

*A·R·T by
Maura*

FILL YOUR SPACE WITH BRIGHT, BOLD, CUSTOM ARTWORK



Intro

Hi!

I'm excited to discuss working on commission artwork with you. Outlined on the following pages are all the basics about how I work.

Please read through the entire packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!

— Maura McDonald



Meet the Artist

Maura McDonald

Growing up in New York my favorite thing to do was draw album covers of the bands I loved like The Doors. I began studying Communication and Business in college and thought I would be an entertainment lawyer. After a few courses, I realized design was my passion and I graduated from N.C. State College of Design. I then worked as a visual designer in the retail, entertainment, and technology industries for several years to hone my craft.

I enjoy using many mediums from traditional paper and ink, and acrylic paints to digital tools like Illustrator and Photoshop. Each idea manifests in its own style. Starting with simple doodles and pencil sketches, I typically finalize the piece on a digital platform. available by Commission.

My biggest inspirations are nature and music. Over the years I have enjoyed hiking and taking nature walks to clear my mind and witness nature's constantly changing canvas. Animals, plants, and trees are consistent themes in my work. I listen to music while working to focus and finalize my ideas and it is the driving force behind getting it done. It reflects in my abstract pieces and love for art deco.

Office Hours

I work Monday-Thursday from 10 am to 5 pm Eastern

During your project, we will primarily use email to communicate. This helps me keep everything organized and in one place.

I do my best to reply to all communication regarding active projects on the same day (during my office hours).

If you'd like to chat via Zoom/phone, you'll be able to do that once we have agreed to work together. Scheduling calls keeps my work from being interrupted and allows me to focus on my projects!

What's Included

What you're getting: A gorgeous piece of artwork designed to spark conversations. All digital art prints are Giclée Print on Fine Art, Bright White Archival Paper. They are available in the following sizes: 16x20, 20x30, and 22x32 inches. Additional sizes are available by Commission.

I'll include a 25% coupon for your next purchase. I'll also include my recommended frames to make framing your new art easier.

My Price List

16x20 Silent Tiger \$95	20x30 Feminine Fortitude \$225
16x20 Zebra Zay \$95	20x30 Sweet Dreams \$225
16x20 Elusive Eyes \$95	20x30 City Moon \$225
16x20 Isometric Isolation \$150	20x30 Splendid Splatter \$225
16x20 Sunrise Swinging \$150	20x30 Serene Lighthouse \$175
16x20 Orange Crush \$150	20x30 Swirling Circles \$125
16x20 Feminine Fortitude \$125	22x32 Silent Tiger \$175
16x20 Sweet Dreams \$200	22x32 Zebra Zay \$175
16x20 City Moon \$200	22x32 Elusive Eyes \$175
16x20 Splendid Splatter \$200	22x32 Isometric Isolation \$250
16x20 Serene Lighthouse \$150	22x32 Sunrise Swinging \$250
16x20 Swirling Circles \$95	22x32 Orange Crush \$200
20x30 Silent Tiger \$150	22x32 Feminine Fortitude \$175
20x30 Zebra Zay \$150	22x32 Sweet Dreams \$250
20x30 Elusive Eyes \$150	22x32 City Moon \$250
20x30 Isometric Isolation \$225	22x32 Splendid Splatter \$250
20x30 Sunrise Swinging \$225	22x32 Serene Lighthouse \$200
20x30 Orange Crush \$175	22x32 Swirling Circles \$15

Testimonials

I've had the honor of working with some amazing people. Here are a few of my past Commissioned projects.

Commission One

Deborah Constanzo commissioned me for artwork of her home in Emerald Isle, NC, so that she could display it with pride in her home in Australia.

Commission Two

Stephanie Lenti loved my Animal prints and commissioned me to create her favorite animals in a piece of artwork.

Commission Three

William Scott wanted to surprise his wife for their Anniversary, at their new home, with some original artwork.

What I'll need from you

Before we get started, I'll need the following from you:

Inspiration Board

I need to see what inspires you! If we agree to work together, you'll make a Pinterest board of images that match the aesthetic and feel you want for your commissioned art.

Answers to some Questions (I promise it's not a pop-quiz!)

I need to pick your brain! I'll send you a questionnaire to get an in-depth look at your interests, so I can strategically plan your commissioned art.

Content

I'll need your content before we begin. This includes text copy and any images you wish to use.

Starting with the content will let me focus the art around your content and highlight all the essential aspects to include.

Process & Timeline

The overall process varies slightly from project to project, but this timeline outlines the major milestones and we'll do our best to stick to it or let you know if your project will vary greatly from what is outlined below.

Please note that elaborate, detailed artwork takes longer to develop, please add 2-4 weeks to the development portion of the timeline if we're making an awesome piece of art together!

1-2 MONTHS BEFORE THE PROJECT BEGINS

You – You make a down payment to get on the schedule

Us – We have a strategy session to determine the goals and features of your commissioned art

You – You begin the homework I've assigned as well as gather all inspirational content

Me – I schedule your project and am available if you have questions

WEEK 1

You - All content and homework due

Me – Start outlining the artwork

WEEK 2

Me – I'll send you a mockup of the artwork

You – You'll provide feedback on the mockup

WEEK 3

Me – I'll tweak the mockup based on your feedback

You – You'll answer any questions I have as I tweak the design

WEEK 4

You - You'll give approval on the art/mockup

Me - I'll start developing the art into a finished piece of art

WEEK 5

Me - I'll continue creating the artwork

You - You'll answer any questions I have as I create the artwork

WEEK 6

Me - I'll send you the artwork for review

You - You'll review the artwork and provide feedback

WEEK 7

Me - I'll tweak the artwork based on your feedback

You - You'll sign off on the artwork

WEEK 8

You - You make the final payment

Me - I'll send the artwork to print

You - You'll celebrate!

WEEK 9

You - anxiously await

Me - I'll send the artwork to you

You - You'll celebrate again!

WEEK 10

You - receive your artwork

Payments

Below is the payment schedule expected for your commission. If you believe this schedule to be problematic for you, please let me know as soon as possible BEFORE the contract is signed so that we may discuss an alternate schedule.

50% of projected commission cost due before work begins and to secure your spot on my schedule.

50% of the projected commission cost is due before the artwork is printed or after 60 days, whichever happens first.

100% of additional costs (images, licenses, and anything we've added to the project) are due before the project launch.

FAQs

How long will my commissioned art take?

It depends on a few factors: schedule openings, complexity, and your response time.

Most projects are scheduled to begin approximately 1 week after first contact...

The complexity of your artwork is another factor...

The final factor is your response time. During the project, you will need to respond as quickly as possible to my questions and provide feedback. Delays in your responses will result in a delay in the launch of the artwork and may increase the overall cost of the project. If you have any vacations or offline time planned during the time we're supposed to be working on your commission, please let me know before you sign the contract so I may alter the timeline accordingly.

How much will my commissioned artwork cost?

In general, most commissions start at \$1000 and go up in price based on a few factors: complexity, scope, size, and timeline. We'll discuss your commission and create a custom quote based on your needs.

The price quoted at the beginning of the project may not be the final price as changes to the scope of work (adding, removing, or changing features) may result in the final project cost changing.

Finally, the timeline affects the price. The price quoted is based in part on the amount of time I believe the commission will take to complete. Delays due to failure on your part to provide feedback will result in a "holding fee" for each week the commission extends past the timeline. If you have a tight deadline, a "rush fee" may be charged to complete the commission in time.

Wrap Up

Thanks for reading!

Please shoot me an email at artbymaura.com@gmail.com if you have any questions.

Does everything look good? Let's schedule our introductory chat so I can create your quote. Click the link below to be taken to my online call scheduler.

calendly.com/maura-c-mcdonald

I look forward to chatting about your commissioned art with you!

— Maura McDonald