

Discovery Conversation

Give me a call at (661)418-7552 or e-mail at natalypaints@yahoo.com with a description of your project, including the size of the wall and brief description of the space and creative direction for the artwork. If you are able to e-mail me photos or architectural renderings of the space before our first phone call, that is ideal.

Pricing

For a cost estimate, please contact me for a free consultation regarding your mural project. After an in-depth discovery conversation (see above) either via phone call or onsite, I will provide you with a written work estimate.

Signed Contract Agreement and Design Deposit

In my proposal for work I will include a contract. If you would like to move forward with the design phase for the work, please send the signed contract along with the design deposit back to me. The design deposit can vary based on the size of the project, but typically the deposit is 50% of the mural estimate. Once I receive the design deposit and signed contract I will begin work on designs for your wall and schedule the project.

Design Process and Sketch

We begin the design process with a clear description of the “feel” or “mood” of the piece. This is typically achieved through a collaborative brainstorming session, and by sharing visual ideas and images that might inspire the artwork.

From our initial design conversation, I will create at least two distinct designs. Depending on the subject and style of the project, the sketch might be in acrylic on canvas, a digital rendering or collage, or a pen and ink drawing.

Then we have a follow up conversation to incorporate your feedback on the designs, and if necessary, I will come up with a completely revised design. In either case, the design that we settle on becomes a roadmap, not an exact representation of what the finished work of art will look like. In my experience, having a clear design direction is crucial for a successful project. However, in order to create my best works of art, it is important to let a more insightful creative process take over when I am onsite. I might tweak the colors, scale, and composition relative to the environment. Either way, the ideas I come up with onsite in paint are what make the artwork an original piece of work made for the environment.

Mural Deposit

A deposit, typically 50% of my total fee, is due two weeks prior to the first day of onsite painting. This allows for ordering of supplies and confirms the scheduling dates. At this time, we will review the mural design concept again and see if either of us have had any new thoughts or ideas on the mural design. We will confirm the start date and time, and confirm any preparation of the space as necessary.

Painting

I typically paint for about 6 hours each day, usually starting around 9 am. On outdoor projects, I may start as early as 6 am or as late as noon, depending on the sun exposure of the wall. You are welcome to watch the process unfold. I like to touch base regularly as the work progresses to ensure that expectations are being met and everything is on the right track.

My focus is on getting things right, and I work until we are both satisfied with the results. At some point, I see that I have expressed what I set out to create. I identify this moment as the point where further attempts at embellishment diminish the flow and energy of the piece. I let you know when I am close to completion and we review the work together to see if there is anything that was missed or doesn't feel right. We create a list of final tweaks that are needed, and, assuming it is within the original scope, I make the final adjustments. Then the mural is complete.

Final Payment

A final payment of the full remaining balance is due upon completion of the mural.

Trusting a mural artist with your wall is a leap of faith. I feel extremely privileged to do this work and feel incredibly grateful to each and every client who has trusted me with their walls over time. I encourage you to visit my previous artworks on my website www.natalypaints.com

Cost

The cost per square foot (PSF) will vary depending on the size and complexity of the mural. The price per square foot will range between \$10 to \$30 PSF for wall murals.

Size of Mural

Size is the most obvious factor that goes into pricing a mural project. The larger the area to be painted, the higher the cost. In order to determine the total area to be painted, simply multiply the width times the height in feet — this gives you the total area in square feet of your mural project.

Complexity of Mural Design

Complexity of design is the second factor which goes into pricing a mural. Simply put, the lower the level of detail and difficulty in the mural design, the lower the price per square foot. People, animals, lettering, and trompe l'oeil (a painting rendered in such great detail as to deceive the viewer concerning its reality, a three-dimensional) details take time to paint well, and including these elements in the artwork increases the cost.

Location

If the project is outside of the antelope Valley, a travel surcharge will be incurred.

Minimum Project Fee

There is a minimum mural project fee of \$300.

Let's Talk

Every project is unique. To discuss your project in detail and get a proposal for your project, e-mail me at natalypaints@yahoo.com or call me at (661)418-7552.