# PROCESS

**GINA LEON** 

604.369.4022 ginaleon44@hotmail.com www.ginaleon.weebly.com



#### 1. Preliminary Conversation

Feel free to contact me via phone or email. Whether it's a rough idea or a detailed description of your vision – including knowledge of the space and the creative direction for your piece – a conversation is the first step to manifesting your project.

#### 2. Pricing

For an estimate of your project cost, please feel free to contact me so that we can discuss either via email/ phone or onsite. You are also welcome to see the cost breakdown.

### 3. Contract and Agreement

Before beginning the preliminary designs for your project, you will receive a contract which must be signed. A design deposit will be requested – this is typically \$1000 but depends on the magnitude of the mural project. I will then provide you with a schedule that meets your deadlines.

# 4. The Process

The process varies – this is the magic of mural painting. However, we typically begin with a conversation that covers your needs: vision, inspiration, mood, feel, use of space, and desired outcome.

Visual ideas and images are essential to this stage, as is specifying your needs. Post discussion, I will begin to design preliminary images and provide you with inspiration images that begin to map out your vision – depending on the style and subject of the project. In some cases – thorough designs are necessary. In others, it is quite natural for me to dive straight in and begin painting. This requires faith on your part, but remember it is my job to marry my intuition and skill as an artist with your vision as a client.

To bring your vision to life is what I do - I will work diligently to do so until you are completely and whole-heartedly satisfied.

# 5. Deposit

A deposit, typically 50% of my total fee, is due one week before onsite painting. This allows for ordering of supplies and confirms the scheduling dates. We will also revisit the design concept again and discuss any changes, ideas, thoughts pertaining to the mural. We will confirm the start date and any preparations needed to ready the space.

# 6. Painting

Painting hours range – depending on the nature of the job. However, I tend to paint for 6 hours each day, usually beginning at 9:30 am. I will make a point of checking in with you to ensure that throughout the process your expectations are well met. I often work more quickly that the initial time estimated; however, I will always create this window of time to ensure that the work is not rushed or impacted by unnecessary strains.

#### 7. Final Payment

A final payment of the full remaining balance is due upon completion of the mural.