

# CUSTOM ART DESIGN GUIDE

AKA how this all works + how much it costs!





Hello!

## **I'm Tess (she/her) AKA Ruby Tuesday Art**

If you're after some stunning custom artwork to give as a thoughtful and super personal gift to a loved one (or to yourself???), you're in the right place. My artwork is the perfect blend of whimsical, adorable yet semi-realistic (e.g. your dog will look adorable, yet clearly recognisable!).

PLUS, the process of working with me isn't just simple, professional and seamless, it's also incredibly fun! I'm all about making sure you end up with beautiful artwork, and have a great time along the way.

Tess xo

*I acknowledge and pay respect to the lutruwita (Tasmania) community as the traditional and original owners and continuing custodians of this land on which I live, work create and paint.*

# Design Process

## **1. QUESTIONNAIRE + DESIGN GUIDE**

To get the ball rolling I need to know a bit about you, and the art that you're after! I'll also send you my design guide (this doc!). Let me know what you'd like painted and anything you'd like me to know. Also, tell me what size artwork you'd like!

## **2. PROPOSAL/CONTRACT/INVOICE**

I'll send you a proposal, and once approved you'll be directed to a contract and to your invoice for payment! Payment is required in full prior to commencing work on your project.

## **3. UPLOAD YOUR PICTURES**

You'll be sent a form so you can upload any reference pics of your house/pet/bouquet (whatever you want painted) - more info on page 5!

## **4. SKETCH**

Before I start painting, I'll send you a sketch of your artwork, to make sure everything is where it should be prior to me putting paint to paper!

Once approved: SIT BACK AND RELAX WHILE I PAINT!

## **5. PAINT & POST**

Gimme a couple of weeks (generally 3-4) and your artwork will be ready for me to post to you.

# Pricing + Inclusions

Prices below include cost of design time (including creating a sketch for your approval prior to putting paint to paper!), materials and standard postage. Your artwork is painted with artists quality paint on high-quality hot pressed paper (AKA smooth paper) and is provided unframed.

## **A5 (148 x 210mm)**

\$570

INCLUDES 1 OF THE FOLLOWING:

- HOUSE PORTRAIT WITH BACKGROUND
- PET PORTRAIT (1 X PET) ON WHITE BACKGROUND
- BOUQUET PORTRAIT ON WHITE BACKGROUND
- COUPLE PORTRAIT ON WHITE BACKGROUND

## **A4 (210 x 297mm)**

\$850

INCLUDES 1 OF THE FOLLOWING:

- HOUSE PORTRAIT WITH BACKGROUND
- PET PORTRAIT (1 X PET) ON WHITE BACKGROUND
- BOUQUET PORTRAIT ON WHITE BACKGROUND
- COUPLE PORTRAIT ON WHITE BACKGROUND



# Reference Photos

A reference photo is simply a photo that the artist looks at and refers to to create their artwork, e.g. if you were wanting a house portrait, you'd send through a photo of the house you want painted. In the most basic terms, the better the photo = the better the artwork!

**1. Take the photo from front-on.** If it's a house, try and take your photo from front-on, with a bit of front lawn and the entire roofline visible.

If the pic is of a pet, try and get a photo straight on, not above! However, doggos, horses and other long-snouted pets tend to look best if they're slightly angled, e.g. 45 degrees or so.

**2. High-quality photos are essential.** No need to go out and buy a fancy camera, or hire a photographer, phone photos are totally fine! Buuuut be sure to send the actual photo and not a screenshot.

Low-quality, fuzzy or pixel-y photos mean I can't get as much of the fine details, so please make sure the photo is clear. This allows me/your chosen artist to zoom in and capture all the teeny weeny details, especially when it comes to your home's details, your pet's markings, those kinds of things.

**3. Soft natural lighting.** A clear, well-lit photo taken in good light allows me to see colouring and other details easily. Photos taken at night, with lots of shadows, or with a flash don't give an accurate shot of colours, and may also hide some of those awesome details you want captured!

Check out my work...















# What's next?!

I'm so excited to work with you on your project, and to create something truly unique and beautiful!

Alrighty, ready to get started? Simply click below to book a

**CLICK TO BOOK NOW!**

*"I loved the whole experience of working with Tess.  
Especially that it felt really personal!"*

*Tess offers a really professional yet fun experience and the end result was amazing! It's pretty special to have unique art work, that is such great quality, at an affordable price, and to be supporting a small and local business.*

*What more could I want?!"*

- Melanie