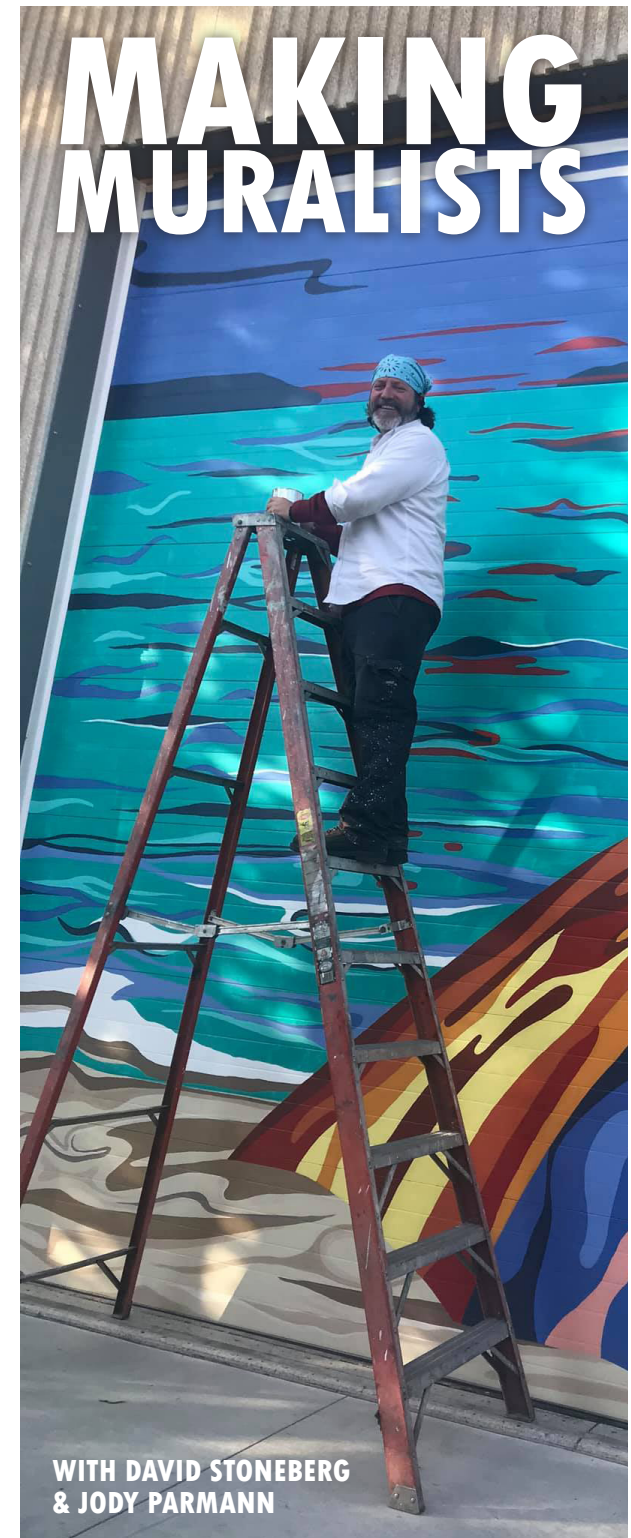


YOU'VE GOT THE JOB now what!

1. If your wall is not cleaned and primed and ready to go - you've worked that in your quote, so you'll do that first.
2. Sand your surface nice and smooth to paint on.
3. If you have a gradient or background color - paint it.
4. Use a grid to enlarge your work on the wall. You don't have to lay all the grid lines down on the wall. Do just the points where the lines cross.
5. Use different color dots, so you don't get lost on the wall and end up with a shifted image (time is money!)
6. If it's a cinder-block wall, that pattern makes for a natural grid. Use it!
7. Lay your lines in with pencil. Have a sharpener close at hand because it will dull quickly.
8. When painting such a large space the more you can work from the top down the better.
9. Once you've completed your image, present it to your client. Make sure they're satisfied. Make small adjustments if needed (if outside put on the clear coat).
10. When it comes to using images that are not yours. If you alter them at least 30% you can avoid copyright infringement. This important to consider for murals on public display.
11. If you're being asked to do Mickey Mouse on the wall of a kid's room, Disney's not going to hunt you down. In the grand scheme of things they know that the parents will go out and buy the matching comforter and lamp to go along with the mural. A mural like that would promote sales for them long run.

MURAL PAINTING best practices

- Put paint cans against walls.
- Always be aware of where paint cans are (nothing will ruin a job like a spilled can of paint, plus you'll have to eat the cost - less profit makes artists grumpy)
- Use only high quality paint. (such as Pratt & Lambert from Port Huron Paint)
- Open an account at a paint store such as Port Huron Paint or Sherwin Williams
- Take lots of photos of the process
- Build a website (Wordpress is nice for folks that aren't website builders).
- Get the fuzz off your roller, first by hand then take tape to it to pluck off the rest
- If mural cost exceeds \$1000 ask for a down payment
- Detailed images do not turn out well on cinder-block. Murals on cinder-block should be the ones viewed from 30-50 ft. away. Like a logo or mascot on a gym wall.
- Step back often from your mural while you're painting to access how it's coming together. Something that seems off 2 feet from it, may look just fine from a distance (how it will ultimately be viewed)
- Some UV varnishes will have a yellow/amber cast to it. It's hardly noticeable when it's on and it will significantly increase the longevity of your mural
- Red will fade faster (outdoors) than any other color. If it's a large part of your mural makes sure to let your client know that.
- Keep your work area tidy as you work. This is important not only for safety and it's professional. Clean up everything at the end of the day. Never leave an eye-sore for your client to stare at while you're gone.
- Suggested primer should be a mid-tone (rather than white or a very light color)



MURAL PAINTING tool kit:

- 12" Ruler (*clear*)
- Metal Yardstick
- T-Square
- Brushes
- Rollers
- Extension Poles
- Drop Clothes
- Cups
- Paper Plates
- Plastic Spoons
- Grocery Bags (*for storing brushes on breaks or lunches*)
- Paper towels
- Rags or Wet Wipes
- Pencils (*lots of them*)
- Manual pencil sharpener

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- An industrial fan for fumes and air circulation.
 - Quality Paint (Pratt & Lambert)
 - Flowtrol (*slows down drying for acrylics*
- *good for blending*)
 - Clear Coat (*Man-o-war Spar Varnish/Oil-based*
or Ascend/Water-based)
 - Access to water for cleaning up.

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- Ladders
 - Scaffolding
 - Rental or Access to: Scissor Lift /Cherry Picker
(*schools often have these*)
 - Vehicle such as truck or van with ladder rack

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- Snacks, Smokes & Beverages (*so you don't have to stop*)
 - Sun Screen
 - Sun Glasses
 - Ear plugs or noise canceling head phones

Other good investments:

- Paint Sprayer
- Power-washer

HOW TO quote a job:

- Take lots of photos of the space where mural will go.
- Create a proposal on professional letterhead.
- Produce a mock up of what mural will look like on the proposed surface (with Photoshop or comparable software). *Offer this service for free, but if they get very picky and change it more than three times, tell them you'll have to start charging for your time, but if a contract is signed the cost will be absorbed into it.*

Questions to ask:

- Will area be prepped by another contractor?
- Will it be power washed?
- Will it be primed?
- Do they have touch up paint of the original wall color?
There will be drips and having touch up paint acts as an eraser.

The Formula:

Duration of job (hours)*
x Desired Hourly Rate
(*Based on complexity of the design*)
+ Materials & supplies
+ Hazard pay**

*Over-estimate time and cost. If you think it will take you two weeks, tell them it will take four. Make sure you're not selling yourself short. You are painting their vision, not yours. It may not be as enjoyable as painting in your own studio the ideas that excite you. Get paid for your time. A nice paycheck for slogging away on a fairy princess bedroom will go along way toward you feeling like the project is worth your time and effort.

**Hazard Pay should be considered if any there are things that are going to interfere with your ability to paint in peace:

- Semis going by at 70 miles an hour
 - Is it outdoors? Are you fighting the elements
 - Can it only be done after-hours when the world is sleeping?
- If conditions make it harder for you to complete it - ask for more money.

However, if conditions are favorable, like they live on the lake and you've got the house to yourself while working, consider offering a *Lake House Discount!*

ALWAYS call back in 24 hours whether you can take the job or not. You will be remembered for your thoughtfulness.

Remind your client that the colors and details may vary on the finished piece. They have seen your portfolio. You have some artistic license in the process. The idea is that there is a consensus of approx. 80% agreement.

SUBSTRATES what to use where?

Metal

- Prime with Metal primer (with a rust inhibitor)
- Paint with Latex
- If outdoors, seal with UV Clear Coat
(see toolkit suggestions)

Wood

- Prime with Oil Primer
- Paint with Latex
- If outdoors, seal with UV Clear Coat
(see toolkit suggestions)

Cinder-block /Brick

- Prime with Block Filler
- Paint with Latex
- If outdoors, seal with UV Clear Coat
(see toolkit suggestions)

Aluminum or Vinyl Siding

- Say NO THANK YOU to the job... too bumpy of a surface for a mural

Outdoor mural

- Use exterior paint

Indoor mural

- Use interior paint

Suggested Finish

- Latex Low-sheen - One step above a flat
- Depending on the brand that may be a satin or eggshell