



PRISM



Your Vision. Realized.



ABOUT

VALUE

PROCESS

PORTFOLIO

PROJECT NAME:
BLINN COLLEGE

LOCATION:
BREHAM, TX

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN



A PRISM DISPERSES LIGHT INTO ITS CONSTITUENT COLORS. IT DOESN'T CREATE SOMETHING NEW BUT **REVEALS THE DETAILS** INHERENT IN THE LIGHT. THE PRISM IS THE MEDIUM THAT **PROVIDES A NEW PERSPECTIVE** FULL OF BEAUTY, VIBRANCY, AND CLARITY.

PRISM



PROJECT NAME:
LONE STAR COLLEGE

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
HOUSTON, TEXAS

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN

ABOUT



A FASTER, EASIER WAY TO REALIZE YOUR VISION.



PRISM Renderings specializes in photorealistic renderings for various project types of projects throughout Houston and across the country. At PRISM, we transform the vision for your project into a bright, clear, rendered reality. Founded by Jing Johnson in 2005, PRISM is an agency of highly trained architects who are experts at creating visual stories for commercial real estate owners committed to building and improving our communities.

Our project managers leverage their advanced architecture degrees and experience gained at some of the largest architecture firms in the world to offer a broad range of design capabilities, creative solutions, and timely responses, often within 24-72 hours.

We understand the design and construction business and view 3D renderings as a valuable business tool needed to turn designs into buildings that improve our communities. A partnership with PRISM benefits owners with a growth mindset focused on their expertise and leveraging outside resources to achieve the optimal outcome in all areas. PRISM takes an out-of-the-box approach to early-stage projects to help owners stay ahead of the curve in the real estate marketplace.

The **PRISM team is entirely women.** We hold several different WBE/MBE certifications.



PROJECT NAME:
CAMEY ELEMENTARY

LOCATION:
THE COLONY, TX

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN



Jing Johnson

/ Founder and President

Jing Johnson holds bachelor's and master's degrees in architecture in China and the US and an MBA from Rice University. Jing credits her high-performing team, loyal clients, resourcefulness, and continued learning as the main drivers of PRISM's success. She also believes in the social responsibility of small businesses. As a result, PRISM has been a longtime supporter of AIA Houston, the Texas Society of Architects, and several charity organizations that benefit their community. Jing is a practitioner of servant leadership and leverages her business as a platform to help the next generation of women achieve their potential in careers and life.

PROJECT NAME:
UMASS DARTMOUTH
MAIN CAMPUS

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
DARTMOUTH, MA

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN

PRISM





Sarah Amos

/ EOS® Integrator, Vice President

Sarah has been integral to the PRISM's growth for nine years. Sarah works directly with clients to ensure successful project kickoff and completion. She works with Jing on firm operations and marketing, ensuring PRISM operations run efficiently. In addition, she is active in the executive coaching group Vistage.



PROJECT NAME:
THE JOY SCHOOL

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
HOUSTON, TEXAS

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN



Vivian Peng

/ Vice President of Project Management

Vivian leads the daily management of all PRISM projects. She works with clients from project kickoff through completion and directs our China-based production teams. She also leads the quality assurance process. Vivian holds Bachelor's and Master of Architecture degrees from Tsinghua University and the University of Texas. She gained K-12, higher education, and hospitality design experience as a senior designer for PBK.

PROJECT NAME:
PRAIRIE VIEW A&M

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
HOUSTON, TEXAS

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN





Deborah Gross

/ Vice President, Business Development

Deborah has a knack for strategically connecting clients. She has leveraged more than ten years of sales and business development experience to foster business relationships and interface with prospective clients to understand their business goals. Deborah is active in ULI and Vistage professional organizations. Deborah graduated from Sam Houston State University with a BA in Marketing.

PROJECT NAME:
EPISCOPAL HIGH SCHOOL ATHLETIC CENTER

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
BELLAIRE, TX

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN





Lily Luo

/ Project Manager

Lily uses her landscape architecture background to combine her love of vivid visualization with her understanding of place-making. She has designed global projects for boutique and large firms in New York. Lily works directly with clients to understand their requirements and oversee all aspects of project delivery. Lily's efforts are directly tied to project delivery as she directs our production staff from project kickoff through completion. Lily holds a bachelor's degree in Geographic Information Systems from East China Normal University in Shanghai and a Master's in Landscape Architecture from Texas A&M University.



PRISM

PROJECT NAME:
EPISCOPAL HIGH SCHOOL

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
HOUSTON, TEXAS

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN



Mindy Liu

/ Project Manager

Mindy uses her passion for architecture and design to work with PRISM's production team to turn clients' sketches into detailed renderings. Mindy earned a Bachelor of Architecture with a minor in sustainability from Iowa State University. She was awarded a full scholarship to Rice University's Graduate architecture program. Mindy interned at HOK in Houston, gaining further experience in project management, design, and construction documentation.

PROJECT NAME:
TAMU CORPS DORMS

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
COLLEGE STATION, TX

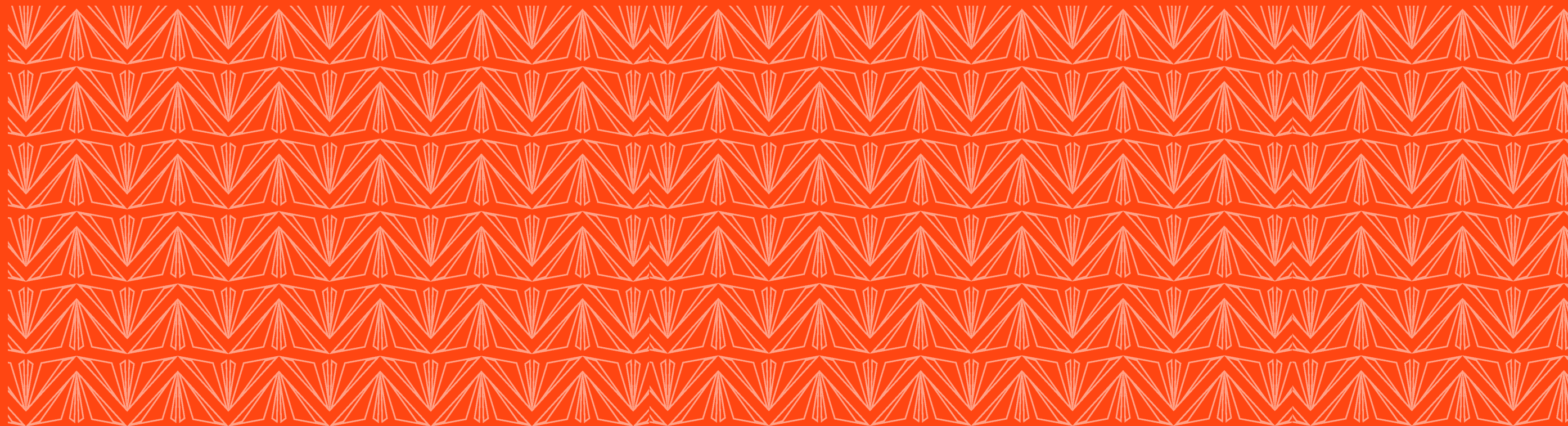
RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN

PRISM



VALUE





3D RENDERING AS A BUSINESS DECISION



3D Architectural renderings bring our project ideas to life by helping us visualize and communicate design intent. However, the business implications of deciding to make 3D renderings part of your design process are often overlooked. 3D renderings quickly and inexpensively develop a conceptual idea, generate an interior space layout to confirm overall building size, analyze a site for access and required infrastructure, view a proposed project within the surrounding architectural context, communicate project intent in relatable terms for uneducated audiences, share renderings as a value-add to others with a vested project interest.

Each project should be analyzed for its rendering needs, but we have found that a design rendering step is critical for project success.

No Rendering Resource

Some owners decide against creating 3D renderings for their projects for several reasons, such as cost, schedule, or the belief that renderings are unnecessary.

Designing a building without visual representation can leave stakeholders guessing as to the design intent of the building, making it difficult to gain buy-in from stakeholders. Skipping 3D renderings during design development can lead to missed details that can cause design and construction problems later in the project and difficulties in obtaining timely client decisions, permitting, zoning, and government approvals.

Poor Quality/In-House Resource

Using a rendering resource not specializing in producing 3D architectural renderings can cause many problems. Graphic designers not trained in architecture have a learning curve to climb when speaking the same language as the architectural design team. The constant need for clarification causes lost time and money spent on rendering product iterations because they may not convey the design intent, design details, and context.

Leveraging an in-house architect with rendering skills is also problematic, as the designing architectural team has so much to do for the

project. Burdening the architectural team with the additional task of renderings can affect the design schedule and rendering quality and lead to architect talent attrition at the design firm.

Good Quality Resource

Trained architects specializing in photorealistic architectural renderings excel at both sets of skills needed to produce high-quality 3D photorealistic renderings faster. Rendering resources with architectural backgrounds understand design intent, context, and building components necessary to create successful rendering quicker and for less money, with no schedule losses. Partnering with a rendering partner with architectural experience and graphic rendering skills can help streamline the business of design and construction by allowing the architects on the team to focus on design. Outsourcing renderings to rendering experts who speak the language of construction speeds up stakeholder buy-in, helps facilitate business decisions, and offers clarity of design intent.

Our curiosity fuels our passion for positively impacting your project's outcome. **At PRISM, clients value our commitment to delivering tailored, creative solutions that align with their project goals, all while prioritizing relationships.** Our reputation is built on creating compelling visuals, timely responsiveness, and being easy to work with, which are guided by our well-defined processes.

OUR OFFERINGS

Project Discovery

Investing in 3D renderings early in the design process has been vital in streamlining project development. Our clients impact cities in meaningful ways; PRISM works as a trusted partner, putting our passion to work to tell the story behind every project.

3D concept renderings facilitate conversations about the project with design-focused and non-design-focused stakeholders on conceptual ideas, interior layout, required building size, access to infrastructure needed, and architectural context. PRISM produces 3D concept design renderings very quickly because we know the most critical design elements to emphasize.

Production

Together, we're helping our clients transform where people live, work, play, and pray by turning our clients' project ideas into built form. Our process is founded on our expertise, collaboration, and responsive communication. The project management team at PRISM draws upon their architectural backgrounds to bridge the gap between project concepts and fully developed 3D renderings. We understand the industry's nuances and speak a common language with our clients, ensuring details are not lost in translation.

Monthly Check-Ins

Project animations put your development ideas in motion. The PRISM team crafts helps clients and stakeholders see what's possible with engaging video animations that illustrate the vibrancy inherent in our clients' transformative real estate projects. Our process of transparent communication, responsiveness, adherence to deadlines, and a firm commitment to project success allows us to develop a firm understanding of the animation's purpose to create the most effective animation possible to meet client goals.

Post Production

Nothing conveys a sense of place like putting the viewer inside the scene. PRIPRISM's renderings are a powerful tool in real estate development. Our photorealistic, 360-degree panoramas are an eye-level view, allowing the user to pan up and down and fully turn around without needing specialty goggles or custom software to view. Our team uses our architectural expertise to advise clients on compelling VR renderings that are delivered on time and per project requirements and meet client goals. VR renderings offer a safe and easy option to virtually visit a space, help facilitate business and design decisions, and foster a deeper connection to any design.

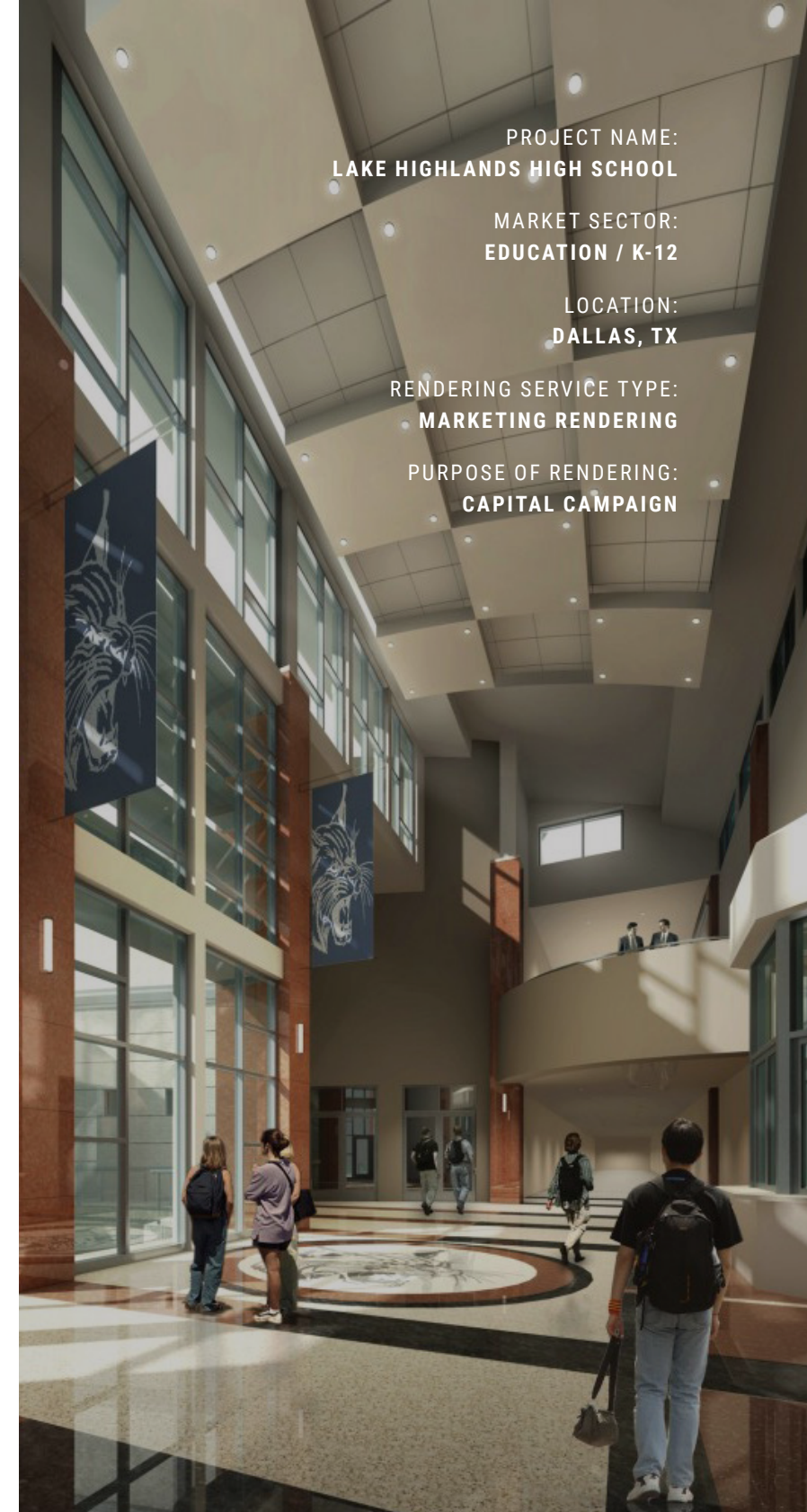
PROJECT NAME:
LAKE HIGHLANDS HIGH SCHOOL

MARKET SECTOR:
EDUCATION / K-12

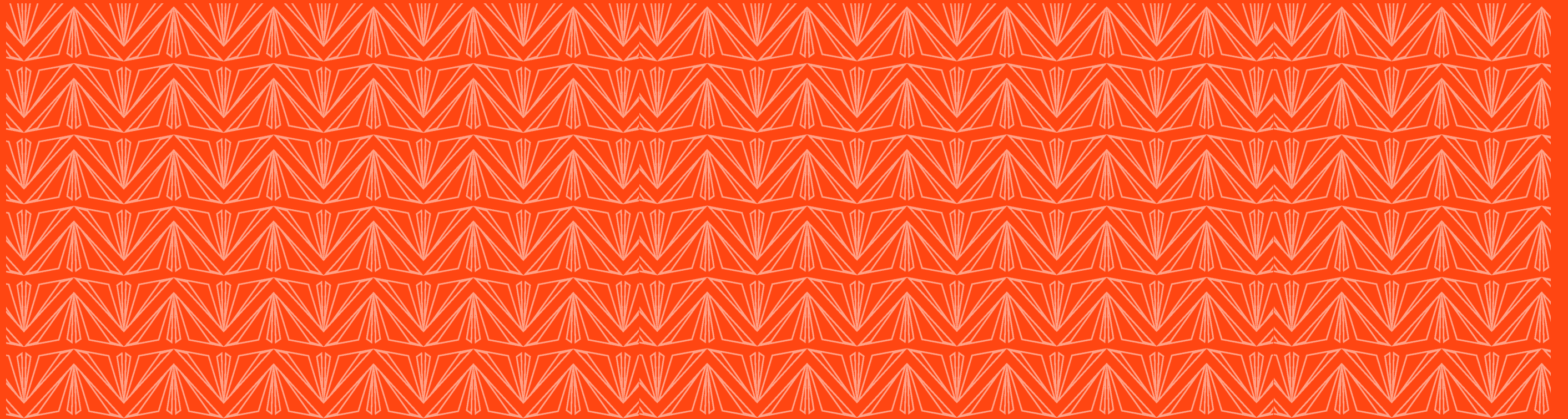
LOCATION:
DALLAS, TX

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
CAPITAL CAMPAIGN



PROCESS



WE RENDER YOUR VISION



It can be nerve-wracking to bring in a third-party vendor to create the visuals representing your design ideas. Partnering with a firm that understands your language and manages the coordination process to produce renderings is the most efficient way to conduct the visualization portion of the design and construction process. This business decision redirects valuable architectural design resources to do what they do best--designing the building.

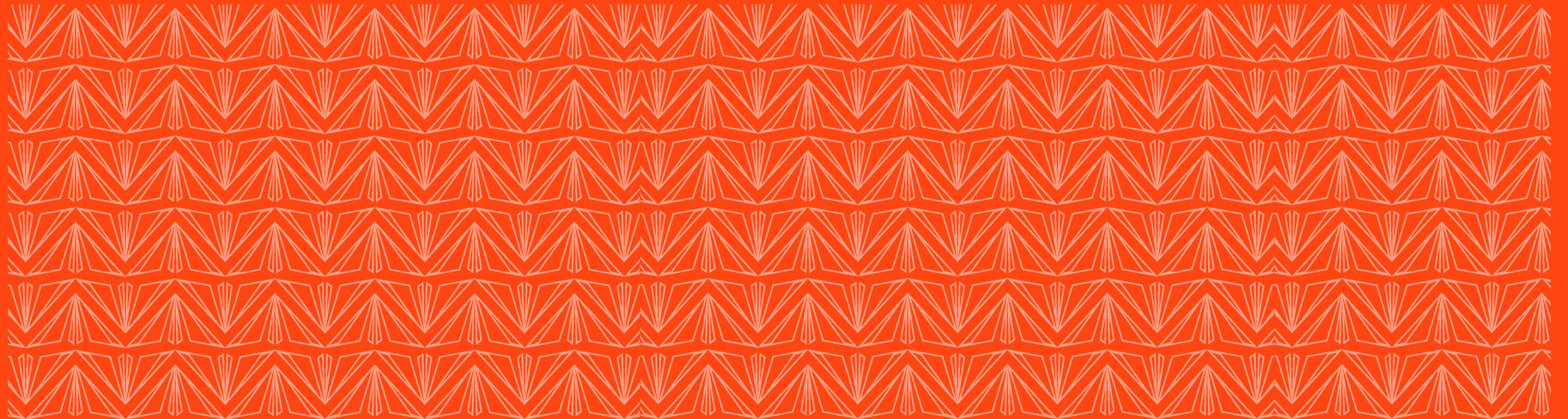
Rest assured, PRISM knows architecture and speaks your language. **Think of the project managers at PRISM, the extended team members who act as the stewards of your architect's design intent and are tasked with creating your project visualization.** PRISM project managers integrate seamlessly into the design process with frequent communication and candid feedback to produce high-quality, photorealistic 3D visual packages that showcase your architect's design intent for your project.

Every rendering project starts with a candid conversation to understand your objectives and goals. We dive into your project and the purpose of your renderings while exploring your design ideas. We will draw on our experience designing and rendering architectural projects specific to your vertical and suggest the best techniques and designs to reach your objectives.

We meet clients where they are regarding design idea maturity and budget. We have the flexibility and skills to offer design advice before building the rendered scenes. Still, we also take your complete 3D models and develop them further into photorealistic 3D depictions of your design.



PORTFOLIO



PRISM partnered with the Shriver-Megert & Associates design team to produce a 3-minute animation capturing building views of the Sands Consolidated Independent Public School District's new PreK-12 campus. The animation shows the community its special safety and access features that foster a community destination for many theater/drama and sporting events. The campus is expected to open in August 2025, ahead of the 2025-2026 school year.

MARKET SECTOR:
EDUCATION / K-12

LOCATION:
ACKERLY, TEXAS

RENDERING SERVICE TYPE:
MARKETING RENDERING

PURPOSE OF RENDERING:
APPROVALS



CLICK TO PREVIEW VISUAL WALK-THROUGH

PRISM In partnership with Studio RED, PRISM is helping The Kinkaid School reach its goal of providing education in a new, more complex world. PRISM developed a variety of renderings to support the ALL IN fundraising campaign. Phase I was completed in 2023 and included visualization for a new lower school and administrative building. Phase II will be completed in 2025 and includes a replacement upper school and converted visual and performing arts spaces.

**MARKET SECTOR:
EDUCATION / K-12**

**LOCATION:
HOUSTON, TEXAS**

**RENDERING SERVICE TYPE:
MARKETING RENDERING**

**PURPOSE OF RENDERING:
CAPITAL CAMPAIGN**



Dr. Hutchinson started the Mandala World Academy, which provides a neuro-educational program to students of all ages. Initially an internet-based program, PRISM worked with Dr. Hutchinson to produce the animation and renderings used to secure the physical site of the first Mandala World Academy in Wellington, Florida. The campus layout is based on the sacred geometric form of the Mandala, which is Sanskrit for "circle," and the Sunflower, the biomimicry metaphor for the Mandala World Academy.

**MARKET SECTOR:
EDUCATION / K-12**

**LOCATION:
XXXXXX, XXXXX**

**RENDERING SERVICE TYPE:
MARKETING RENDERING**

**PURPOSE OF RENDERING:
APPROVALS**



CLICK TO PREVIEW VISUAL WALK-THROUGH



SEE THE POSSIBILITIES



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