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HiFive Church Group

Building Churches, Ministries & People

Going 3D Builds Excitement for Your Project

A 3D rendering of your project can be an important tool as you plan your capital campaign.

Before the first brick is down on your next Church building project, 3D renderings can help build excitement. They create lasting images your congregation will share, and create positive buzz throughout the capital campaign.

A 3D (three-dimensional) rendering uses two-dimensional drawings and architectural plans to create a 3D representation of the finished project. The 3D renderings incorporate photorealistic effects such as lighting, textures, and architectural and landscape details. They can generate almost any building material while offering true-to-life images.



HiFive created this 3D rendering of the CityLink Center to help build excitement in the community for the project, which is currently scheduled to open in early 2012.



A montage of 3D renderings helped bring the Faith Church additions project to life for the congregation.

Realistic colors for the interior and exterior, as well as furnishings and design elements, can be previewed using 3D renderings, letting your audience easily visualize the project. You can better market and promote your building scheme, and take some of the guesswork and speculation out of the process.

“Nothing excites a congregation more than seeing their new building,” says Blake Helms, Senior Designer at HiFive. The 3D renderings will be an important tool throughout the building process. For example:

- Use 3D renderings and digital videos to create lasting images telling the story of your project during the capital campaign;
- Incorporate 3D renderings to preview exciting changes in your church newsletter;
- Compare construction photos and 2D renderings to the finished 3D renderings to show project progress in a “Construction Update” newsletter;
- Add a memorable and exciting 3D rendering to your capital campaign letterhead.



A rendering and floorplan was used in the River Hills Christian Church newsletter during construction.

HiFive is excited to provide 3D renderings of a project for our clients, a service many design and construction firms don’t offer. “It’s fun seeing a client’s jaw drop when they see what their space will look like,” Helms says.



3D rendering of the Patterson Park New Addition and Remodeling project.