



My Handbook

A Guide to Understanding
Our Business and Services.



PIXII Illustration & Design

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Brand Promises

Relationship Investment

We prioritize long-term relationships over short-term profits, valuing trust and partnership with our clients.

Excellence in Every Project

Every project we undertake is crafted to be portfolio-worthy, showcasing our commitment to quality and attention to detail.

Shared Innovation

We continually adopt the latest technological advancements and pass on the resulting time savings and improvements to our clients, ensuring they receive the best value.

Enhanced Communication

We focus on maximizing the impact of our clients' visual communications, creating visuals that convey more meaning with clarity and precision.

Emotive Visualization

We believe in illustrating the purpose and programming of spaces through emotive and compelling visual narratives.

Limitless Capability

Regardless of the complexity of the site or design, we excel at creating cohesive and comprehensive 3D visualizations.

Business Sector Focus



Recreational Design



Landscape Design



Architectural Design



Interior Design

Top Service Solutions

CONCEPTS



Multiple option explorations
Allowing for quick adjustments and comparisons before the final design.



On-site details for client approval
Secure early buy-in for your design vision.



Early-stage design visualizations

Create detailed 3D renderings of initial landscape ideas to help clients and stakeholders visualize the proposed design, making abstract concepts tangible and easy to understand.



Material & Color comparisons

Top Service Solutions

SITE COMPLEXITY



Showcase custom landscape plans

Depict plant species and placement within the landscape, considering growth over time.

Complex slopes and hardscapes



Seamlessly combine models from any manufacturer



Bring large projects to life

Visualize every detail of the site design, from terrain contours, products and equipment, to hardscape elements, ensuring full accuracy.

Top Service Solutions

MODELING



Create custom 3D models for unique features

Missing 3D models from manufacturers? Get them custom modeled in detail.



Incorporate key existing structures for realism

Adding real-world structures to your 3D models enhances authenticity and helps clients better visualize the final outcome.

Model custom shade structures, signage, or sculptures

Top Service Solutions

FUNDRAISING



Create engaging 360 walkthroughs

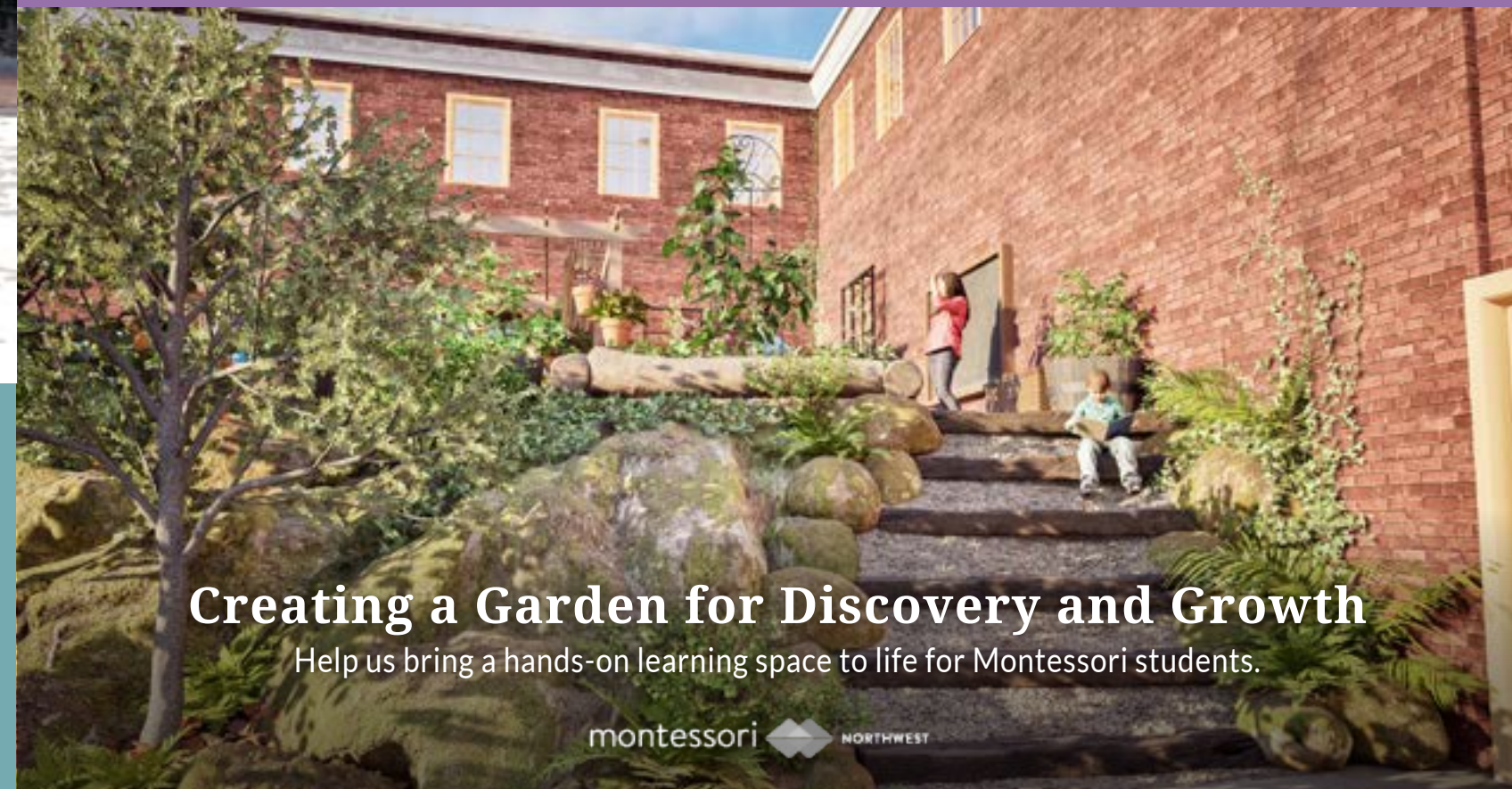


An online landing page can publicly showcase your project



Use before & after images

A powerful way to highlight transformations and build excitement around your project.



Creating a Garden for Discovery and Growth

Help us bring a hands-on learning space to life for Montessori students.

montessori NORTHWEST



Craft motion design videos

Turn complex ideas into dynamic visuals, making your presentations more informative, persuasive, and memorable.

Top Service Solutions

BRANDING



Elevate your portfolio or website



Deliver presentation-quality visuals for proposals



Putting All
The Pieces
Together

Create client educational materials

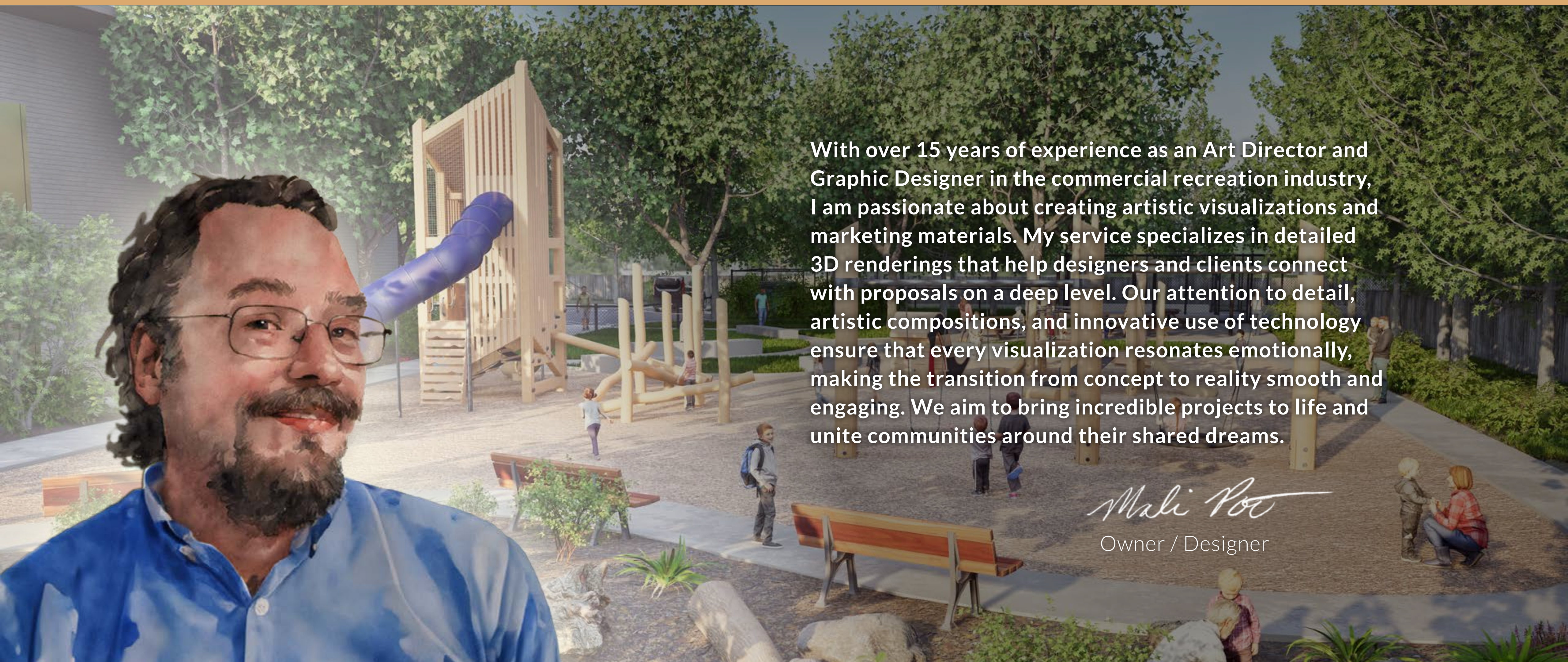
Use 3D renderings to develop educational materials that help clients understand complex concepts with clarity and ease.

Social media and marketing

Engaging 3D content enhances social media and marketing efforts, helping you capture attention and build a stronger brand presence.



About Us



With over 15 years of experience as an Art Director and Graphic Designer in the commercial recreation industry, I am passionate about creating artistic visualizations and marketing materials. My service specializes in detailed 3D renderings that help designers and clients connect with proposals on a deep level. Our attention to detail, artistic compositions, and innovative use of technology ensure that every visualization resonates emotionally, making the transition from concept to reality smooth and engaging. We aim to bring incredible projects to life and unite communities around their shared dreams.

Mali Poe

Owner / Designer

Service List



- Landscape Viz
- Architectural Viz
- Conceptual Viz
- 3D Modeling
- 3D Fly-throughs
- Interactive 3D

- Render Photo Composites
- Hand Drawn Illustration
- Presentations
- Motion Graphics
- Branded Videos
- Landing Pages

- Social Media
- Slide Decks
- Booklets
- Newsletters
- Digital Ads
- Print Media

Project Origination

STEP 1 | CONTACT US

Let us know what your needs and vision are for your project.



EMAIL:
malin@mypixil.com



PHONE:
541-761-5582



CONTACT FORM:
mypixil.com/contact



SCHEDULE A CALL:
Calendly

STEP 2 | PROJECT BRIEF



Fill out our easy-to-use Project Brief Form online, or we'll fill out one for you over phone or email.

** Takes: 10 minutes*



Send us your Project Files

- 3D Models (.skp, .fbx, .dwg, etc.)
- Site Plans (.dwf, .dem, .pdf, etc.)
- Landscape & Hardscape Plans
- Reference Images, Maps & Schematics
- Mood Board

STEP 3 | QUOTE



We collate all of your files into one master scene. Then referencing your Project Brief we will prepare your Quote.



** Your quote will be ready within 24 hrs after sending files.*

We'll email you, and await approval or changes to begin production.

Project Management



TRELLO PROJECT BOARDS

Every client receives a custom Trello board for real-time project tracking and a complete record from concept to final delivery. While Trello is not mandatory, it is recommended for a more interactive and transparent tracking experience.

Key Features of Our Trello Boards:

- **Clear Milestones:** Every project is broken down into manageable stages, with clear deadlines for each phase of development.
- **Task Tracking:** All deliverables and tasks are displayed in a visually intuitive manner, making it easy to follow the project's progression.
- **Direct Client Access:** Clients can view the progress in real time and leave feedback or queries directly within Trello.
- **Process Record:** Trello boards act as a detailed record of the project life-cycle, offering transparency into how and when key steps were completed.



EMAIL COMMUNICATION

For clients who prefer a more traditional approach, we are happy to accommodate project tracking and updates via email.

- **Progress Updates:** Regular project updates can be sent to clients at agreed-upon intervals, summarizing completed tasks and upcoming milestones
- **Feedback:** Clients can provide feedback or request revisions via email at any time during the project.
- **Documentation:** Email threads can serve as the official documentation for all communications related to the project.

Whether through Trello or email, our goal is to ensure that project management is simple, transparent, and tailored to the client's preferred style of communication.

Production Process



1. Initial Setup: Layout of Models and Assets

Once all project assets and models are collated, we begin by setting up the 3D master scene. This includes:

- Importing and organizing all provided models, textures, and other assets.
- Establishing a comprehensive layout that adheres to the project brief.
- Preparing the scene for proofing and subsequent design work.



2. Proof #1: Layout and View Angles

After the initial layout is completed, we prepare the first proof to present to the client:

- Basic view angles and scene composition are established.
- The layout of major site elements is reviewed for accuracy.
- Client feedback is gathered to ensure alignment with expectations.



3. Design Phase: Custom Modeling and Landscaping

In the design phase, we develop and refine all project elements, ensuring that the render reflects the desired vision:

- Custom Modeling: Creating detailed 3D models for custom structures, objects, or environments as required.
- Landscaping & Hardscaping: Designing outdoor features, such as terrain, plants, and built structures, to match the project specifications.
- Material Application: Applying textures and materials to enhance realism and bring the scene to life.

Production Process



4. Proof #2: Final Site Elements

Before final rendering, we present a second proof that includes:

- All completed custom models and site elements.
- Refined landscaping, hardscaping, and material textures.
- A comprehensive review of the scene to address any last client revisions or adjustments.



5. Rendering of Images and Video Clips

With the design approved, we add people, motion paths, fine details, and final lighting. Then we move into the rendering stage:

- High-resolution images and video clips are rendered to capture the project from agreed-upon angles.
- All rendering settings are optimized to achieve the highest quality while meeting deadlines.



6. Post-Production: Final Deliverable Assets

In the final stage, post-production techniques are applied to polish the renderings and videos:

- Image Enhancements: Color correction, lighting adjustments, and detail enhancement are applied to finalize images.
- Video Edits: Video clips undergo editing, including transitions, effects, and final compositing as needed.
- All final deliverables are prepared in client specified formats and sent for approval.

Delivery & Payment



FILE DELIVERY

Once your project is begun, all files will be organized and shared through a custom project folder. This folder will serve as a central hub for asset management throughout the project.

- **Access to Assets:** You will receive a secure link to a custom project folder where you can upload any necessary assets for the project.
- **Download Proofs and Final Deliverables:** All proofs, including early layouts and final deliverables, will be uploaded to this folder for easy access.
- **Ongoing Access:** This folder will remain active for the duration of the project, and as a record for your final files.

We strive to make the delivery and approval of files as simple and transparent as possible.

PAYMENT TERMS

We offer a straight-forward payment system, with flexible terms for larger projects to help clients manage their budget more effectively.

Standard Payment Process

- **Invoice Delivery:** Upon completion and delivery of the final files, an invoice will be sent via PayPal.
- **Due Date:** Payment is due upon receipt of the final files.
- **Grace Period:** We offer a 7-day grace period from the date the final invoice is sent, giving you time to process your payment.

Projects Over \$2,000

For projects that exceed \$2,000, we use split payment structure:

- **50% Upfront:** A deposit of 50% is due upon approval of the first proof.
- **Remaining Balance:** The final 50% is due upon delivery of the final files, following the same terms as the standard payment process.



Still asking

Why PIXii?

See our projects online
[MyPIXIL.com](https://www.mypixil.com)

Our regular blog posts
[MyPIXIL.com/blog](https://www.mypixil.com/blog)

Catch us on social media

