

B ANTHONY NELSON

CUSTOM ART + DESIGN PRICING GUIDE

BAnthonyNelson.com

Custom artwork is exactly that: custom. Every commission is priced as a complete project rather than by the hour. The numbers in this guide establish starting points and useful reference ranges, but the final investment depends on what we're actually making together.

Medium, dimensions, complexity, number of subjects, materials, fabrication, production requirements, deadline, location, commercial usage, and the overall creative scope can all affect the final quote.

I do not do hourly commissions.

AT-A-GLANCE PRICING

SERVICE / ADD-ON	PRICING
Original commissioned paintings	Starting at \$1,000
24 × 36 acrylic paintings	\$2,500–\$15,000; approximately \$5,000 typical
Additional portrait subjects	Starting at +\$250 per additional person or pet
Custom / nonstandard artwork sizes	Generally, +\$250–\$500 per artwork
Simple single-color logo design	Starting at \$500
Simple single-color poster design	Starting at \$500, up to 18 × 24
Simple single-color T-shirt design	Starting at \$250
Simple single-color illustration	Starting at \$250, 8.5 × 11 or smaller
Pre-commission mockup / concept development	Starting at \$250+
Multimedia + mixed-media artwork	Custom quote
Murals + large-scale artwork	Custom quote
Rush projects	Custom quote
Commercial licensing	Custom quote
Full copyright transfer / buyout	Custom quote

ORIGINAL PAINTINGS + PORTRAITURE**Original Commissioned Paintings Start at \$1,000.**

As a more useful benchmark, my existing and commissioned 24 × 36 acrylic paintings generally range from \$2,500 to \$15,000, with approximately \$5,000 being typical.

That range is intentionally broad. A relatively straightforward single-person portrait and an elaborate narrative painting involving multiple people, detailed environments, specialty materials, extensive research, or unusual production techniques may occupy completely different points within that range — even when both paintings are the same size.

What affects painting prices?

- Canvas or Finished Artwork Size
- Medium
- Number of People or Subjects
- Complexity of the Composition
- Level of Detail
- Background/Environment
- Materials
- Specialty Tools or Techniques
- Research and Development
- Reference Material
- Custom Fabrication
- Production Timeline
- Rush Deadlines
- Indoor or Outdoor Application
- Installation Requirements
- Commercial Usage
- Projects Outside My uUual Artistic Wheelhouse

SIZE + FORMAT

Standard canvas and frame sizes are preferred whenever possible. They generally provide the best combination of material availability, presentation options, framing choices, and overall project efficiency.

Nonstandard / Custom Sizes

+\$250–\$500 per artwork

The actual amount depends upon the dimensions, materials, fabrication, and other requirements created by the custom format.

Client-Provided Materials

Clients may provide canvas, paper, frames, or other materials when appropriate, but those materials must be approved before I agree to work with them. Projects involving client-provided materials are custom quoted. Providing your own materials does not automatically reduce the creative price of the commission.

MULTIPLE PEOPLE + PETS

Additional Portrait Subjects Generally Begin at +\$250 per Additional Subject.

This is a minimum rather than a fixed per-person formula. The actual price depends upon the total number of people, composition, interaction between subjects, required detail, scale, and complexity.

A five-person band portrait isn't simply a one-person portrait multiplied by five. Creating a successful composition involving several distinct personalities is its own creative problem.

Pets

Pets may be incorporated into people-centered artwork and are generally treated as additional subjects for pricing purposes. I prefer not to accept animal-only painting commissions.

MEDIUMS

- Acrylic
- Watercolor
- Graphite / pencil
- Charcoal
- Pastel
- Ink
- Illustration
- Mixed media
- Multimedia
- Traditional and unconventional material combinations

Traditional oil-painting commissions are generally not preferred because of their substantially longer production and drying requirements. For clients who want the richness, dimensionality, and texture traditionally associated with oils, I can create heavily textured acrylic paintings with an oil-like appearance. Pricing depends upon the particular medium and production requirements.

FRAMING + PRESENTATION

Unless specifically included in your written project agreement, quoted commission prices cover the artwork itself.

- Frames
- Shadowboxes
- Specialty mounting
- Display hardware
- Custom fabrication
- Specialty presentation materials
- Installation
- Other third-party presentation services

I can coordinate these services or refer you to appropriate providers.

GRAPHIC DESIGN

Simple Single-Color Logo: Starting at \$500

Simple Single-Color Poster: Starting at \$500, Up to 18 × 24 Inches

Prices increase with additional colors, original illustration, greater complexity, extensive custom typography, multiple subjects, specialized production requirements, additional creative development, commercial applications, expanded deliverables, or work beyond the included revision process.

A simple graphic logo and an original piece of illustrated artwork that will ultimately function as a logo are not the same project. Illustration-intensive designs are priced according to the artwork required.

T-SHIRT + APPAREL DESIGN

Very Simple, Single-Color T-shirt Design: Starting at \$250

Pricing increases according to number of colors, original illustration, complexity, number of subjects, typography, printing requirements, production requirements, intended usage, and commercial reproduction.

Printing and merchandise production are separate from the creative fee unless specifically incorporated into the project agreement. I can either coordinate production or refer clients to appropriate providers.

CUSTOM ILLUSTRATION

Very Simple, Single-Color Illustration: Starting at \$250

This starting point applies to very simple artwork measuring 8.5 × 11 inches or smaller.

Pricing increases with larger dimensions, additional colors, greater detail, multiple people or subjects, more elaborate compositions, additional concept development, production complexity, intended usage, and commercial licensing.

DESIGN CONCEPTS + REVISIONS

3 Initial Design Options • 2 Rounds of Revisions • 1 Final FineTuning Round

This standard scope applies to graphic design, illustration, T-shirt design, and similar design-based projects. Additional revisions, new concepts, or changes outside the agreed scope may require additional project pricing.

DIGITAL DELIVERABLES

Standard digital deliverables typically include JPEG, AI, PSD, and PDF files as appropriate to the project. PNG, SVG, and EPS files are also available when required. The specific file package is established as part of the project scope.

MOCKUPS + CONCEPT DEVELOPMENT

Every commissioned artwork will be represented with a mockup of the expected finished work before final production. The mockup establishes the basic composition, subjects, placement, creative direction, and general expected appearance.

After Deposit

When the commission has already been approved and the deposit paid, the project mockup is normally included in the commission process.

Before Deposit

Pre-commission concept and mockup development starts at \$250+

The actual amount depends upon the amount of creative development required.

MULTIMEDIA + MIXED-MEDIA COMMISSIONS

Always Custom Quoted.

These projects can incorporate painting, drawing, photography, fabrication, dimensional construction, found objects, personal memorabilia, specialty materials, unconventional media, custom mounting, shadowboxes, and custom presentation.

Client-provided photographs, letters, clothing, keepsakes, memorabilia, and other meaningful objects can potentially be incorporated when appropriate and approved in advance. Materials, fabrication, specialty equipment, and outside services are considered when establishing the quote.

MURALS + LARGE-SCALE ARTWORK

Custom Quoted Individually.

I have previous mural experience and will consider both indoor and outdoor mural projects. Pricing can be affected by overall dimensions, surface conditions, location, accessibility, design complexity, number of subjects, environment, materials, specialty equipment, installation requirements, and production schedule.

Mural Materials

All anticipated mural materials are paid upfront. If the client requests changes or additions during production that require additional materials, those materials become additional project costs.

RUSH COMMISSIONS

Custom Quote

Rush projects may be available depending upon my production schedule. There is no universal rush percentage. Rush pricing is determined according to how quickly you need it and how much accommodating that deadline disrupts existing production.

COMMERCIAL ART + LICENSING

Custom Quote Based on Intended Usage

Commercial applications can include album artwork, merchandise, apparel for resale, advertising, publishing, branding, promotional campaigns, prints and reproductions, products for resale, and other revenue-generating uses.

Purchasing an original artwork or paying for its creation does not automatically purchase its copyright or unrestricted reproduction rights.

COPYRIGHT

Unless otherwise negotiated in writing, I retain the copyright and reproduction rights to my artwork. Purchasing a commissioned physical artwork gives the client ownership of that physical original. It does not automatically provide the right to reproduce the image, manufacture merchandise from it, sell prints, license it to third parties, or otherwise commercially exploit the artwork.

Full Copyright Buyout

Custom Quote

A complete copyright transfer may be available for certain projects. A copyright buyout is separate from the normal creative fee and must be negotiated and transferred through a written agreement.

DEPOSIT + PAYMENT

Standard Payment Structure

50% deposit to begin • 50% balance upon completion

Once work has begun or project-specific materials have been purchased, the deposit becomes non-refundable.

Payment Plans

Payment plans may be available on a case-by-case basis. The 50% initial deposit still applies. Remaining payments are generally scheduled monthly on a specific date agreed upon with the client.

Final Payment

The remaining balance is due upon completion. Payment must be received before the finished artwork or final digital files are released, or by the agreed completion date—whichever comes first.

PROJECT CHANGES

Every commission begins with an agreed written scope establishing the project, dimensions, medium, price, timeline, revisions where applicable, and known additional costs.

If you request a change to that agreed scope after production begins: PRODUCTION PAUSES.

We'll determine how the requested change affects the price, materials, artwork, and timeline. Work resumes only after the revised terms have been agreed upon in writing.

APPROVED MOCKUPS + RESTARTS

Once the project mockup has been approved, it establishes the fundamental composition, subjects, and creative direction of the finished artwork. The final piece remains an original artwork rather than a mechanical reproduction of the mockup.

Brushwork, texture, color interpretation, abstraction, mark-making, and other artistic decisions remain part of my creative process.

If the completed artwork substantially reflects the approved mockup and written scope, completely restarting because the client changes their mind constitutes a new project and requires a new deposit.

CLIENT DELAYS

If production is delayed because I'm waiting for client-provided photographs, references, materials, approvals, feedback, or other required information, the original completion date may change. Once everything required is received, the project will be returned to my production schedule according to availability.

REFERENCE PHOTOGRAPHY

Reference photography may be provided by the client or created specifically for the project when appropriate.

Client-provided imagery must be wholly owned or controlled by the client without requiring third-party permission, or the client must provide proof of the necessary licensing or permissions upfront. Artwork will not knowingly be created from copyrighted third-party imagery that neither the client nor I have permission to use.

PRINTING + OUTSIDE PRODUCTION

I can either coordinate or provide referrals for printing, apparel production, framing, fabrication, specialty mounting, merchandise production, and other project-specific services.

Unless specifically incorporated into the written project agreement, these outside costs are separate from my creative fee.

SHIPPING + DELIVERY

Local Pickup: Available

Shipping: Quoted Separately

Specialty Packaging: Quoted Separately

Insurance: Quoted Separately

Shipping-related costs depend upon the dimensions, value, fragility, packaging requirements, and destination of the finished artwork.

HOW TO GET A QUOTE

The easiest way to get an accurate price is to tell me what you're thinking. Whenever possible, include your basic idea, intended size, number of people or subjects, preferred medium, reference photographs or materials, intended personal or commercial use, desired completion date, and any unusual materials or production requirements.

Initial Consultations are Free.

From there, we'll determine what's possible, establish the project scope, and provide a project price before production begins.

**Custom artwork starts with an idea.
The quote starts with a conversation.**



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