

Truck Guru Renderings and Design

Anthony Soos – Jun 11, 2016

Photographers: Mathew McDonald, Cris Payne



Cris Payne and Mathew McDonald started to collaborate on renderings during 2014 when Payne approached McDonald to create a rendering for a 2014 SEMA build, which resulted in a successful showing in the aftermarket bonanza in Las Vegas, which landed them a Truckin cover (Vol. 41, issue 10), and the rest is history. Now, the duo has moved into a full-service design and marketing business that boasts clients from the truck-building community, NFL athletes, and design projects from around the world. For nearly three years, their client roster has expanded, along with the range of projects. Between Payne's wide-reaching industry contact list and McDonald's immense graphic design background, they have pushed the envelope of vehicle rendering to include 3D renderings, and interactive GIF-based renderings in which lights turn on or vehicles are shown in different color schemes for comparison. To book a consultation for a graphic design project, or a rendering for your future truck build, contact Truck Guru Renderings and Design at truckrenderings@yahoo.com. To see some of their latest creations go to www.facebook.com/Truck-Gurus-356336937886829



Tim Lydon, the owner of Suspension Online, commissioned this '65 Chevy C10 project as a rolling advertisement for his business. It's being built out of the SO headquarters in Madera, California. McGaughys Suspension will handle the lowering, and an LS with a Whipple Supercharger and a Moser rear end will form the heartbeat of this looker. Inside the cab will feature Gabes Custom Upholstery, gauges by Classis Instruments, American Autowire wiring, and a Vintage Air set up. Dynacorn body panels and miscellaneous parts will make it easy to get a head start in the restoration game, and the C10 will roll on Raceline wheels.



This '15 Ford F150's aluminum body and bevy of aftermarket parts will be transformed when Hank Robinson, owner of Hanro Studios Engraving, sets to work using his Dremel-only technique. No doubt the Flat Metallic Blue will look amazingly different when it is ready for its debut at SEMA 2016. Along for the ride will be a McGaughys 6.5-inch lift kit with rear shocks, Anzo headlights, Paramount Automotive bumpers sporting a Rigid Industries 54-inch lightbar, sitting below a T-Rex Torch grille. The American Force wheels will go under the knife, or rotary tool, of Robinson before being bolted up, too.