

2022 GENERAL MURAL INFO & PRICING

Thank you for reaching out about a custom mural! My mural commission process is much like how I approach my paintings, just not quite as intuitive. Painting a mural requires me being at your home/office for many hours, so I don't have the freedom of time and space that I do with a canvas in my studio! Here is the general process in a nutshell, but please contact me with any additional questions.

Design Process:

The first step is visiting your home/space and measuring the square footage of the wall(s) you'd like the mural painted. I will take photos and videos of the room and any connecting rooms, to get some ideas from the existing colors/textures/overall design. We will talk about color palettes together and any colors you must have or don't want to see. I will go home and send you a proposal based on my visit, which will include the square footage, price per square foot based on your wall(s), and a timeline.

If the proposed mural is out-of-town (San Diego, CA) I will need you to send photos and a video of the space.

Once you've gone over the proposal and give me the go-ahead, I will send you an invoice. A 50% deposit is required once the mural commences (depending on the timeline we decide on together). The rest of the cost is due when the mural is completely finished and any touch ups have been made (usually a week after completion).

Mural pricing:

A custom mural ranges from \$10-\$40/ sq. ft. of the area being painted. There is no minimum, as I will paint any size mural.

My mural costs are based on the following factors:

- materials (primers/sealers, latex paint, brushes, rollers, etc.)
- equipment (e.g. ladders, scaffolding, lifts, etc.)
- surface (e.g. drywall, stucco, brick, wood, etc.)
- complexity (e.g. amount of detail, number of colors, style, size, obstacles – windows, beams, molding, etc.)

For example:

- a mural at \$10/sq. ft. would be a very simple design – think stripes, shapes, no blending, flat wall with 8' ceiling/height
- a mural at \$15/sq. ft. would be an abstract mural with blending and brushstrokes, flat wall with 8' ceiling/height
- a mural at \$40/sq. ft. would involve extra high ceilings (scaffolding) and maybe a very large wall or composition
- walls with windows, moldings, high ceilings, obstructions to painting freely – such as wall niches, stationary shelving or thick texture, outdoor stucco, etc. will increase your price per square foot because of the added time needed

Misc. Info:

- Pricing includes all materials except paint. However, certain items, such as specialized equipment or scaffolding needed to complete the job will be added to the price of the paint cost estimate.
- If travel beyond San Diego County is involved, my travel costs are paid for by the client.
- Before your project begins, it will be assumed that there is a base coat of paint on the wall and a cleared work space. Please move as much furniture out of the room(s) as possible.
- Any prep painting, wall patching, or wall preparation will be an additional fee. Prep painting may include filling holes in walls and/or putting a primer or basecoat on the wall. If you have a tight budget, to lower your cost, I suggest preparing the wall and painting the basecoat yourself.
- Because this is a process you will be a part of from start to finish, you have the luxury of watching it unfold. You can tell me at any time if changes or adjustments need to be made. This is something you will live with daily, so I want you to be completely happy with the results!

I look forward to creating a one-of-a-kind mural that you and all who see it will love!

Creatively yours,
Jennifer

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