



Dan Hollingshead

Paintings Drawings Murals

Flying Duck Farm Ltd.  
Mural Commissions

Most people or businesses who have given thought to having a mural painted usually have an idea of what they would like to see, and the effect they would like to create, but the idea usually remains somewhat unfocused and without many of the necessary specific details.

In this document I attempt to help focus your idea by pointing out some of the concerns of moving an idea from concept to reality. I talk about the process of design, planning, pricing and painting. I also explain what goes into writing a proposal and how my murals are shipped if necessary.

If you haven't already looked at it please see my page on Murals painted on Canvas, since for the most part these are the kind of murals I specialize in and on that page I point out several of the advantages of selecting that type of mural if possible.

Flying Duck Farm Ltd is my company through which I operate my mural and portrait painting businesses. All proposals are submitted by and contracts signed with Flying Duck Farm. I also sell prints, custom accessories and paintings in my store through Flying Duck Farm.

Please feel free to contact me with any questions at [dan@danhollingshead.com](mailto:dan@danhollingshead.com)

## Design and Planning – the Original Idea

A well thought out design is the key to success for any mural. My normal procedure is to talk with the client to determine how well defined their idea of the mural is. If they know just what they want and especially if there are some supporting reference materials like photos or examples of style, I make two or three sketches that create a basic layout of the proposed mural and the basic design is complete.

If there really isn't a very specific idea in mind I try through conversation to determine what might be pleasing, even if it's very high level. In a case like this I also make several sketches to begin blocking out a design. In a case like this the sketches provide a starting place which is important especially if the clients don't have a lot of experience working with the language of visual design.

We can talk and exchange ideas via email and phone very easily. My experience is that this step can be completed without a great deal of indecision and time.

Even potential clients who have a very definite idea of what they want in a mural often benefit from 'bouncing' their ideas off another person. The process can often help refine their ideas or confirm that they are definitely pleased with the mural they have in mind.

After deciding on a design and determining the size and place the mural will be painted or installed (photos help here) I convert the sketches into a colored pencil drawing that includes sufficient detail to communicate the look of the painted mural. I charge \$50.00 for this drawing that is deducted from the price of the mural if the project goes ahead.



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## Subject and Style

Do you want to add excitement to a plain space, wall or room, or add the appearance of space to a room too small for your liking? Do you want to draw attention to a business that occupies a very plain building, a building that people drive by every day and never notice? There are countless ways to change the presentation and feel of a room or a building and are only limited by your imagination.

Murals can range from modern abstracts to classical landscapes and everything in between. Murals can be very complex or very simple. A more important consideration is the effect the mural will have on the room (for interior murals) or the presentation of the building (for exterior murals.)

## Pricing

Murals are priced by a combination the Square Footage of the Mural, the Complexity of the Mural, and by the Location of the Mural.

The price per Square Foot for painting a Mural goes down the larger the Mural. I will include a table below with basic charges based on Square Footage but I will address the other two items first since they can impact the price matrix significantly.

The difference between the effort required to paint a mural consisting mainly of silhouettes or simple figures and a classical scene featuring a number of people engaged in activity is obvious to everyone. When a mural with people requires specific portraits the level of complexity rises again, so this is a major consideration.

The location of the mural can also effect the pricing, especially if scaffolding is required, or the mural is on a ceiling. Also, the difference between painting a mural in a home or business that is occupied and a home or business that is currently empty not yet opened is significant.

## Pricing Guidelines - on Location

Dimensions	Area	Price
3 ft x 4 ft	12 ft	\$ 700.00
4 ft x 6 ft	24 ft	\$ 1,100.00
6 ft x 9 ft	54 ft	\$ 2,300.00
7 ft x 10 ft	70 ft	\$ 2,700.00
8 ft x 12 ft	96 ft	\$ 3,300.00
10 ft x 15 ft	150 ft	\$ 4,600.00
12 ft x 20 ft	240 ft	\$ 6,800.00

These price guidelines are for murals of moderate complexity and in locations where access is not an issue. They include all work and materials but do not include sales tax, scaffolding, traveling or living expenses if applicable.



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### Pricing Guidelines – in Studio

Dimensions	Area	Price
3 ft x 4 ft	12 ft	\$ 550.00
4 ft x 6 ft	24 ft	\$ 950.00
6 ft x 9 ft	54 ft	\$ 2,100.00
7 ft x 10 ft	70 ft	\$ 2,500.00
7.5 ft x 12 ft	90 ft	\$ 3,000.00
7.5 ft x 16 ft	120 ft	\$ 3,800.00

These price guidelines are for murals of moderate complexity. They include all work and materials but do not include sales tax, shipping and installation. The maximum height for murals painted in the studio at this time is 91 inches although the width can be up to 16 feet. Murals painted in the studio are shipped in sturdy shipping tubes via UPS and can be installed by any qualified Wallpaper Hanger using acrylic wallpaper adhesive.

All of my murals are painted with acrylics. In most cases Interior murals are protected with a coat of polyurethane for protection. All Exterior murals are painted with two coats of polyurethane for protection.

### Proposals and Contracts

After all of the preliminary steps are completed proposals are written specifically for each project. The customer name and location of the mural are identified. The proposal describes the requirements of the mural in detail, copies of the sketches used the mural design, the materials that will be used and steps that will be followed, along with a starting date and an approximate finishing date. I require 50% down before beginning the project and 50% upon completion.

The contracts are short and primarily specify that the client will pay the fee specified by the proposal, any changes must be agreed to by both parties and also specify that I can use photos and images of the mural for advertising and promotion of my business.

If you have any other questions please contact me at [dan@danhollingshead.com](mailto:dan@danhollingshead.com) and I will be happy to answer to the best of my ability!

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