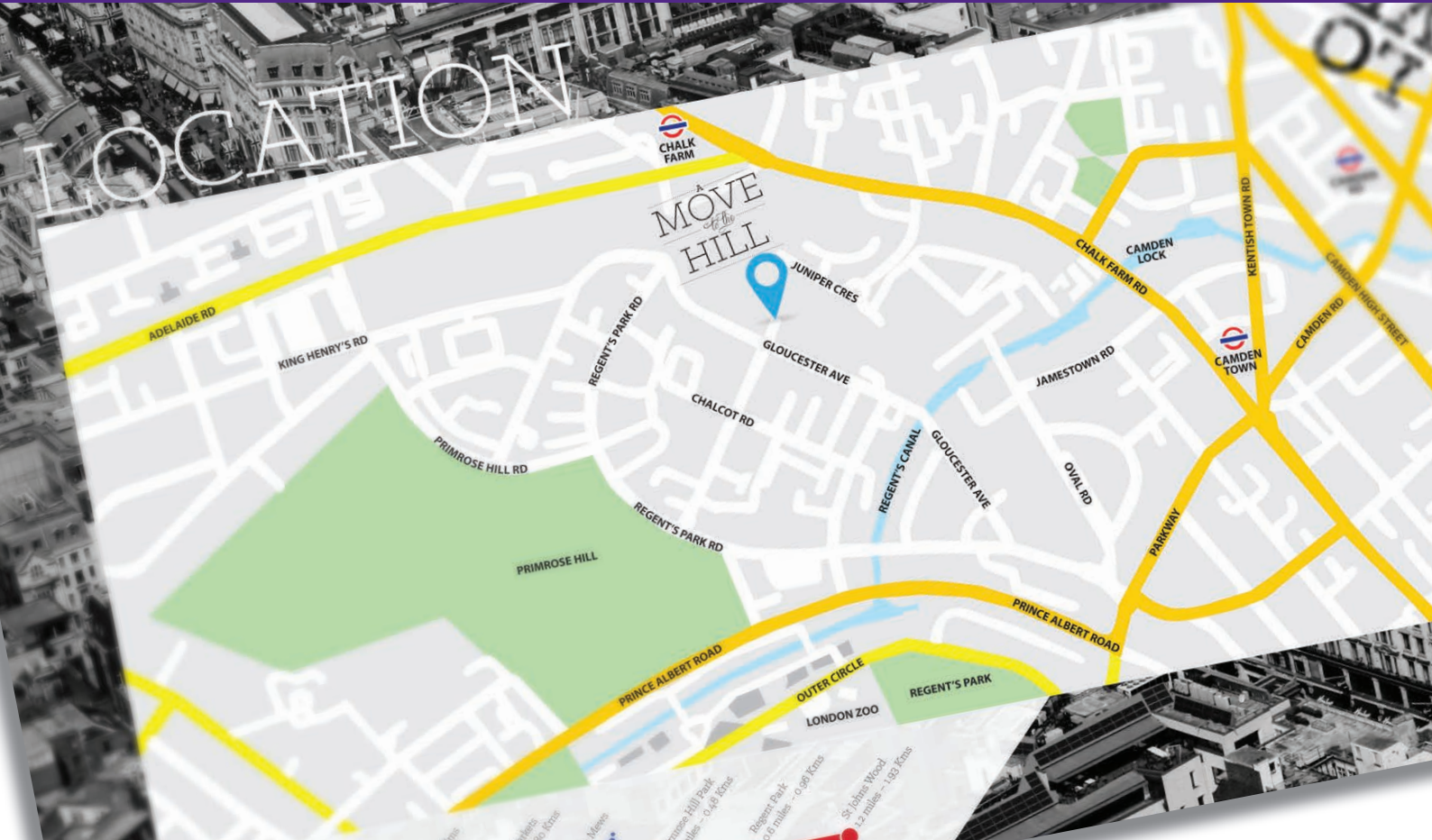
We can then colour wash them to stand out on the brochure page, tie in with brand style, or colour code different apartments or rooms.

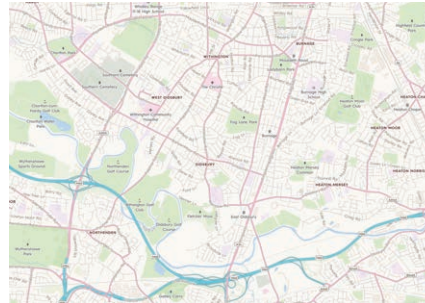
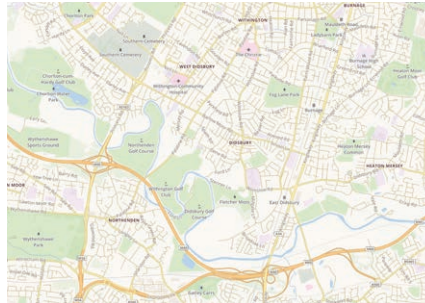
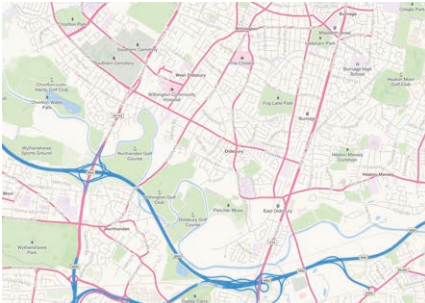
Architect CAD drawings can be imported, styled or redrawn to a consistent design style or bespoke to the brochure and property branding.





LOCATION MAPS





ZOOMED OUT, CLOSE UP OR BRANDED.

A number of map styles are available to you with options to add specific landmarks, major road networks, local amenities and railway stations. We can even provide a bespoke map to match the branding of your brochure.

📁 SITE PLANS - 2D





SITE PLANS

Architectural site plan drawings are cleaned up, colour coded and numbered to indicate the positioning of each plot available.

The site plan can also be styled to match the design and branding of the individual development.



SITE PLANS - 3D



WOW PROSPECTIVE BUYERS AND INVESTORS WITH IMPRESSIVE 3D SITE PLANS.



3D SITE PLANS

Create added value from individual property visualisations by taking advantage of the benefits of 3D.

A 3D version of the site plan, created from the architectural drawings, has the models of each individual house style added and positioned within it. The camera can then be given a birds-eye perspective of the full site showcasing the development as a whole.

The image can be produced at high-resolution for large format printing such as hoardings and site boards.

Talk to us about large format backlit signage for 3D site plans.





BRANDING





DEVELOPMENT LOGO

Ravensworth are the brand specialists of the property sector.

We can produce brands for development projects to include logos, colour schemes and selected type styles and present you with useful brand guidelines to assist with the application of your brand to marketing materials.

We develop straplines for promotional material and introductory copy from a list of features supplied.

Talk to us about the range of marketing materials we produce from stationery to pop-up stands.

 DESIGN & OTHER SERVICES - INTERIORS & ANIMATION





INTERIOR VISUALS

Turn a development into a home.

This may be particularly relevant for more luxurious properties where 3D visuals show the potential buyer the features and design elements of the interior of the property, helping to create a perception of the lifestyle afforded by the home.

Ideas of furnishings and layout is required, but if none are available, one of our stylists can help.

ANIMATIONS

Animations give investors and buyers a virtual tour of the development, providing a sense of the scale and scope of the development.

The animation is then provided in formats suitable for digital marketing campaigns, to be viewed on the internet or saved onto DVD and sent directly to prospects.





DESIGN & OTHER SERVICES - LAND & NEW HOME BROCHURES



Chapel Lea
DEVELOPMENT



Show home *The Chestnut Interior*

ONLY
5%





LAND & NEW HOME BROCHURES

Ravensthorpe is the brochure print and design specialist to the property industry, with extensive experience in producing marketing brochures for land and new home developments.

From single plots to large-scale developments, using visuals, floor plans and site plans, we can create a bespoke brochure to showcase your property development.

With over forty styles and unlimited design options, get in touch today for full details and to request a sample pack.





DESIGN & OTHER SERVICES - SIGNAGE





DEVELOPMENT SIGNAGE

Print your message large and get your development noticed. Ravensworth can design and print:

- Hoardings and site boards
- Direction signs
- POS signage and promotions
- Large format print for backlit displays



 DESIGN & OTHER SERVICES - OTHER VISUALISATION





COMMERCIAL USES FOR CGI

Use CGI for internal presentations, to visualise application of brand to marketing materials such as signage and point of sale promotions.



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