



Your Vision. Realized.



 PRISM

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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.





**ABOUT**



# A FASTER, EASIER WAY TO REALIZE YOUR VISION.

## About Prism Renderings

For over 20 years PRISM Renderings has helped landscape architects and design professionals communicate complex ideas through clear and compelling visual storytelling. With deep experience across public parks urban plazas campuses and natural environments we understand the unique challenges of conveying site design and landscape intent to both technical and non-technical audiences.

Our team partners with landscape architects to create highly accurate and context-rich renderings that capture the essence of place highlighting natural features plant palettes materials and human interaction. We bring architectural-level precision combined with artistic clarity to ensure your vision is communicated effectively throughout project lifecycles.

## Our Value to Landscape Architecture

Landscape architects design environments that engage communities promote sustainability and enhance well-being. However, many stakeholders including community members clients and regulatory agencies may find it difficult to interpret master plans planting plans or grading diagrams. By integrating technical accuracy with artistic clarity, PRISM helps landscape architects bridge this communication gap by transforming complex landscape designs into visuals that are:

- Communicate design intent with clients, boards, and communities
- Secure approvals and funding through persuasive visuals
- Support marketing and branding efforts with memorable imagery
- Explore design options early in the process through iterative renderings

We support landscape architecture firms across all project phases from early concept presentations and public outreach to regulatory approvals marketing and fundraising.

## Where Prism Adds Strategic Impact

### 1. Community Engagement and Public Outreach

Landscape projects often rely on community support. Our visuals help Show how spaces will look and feel once built Demonstrate sustainable and inclusive design features Build trust by clearly communicating environmental and social benefits

#### Deliverables:

- Contextual site renderings
- Interactive animations and fly-throughs
- Public-friendly diagrams and overlays

### 2. Regulatory Approvals and Permitting

Clear documentation accelerates approval processes with agencies and review boards. PRISM's renderings simplify complex site and planting plans making them accessible to decision-makers.

#### Deliverables:

- Impact visuals and phased development diagrams
- Future state park and streetscape renderings
- Illustrations highlighting stormwater and ecological features

### 3. Client Presentations and Stakeholder Alignment

Compelling visuals secure buy-in from clients boards and partners by illustrating design benefits and user experiences.

#### Deliverables:

- Executive-level presentation renderings
- High-level concept imagery
- Storyboards and project narratives

### 4. Marketing and Fundraising

Our eye-catching renderings support fundraising campaigns promotional materials and trade shows helping projects stand out and attract investment.

#### Deliverables:

- Large-format hero renderings
- Digital media and social content
- Event graphics and brochures

#### Why Landscape Architects Choose PRISM

##### ▪ 20 plus years of visualization expertise with a focus on outdoor environments

- Deep understanding of **planting design materials and ecological systems**
- **Fast turnarounds** tailored to project schedules
- Exceptional clarity for both **technical and community audiences**
- **Certified HUB and SWDBE** supporting diversity and inclusion goals
- **Flexible work process** able to work from sketches CAD files PDFs photos or 3D models



# WHAT SETS US APART

## COMPANY SNAPSHOT

**Pacific Consulting Group, Inc. (dba Prism Renderings)** is Houston's premier architectural visualization firm. With 20 years of expertise in providing customized 3D visualization services for new construction and renovation projects, PRISM Renderings is a woman-owned small business emphasizing its commitment to excellence and diversity in the building industry.

## KEY DIFFERENTIATORS

- **Architecture Background** All project managers hold architecture degrees and have experience in design firms.
- **Proven Success** Years of successful operation with reliable methodologies for consistent project excellence.
- **High Quality and Competitive Pricing** We deliver top-tier visualization products at great value.
- **Rapid Delivery** Our global team guarantees fast and efficient delivery.
- **Dedicated Support** Committed to exceptional client support and advocacy.
- **Guaranteed Satisfaction** 100% client satisfaction with every project.

## AREAS OF EXPERTISE

3D Renderings  
 Architectural Animations  
 3D Floor Plans  
 Drone Photomontage  
 360-degree Panoramic Views

## INDUSTRIES SERVED

**With portfolio links**

Animal Welfare	Industrial	Sports Entertainment
Community/Non-Profit	Mixed-Use	Student Housing
Education	Multi-family	Workforce Housing
Healthcare	Office	Worship
High-end Residential	Retail	
Hospitality	Seniors Housing	

## CERTIFICATIONS

### State

HUB - State of Texas (1161763667200, Exp 6/7/2028)  
 CMBL - Active

### Local

WBE - City of Houston (24-6-12987, Exp 11/30/2028)  
 MBE - City of Houston (64-6-12987, Exp 11/30/2028)  
 DBE - City of Houston (64-6-12987, Exp 11/30/2025)

Port Houston SBE (Exp 6/7/2028)

Port Houston WBE (Exp 11/30/2028)

Port Houston MBE (Exp 11/30/2028)

## NAICS CODES

541310 Architectural Services  
 541430 Graphic Design Services

## NIGP CODES

907-00 Architectural and Engineering Services, Non-professional  
 907-14 Architectural Services, Non-Licensed (Not Otherwise Classified)  
 906-40 Graphic Design, Architectural Services  
 906-00 Professional Architectural Services  
 906-10 Buildings, Architectural Design Services  
 906-52 Interior Design, Decorating, Space Planning, Exhibits and Displays  
 906-57 Land Development and Planning, Architectural Services  
 906-64 Planning, Urban, Community, Regional, Area wide, and State  
 906-83 Sports Facility, Architectural Services  
 906-72 Recreation Facilities, Parks, Marinas, etc., Architectural Services  
 906-46 Highways; Streets; Airport Pay Parking Lots, Architectural Services  
 906-56 Landscape, Architectural Services  
 906-88 Towers, Architectural Services  
 906-14 Cemeteries, Planning and Relocation, Architectural Services

## SUPPLIER NETWORK MEMBER

### Transportation

Port Houston | Houston Airport System

### Healthcare

Harris Health System | Health MD Anderson | UTMB

### Higher Education

UH System | UT System | TAMU System | HCC | Lone Star College

### K-12

HISD | FBISD

## INDUSTRY AFFILIATIONS

Goldman Sachs 10,000 Small Businesses  
 AIA Houston  
 CREW Houston  
 Urban Land Institute (ULI)

## REFERENCES

**Furnish upon request**

## TAX ID #

16-1763667

## INSURANCE COVERAGE

\$2 Million General Liability  
 \$1 Million Automobile Liability  
 \$1 Million Workers Comp  
 \$1 Million Professional Liability

## BY THE NUMBERS

**20+**

YEARS IN BUSINESS

**300+**

HAPPY CLIENTS

**2500+**

PROJECTS COMPLETED

**80+**

CITIES SERVED

**\$500MM+**

CLIENT CAPITAL RAISED

**200+**

CONCEPTUAL PROJECTS COMPLETED





## Jing Johnson

/ CEO and Founder

**Jing** 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.





## Sarah Amos

/ EOS Integrator, President

**Sarah** has been integral to the PRISM's growth for ten 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 a member of CREW and active in the executive coaching group Vistage.





## 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 global 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 a large architectural firm in Houston.





## 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.





## Lily Luo

/ Vice President, Innovation and Senior 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 is a Professional Landscape Architect. She holds a Bachelor's degree in Geographic Information Systems from East China Normal University in Shanghai, a Master's in Landscape Architecture from Texas A&M University, and an MBA from the University of Arizona.





## 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.





**VALUE**



## 3D RENDERING AS A BUSINESS DECISION

3D Architectural renderings bring your project ideas to life by helping you visualize and communicate design intent. Often overlooked are the business implications of whether or not to make 3D renderings part of your design process. 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 can also be 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.

### 3D Concept Design

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.

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### 3D Project Renderings

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.

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### 3D Project Animations

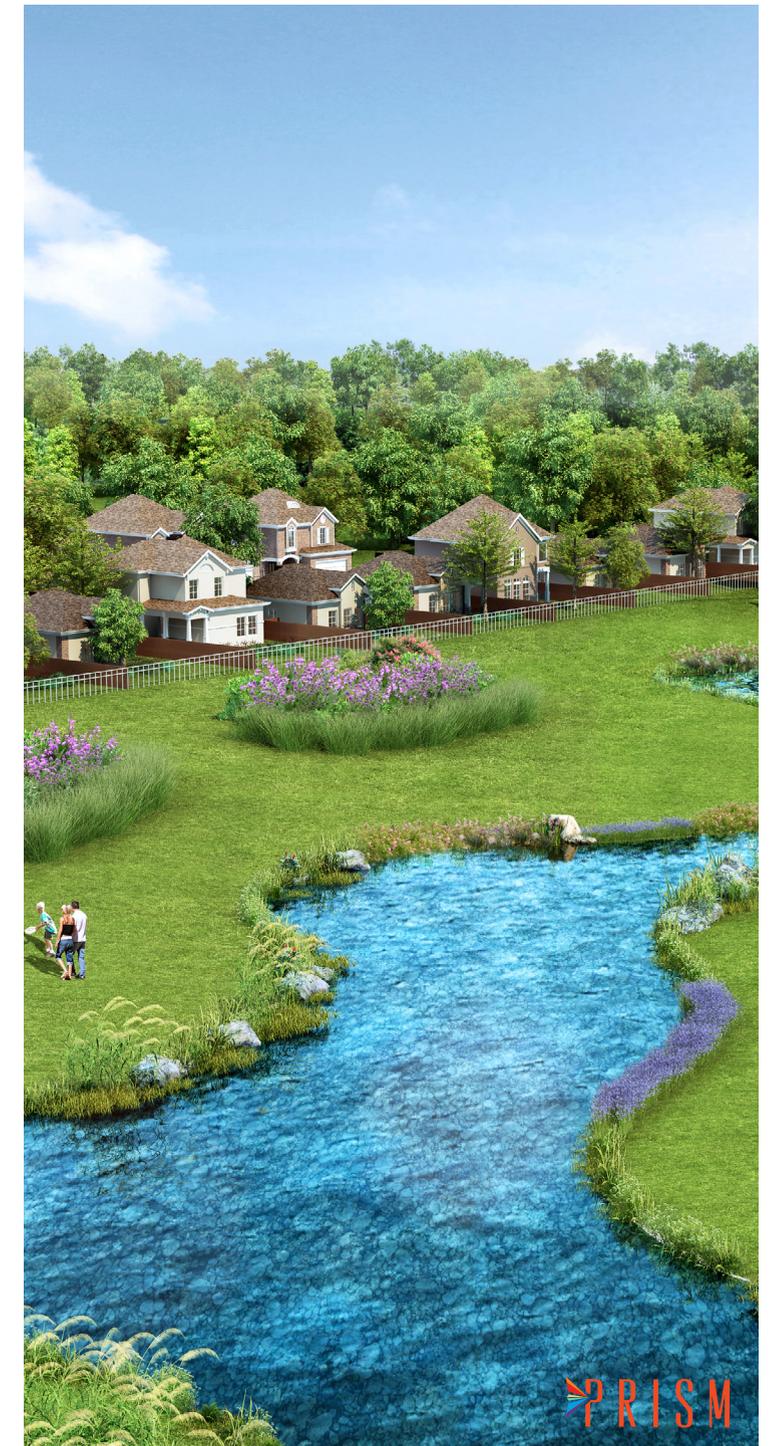
Project animations put your development ideas in motion. The PRISM team crafts helps clients and stakeholders see what's possible with engaging video animations that illustrate the vibrancy inherent in our clients' transformative real estate projects. Our process of transparent communication, responsiveness, 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.

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### Virtual Reality (VR) Renderings

Nothing conveys a sense of place like putting the viewer inside the scene. PRISM'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.

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**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 as 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.



## Client Onboarding

/ 1-2 days

We use a discovery checklist to help facilitate a discovery conversation in which our design consultants listen to your project and goals and collect your ideas, reference images, and sketches to determine the quantity and type of visualization products your project needs. We will use your assets to create rendering concept sketches and missing models. We partner closely with your architectural team to determine the project scope, including design details, special detail requirements, and visualization product delivery timelines.



## Modeling & Detailing

/ 3-5 days

The concept sketches and massing models developed in step one will help us create a simple 3D model to serve as the base of your rendered scene. The work done in step one will allow us to collaborate on design specifications such as site, building exterior and interior components, primary colors, and finishes. You will have several perspectives, or angles, to select from. Model first draft options are typically ready within 72 hours.



## Texturing & Lighting

/ 1-2 days

Design specifications decided in step two will be refined, including colors and finishes, using real-world lighting. We will add details and provide photo-realistic previews. We implement a proactive monthly audit to ensure timely project completion. Any discrepancies between project scope, client expectations, and schedule are determined and resolved to ensure client satisfaction. Visualization product files are delivered to the client in the format chosen in the Client Onboarding Phase.



## Final Production

/ 1-2 days

Once you finalize all decisions in step three, our team will add finishing touches, such as entourage items like sky, people, landscaping, and vehicles, to the finished rendering. PRISM delivers finished visualization files in 4K resolution within 24-48 hours. PRISM values client feedback and proactively solicits feedback on project outcomes pertaining to our process, quality, and service. Customer thoughts on quality, communication, and lessons learned are documented.



# PORTFOLIO



# HEATH TOWNE PARK



### Project Overview

Heath, Texas—a premier outdoor lifestyle community on the eastern shore of Lake Ray Hubbard—is elevating its outdoor amenities with the \$12.8 million renovation of Towne Center Park. Designed by Kimley-Horn, the project transforms the park into an experiential destination for all ages, featuring winding paths around a tranquil pond, an event lawn with a multi-use stage, and a butterfly-themed playground. This redevelopment aligns with Heath’s vision to enhance outdoor living and create vibrant community gathering spaces.

### Key Features

- Meandering paths connecting diverse park spaces including a peaceful pond and event lawn
- Multi-use stage designed to accommodate community events and performances
- Butterfly-themed playground offering a playful and nature-inspired environment
- Shaded pickleball courts supporting active recreation
- Dedicated street for food trucks fostering community engagement and culinary experiences
- Native, drought-resistant landscaping irrigated by an onsite well for sustainable maintenance

### Community Benefits

The renovated Towne Center Park offers an inclusive, family-friendly environment that encourages outdoor activity, social connection, and cultural events. As part of the Heath Economic Development Corporation’s broader vision, the park complements the development of The Reserve, a 20-acre upscale shopping and hospitality destination, thereby enhancing the city’s appeal as a vibrant, sustainable community for residents and visitors alike.

### PRISM’s Role

Prism Renderings partnered with the project team to produce conceptual renderings that effectively communicated the vision and scope of the park renovation. These visuals played a critical role in promoting the project within the Heath community and supporting public engagement throughout the planning and development phases.





SABRINA COHEN



PRISM

### Project Overview

The Sabrina Cohen Foundation (SCF) spearheaded the redevelopment of a 1.25-acre adjacent public space into an adaptive, inclusive park and beach area designed for people of all abilities. This transformative project features accessible dune crossings and paved paths, advancing SCF's mission to create barrier-free environments for individuals with disabilities. Recent efforts included brick campaigns and extensive community engagement to support the park redevelopment.

### Key Features

- **Nation's first fully accessible beach access**
- **Paved pathways** enabling easy, inclusive movement across the park
- **Adaptive Beach Days:** Monthly programs connecting participants to the ocean

### Community Benefits

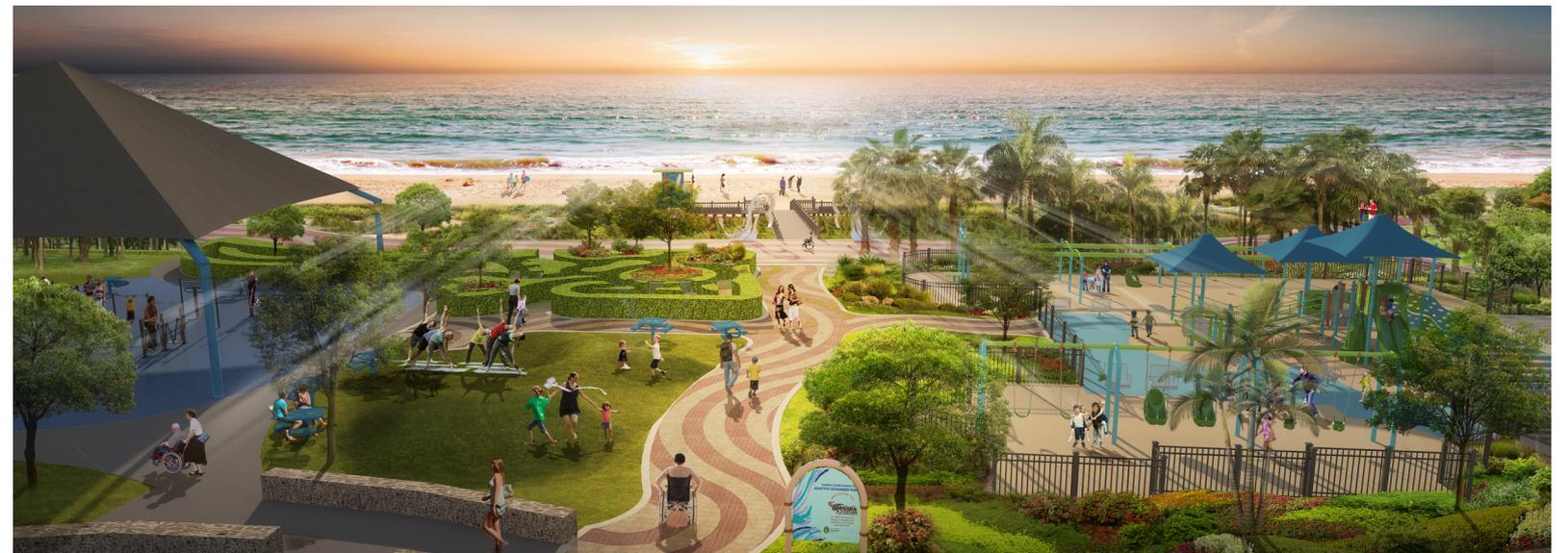
This redevelopment offers barrier-free access to the ocean, fostering inclusion and promoting health while creating a vibrant community hub. It addresses a significant unmet need for accessible recreation for people with disabilities, veterans, and seniors through adaptive equipment, accessible pathways, and plans for a future Adaptive Recreation Center featuring fitness and therapy spaces. The project transforms an underutilized lot into a progressive, empowering public space.

### PRISM's Role

Prism Renderings collaborated closely with the development team to produce detailed, context-driven visualizations that effectively communicate both the immediate scope and long-term vision of the project. PRISM created marketing renderings used throughout the capital campaign and promotional activities surrounding the park's opening.

### Recognition

The Sabrina Cohen Foundation received the Kindness Awards (2021) from People Magazine and GoFundMe for its pioneering work in making Miami Beach accessible to all. The project also garnered notable media coverage, including features on CBS Evening News and Miami's ABC affiliate Local 10, highlighting its transformative community impact along with numerous other awards.





# See the Possibilities

# PRISM



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