



GRAPHICA RENDERINGS  
architectural & site plan renderings

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[g-renderings.com](http://g-renderings.com)

left: valencia - sagebrook homes  
right: waterton - east west partners

# GRAPHICA

renderings

## WHAT WE CAN DO FOR YOU

At Graphica, Inc., the art of communicating architectural and site concepts is the essence of our business. We use the latest technology and our artistic sense to produce visually attractive architecture presentation rendering and animation. Our clients include small, medium and large architectural offices, corporations, developers and marketing & advertising agencies.

We are committed to providing the highest quality professional renderings, on time, and on budget. When you give us an assignment, we become a member of your team, responding to your leadership and presentation requirements.

### Our Services Include:

- SITE PLAN RENDERINGS
- ARCHITECTURAL MODELING & ANIMATION
- WEB DESIGN & MULTIMEDIA PRESENTATIONS
- ELEVATION RENDERINGS
- CUSTOM MAPS
- ENTRANCE STATEMENT & LOGO DESIGN
- MARKETING BROCHURES

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Developed by **LandCraft**  
Land Planner **MCKIM-CRED**  
Graphic Artist **GRAPHICA RENDERINGS**

## SITE PLAN RENDERINGS

With Graphica's extensive background in creating site plan renderings including residential / commercial master plans, landscape plans and traditional site plan renderings, your development can be showcased using a number of formats with our digital renderings.

DIGITAL RENDERINGS ARE COST-EFFECTIVE IN SEVERAL WAYS OVER CONVENTIONAL RENDERINGS:

- Easier to edit and update without recreating the full image.
- Areas within the site plan can be simply extracted for individual marketing needs.
- Entire site plan color schemes can be modified in a matter of minutes.
- Quickly modified for use as a large display print or a small marketing brochure.

## ARCHITECTURAL MODELING & ANIMATION

Graphica can create buyer confidence in your community's proposed design with our photorealistic imaging. With the use of this innovative technology, Graphica can superimpose a 3D generated structure of an architectural model onto your development's actual site photograph. By using this imaging, it provides a valuable tool in planning and preselling your product. Graphica's vast experience in 3D modeling allows us to meet tight deadlines while creating a high quality finished product.

Most consumers like to see what they are purchasing before they invest. At Graphica, we can design animated architectural walk-throughs to showcase proposed interiors or exteriors without the need to invest a great deal of time or money in building a model. We create realistic computer models of a home or structure for your customers' visualization, allowing them to view your product as it would look upon completion.

## MAP GENERATION

As a development, you want potential customers to know where you are. We can design a map to suit your needs. Whether you are looking for a national, regional, vicinity or location map for use in marketing to attract clientele, we offer a wide selection of color schemes or we can design a custom palette for you.

## ELEVATION RENDERINGS

As an alternative to 3D modeling, Graphica can provide elevation renderings. These renderings create a feel of dimension through the use of textures, shadows and highlights, which can be quickly altered to custom match your buyer's preference.

## WEB DESIGN & MULTIMEDIA PRESENTATIONS

Internet exposure is an extremely good tool to facilitate your business or product. With Graphica's professionally designed web sites, you can put your best foot forward. While good design is integral to your web site, if there is no one to see it, it's doing you no good. Graphica can aggressively promote your site bringing much needed traffic. Interested in motivating potential customers to your development? Just about ready to close a deal? Whatever your need, let Graphica develop a multimedia presentation or design your development's web site.

Through the use of our stimulating sight and sound multimedia presentations, your sales agents can transform potential customers into a virtual new home. Or if your sales agents go on the road, let Graphica design an interactive CD ROM presentation. If you don't have a sales team -no problem. Let Graphica design and develop an off-site multimedia kiosk to be used as a substitute for a sales team.

## ENTRANCE STATEMENT & LOGO DESIGN

It is widely known that potential buyers are first attracted to purchase something by its curb appeal. Your community may need a logo or entrance design as the first point of eye contact. Let us work with you to develop an eye-catching look for your entrance statement or business.



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## CLIENTS:

AdvertisingWorks Inc. -Naples, FL  
Arbor Creek -Southport, NC  
Axela Development Group -Waterbury, CT  
Atlantic Beach Club -St. Lucia, VI  
Atlantic Land Dev. -Cumming, GA  
Bay Properties -Petoskey, MI  
Bluegreen Development -Bolivia, NC  
The Bonita Bay Group -Bonita Springs, FL  
Broadus Advertising -St. Simons Island, GA  
Chetty Builders -Kennet Square, PA  
Costa & Assoc. -East Falmouth, MA  
The Coastal Companies -Holden Beach, NC  
Crossman Communities -Calabash, NC  
The Cunnane Group, Inc. -Charlotte, NC

D.R. Horton - NJ  
East West Partners -Chapel Hill, NC  
Forty West Builders -Ellicott City, MD  
Gemstone Development -Las Vegas, NV  
Intracoastal Realty -Wilmington, NC  
Jamaca de dios -Dominican Rep.  
Kay Builders -Allentown, PA  
Landmark Corporation -Wilmington, NC  
Larry Johnson & Co. -Purvis, MS  
Lightkeepers Village -Little River, SC  
Magnolia Greens -Wilmington, NC  
Marketing 180 -Hainesport NJ  
Maximum Design Inc. -Wilmington, NC  
McKim & Creed -Wilmington, NC

Midland Pacific Homes -Arascadero, CA  
Millennium Mktg Solutions -Annapolis, MD  
Monte Hewitt Homes -Atlanta, GA  
Morton Financial - Boston, MA  
Obeo -Salt Lake City, UT  
Ocean Ridge Plantation -Sunset Beach, NC  
Olthoff Homes -Shererville, IN  
Palmetto Crossing -Greenwood, SC  
Piccirilli Group -Bel Air, MD  
Plantation Lakes -Myrtle Beach, SC  
Preston Meade, LLC -Greenwood, SC  
PreviewARCHITECTURE -Fort Collins, CO  
REI Properties, LLC -Calera, AL  
Remax Suburban Inc. -Sterling Heights, MI

Riley Real Estate -Worcester, MA  
River Landing -Wallace, NC  
Sagebrook Homes -Cornelius, NC  
Sea Trail Plantation -Sunset Beach, NC  
Seawatch -Sunset Harbor, NC  
Snowdon & Hopkins, Arch. -Breckenridge, CO  
Smith Graphic Design Group -Ventura, CA  
State Street Construction -Charlotte, NC  
St. James Plantation -Southport, NC  
Stonehouse -Toano, VA  
Tauqueta Falls -Chattanooga, TN  
Town Square Design, LLC -Hattiesburg, MS  
WCI Communities -Bonita Springs, FL  
Zinn Devco -Miami, FL