

Your studio-comparison table

Use the same brief when speaking to different studios, then record the answers that matter to your project.



Ring concept · AI imagery by Bilder Studio

Use the blank columns to record answers from your own shortlist.

What to ask	Studio 1	Studio 2	Studio 3
Studio			
1 Product references Required views, details and any gaps			
2 Labels and lettering How branding is checked and corrected			
3 Product accuracy References used and how corrections are reviewed			
4 Creative direction Who develops the idea and what is included			
5 Price and timing Scope, dependencies and review dates			
6 Approval stages What you see and what each approval covers			
7 Finishing Who selects, refines and checks the frames			
8 Consistency Relevant sets and the approach to keeping them connected			
9 Commercial use Permitted uses, restrictions and when rights take effect			
10 Delivery Image count, formats, dimensions, crops and any working files			
11 Relevant work Applicable examples and whether they are concepts or commissions			
12 Changes Included refinement and the process for changes of scope			