



JEFF MAXIM

ILLUSTRATION DESIGN FINE ART
3205 LONGHORN RD. #5 BOULDER CO 80302 303-931-7077

Mural Pricing

One Day: \$500

This would include a small mural or trompe l'oeil, 2'x3' for example, with perhaps some decorative enhancements. This is my base price so if I show up to paint you might as well keep me going for the day. A good example of this pricing would be the bathroom trompe l'oeil in the same house as the New Zealand beach mural. If the client wants something for less than \$1000 that would take us to a two day job, such as the Tree Critters mural, which I did for \$750 in a little less than fourteen hours.

I would supply a preliminary sketch of the image for this price, or not depending on how much the client wants me to do...better off painting than doing preliminary drawings.

\$1 a Square Foot

There are a variety of images that are quick and easy to spray. Blue sky with clouds is the most obvious example. Adding a seascape horizon, or a desert horizon with a few minor accents also fall into this category. The base price is still \$500, so of course if you have less than 500 square feet then it is more than the buck-a-square foot. The Spot climbing gym sky involved a total of 5000 square feet. We added the distant mountains and foreground trees which punched it up to \$1.50/s.f.. Rockin'-n-Jammin' climbing gym also initially wanted to spend the dollar, but we added enough details to bring it up to \$2/s.f. or \$2800 total. We did The Spot in five days with three painters. I painted the Rockin-n-Jammin mural in seven days.

Preliminary sketches are unnecessary at this price scale, though I would do a water color of the enhancements (i.e. cool looking birds) should the client want them.

By the Wall for \$1100

The average household wall is eleven feet wide and eight feet tall. I can completely paint each wall to what I call 50% detail. That means that background rendering, foliage, or other non-essential imagery would be simply and quickly painted. I would concentrate on putting more time and detail into the essential aspects of the mural.

Both the Tree House and Surfing Apes murals were done on this price scale. Since the ceilings in both murals had much less detail I did all five surfaces for \$5000.

I would do preliminary sketches and color renderings of the final concept for this price scale.

By the Image

At this point I have to price the imagery based on my own sense of how long it will take. This is how the majority of the work gets priced.

The process goes like this: Most clients have a budget in mind. I will then propose ideas that add up to half again that budget. Sometimes the client goes with that price. If they need to remain firm with their budget then at least we can work our way back to it, which brings the client into the creative process and insures their satisfaction with the final product.

-Both the Backyard Beach and New Zealand Beach murals (full color landscape, 80 s.f.) were done this way, both settling at \$1400.

-The Prague Mural (two color city scape, 84 s.f.) was also done this way for \$1500. All three of these were done at 100% detail.

-The Wine Label Mural (full color, highly detailed labels, 175 s.f.) was \$8000. I painted it in my studio and installed it. In this case it was \$500 per label, plus \$3000 for background and installation.

I would do detailed drawings and preliminary color renderings at this price scale.

By the 4'x8' Panel

This is the pricing I use for the Denver Zoo, at \$800 per panel. The murals are all done on exterior grade fiber board and need to be installed and touched up.

This pricing is useful if I end up doing the painting off-site and then installing it. The Great Harvest mural was also done this way. The 3.5 panel image was \$2800, and I charged and additional \$400 to install it.

Hourly

If you do the math you will calculate that I am making between \$50 and \$100 per hour. My studio hourly rate is \$50-\$75/hr. I have had clients that wanted a variety of imagery on a variety of walls that preferred to go with hourly rate. If the walls are hard to access or textured sometimes this is the easier way to go for all concerned. This way I don't have to charge extra to protect myself and the client gets to monitor costs and progress. If the client wants to chip away at a project pending available funds this is an attractive alternative.

If the client has a lot of wall to paint (3 days or more) I charge \$50/hr, less wall I charge more (2 days or less).

Large Scale Printing

In this scenario I would do an illustration at smaller scale, say 18"x24" often in a day. I would then scan or photograph the image and print it out at a larger scale. If I charge \$500 for the illustration, and the printing is \$3/s.f., then the final price for a 6'x8' image is \$644 plus installation.

The advantage with this process is that I would be able to paint at greater detail at 18"x24" than I would if I was painting the 6'x8' image. The mural would be on vinyl or metal and easily cleaned, which is good for commercial locations. The client would be able to take the image with them or move to another location. Should the image get damaged we can print out another one.

This is a convenient system for commercial applications and/or locations that would prefer to not have me sitting on scaffolding for several days. The image could be printed on a variety of materials from canvas to plastic to adhesive vinyl.

Commissioned Paintings

Most of the paintings on my site would cost from \$500 to \$1500.

-The pet portrait paintings would run \$500 per pet, \$350 for a graphite drawing.

-The Colorado Fourteeners poster was a flat rate of \$3000 plus a percentage of sales, which I never saw (though it is still selling like hotcakes in Colorado tourist shops).

Given the research that went into it I would probably charge \$10,000 to do something like that again.