



STUDIO JEN HUGHES LLC

ARTIST. MURALIST. DESIGNER.

A bit about Jen...

Hi there! I am so excited to begin this mural journey with you! With over 15 years of painting, design and color-creating experience, my goal is to bring beauty + joy into your space through quality, creative mural design. With art bringing so much happiness and inspiration into our lives, adding color and beauty to your space is always a fabulous idea!

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MURAL PROCESS

1 CONSULTATION: \$35

A first meeting will occur, either in person or virtual, to walk through the space and discuss desired ideas for the mural. Necessary project details will also be discussed, including wall dimensions, timeline, budget and expectations. Initial meetings are typically around 30min. There is a non-refundable \$35 fee for the consultation, due before the initial consult.

2 MOOD BOARD: \$125

After our initial meeting, we will work together to share any vision-boards, images, or references that may inspire the tone and look of the mural. Your mood-board will be designed with detailed information outlining a general "design look" for the space, including: color suggestions, paint type recommendations, design inspiration (narrowed down) and potential design ideas/illustrations for the mural.

There is a non-refundable \$125 fee for this design process, due before the mood-board is initiated. This amount is applied to total project cost at the end.

3 DESIGN + ESTIMATE: \$375

At this point, I will create a fully-rendered, digital mock-up of the initial, detailed design, showing what the final mural will look like. There is a non-refundable \$375 fee for this service, due prior to commencement of the design. If the design is approved, this fee is applied to the total project cost. Pricing generally ranges between \$15-\$25 per sqft, depending on the details of the design. An estimate for cost and time will be provided with the detailed design. This process includes two rounds of revisions as needed. If any additional revisions are requested, they will be charged at an hourly rate of \$75/hr. (Mural Minimum cost is \$750.)

4 SCHEDULING + MURAL INSTALLATION

Once the mural design is approved, together we will determine a timeline and address all needs for your mural installation. A Master Agreement is signed and a 50% deposit is due. At this point, all materials will be purchased and project will be booked. A traveling fee of \$1/mile will be applied for all locations outside San Antonio, unless otherwise arranged.

Can't wait to get started! ~ Jen