

Off the Wall: Leadership Training in Mural Making

A MURAL PRODUCTION PRIMER

Steps to a successful mural production: from conception to completion

This point form outline is a guide to the items and issues that need to be addressed when creating and managing a community public art mural project. Each program and community will be different and the answers and the ways that these items are dealt with will be unique to your project.

1. Initiating the Mural Project
 - Who owns the idea?
 - What is the purpose?
 - Building a team
2. Administration
 - budget and financial management
 - assigning roles and responsibilities
 - contracts and permits
 - human resources
 - insurance
 - health & safety
 - communication
 - documentation
 - maintenance plan
3. Project management – some of these may be delegated
 - creating a schedule – time management
 - day to day supervision; monitoring the project
 - special event(s)
 - reporting and communications
 - artist and community liaison
 - troubleshooting
4. Partners and team members
 - defining roles
 - written agreement(s)
5. Community engagement & Outreach
 - roles
 - consultation
 - communication
 - celebration
 - marketing plan
 - Social networking /blog / facebook etc.
6. Budget
 - Potential revenue sources could include:
 - i) Grants
 - ii) cash donations
 - iii) sponsorship (know the difference)
 - iv) in-kind goods and services
 - v) Earned revenue (sales of merchandise etc.)
 - vi) BIA contributions
 - vii) lottery funding
 - viii) Other.....

Off the Wall: Leadership Training in Mural Making

A MURAL PRODUCTION PRIMER

Steps to a successful mural production: from conception to completion

Expenses include:

- ix) Artist(s) fees
- x) Administration
- xi) Competition expenses
- xii) Wall preparation
- xiii) Art supplies & materials
- xiv) Lifting equipment
- xv) Celebration event
- xvi) Maintenance

7. The wall or other mural location
 - Visibility
 - Wall construction and surface- what is it made of?
 - Condition and environment – know the danger signs
 - Ownership – which leads to
 - negotiating the site
 - contract / roles and responsibilities
 - services e.g. water, storage, access
8. Choosing mural material
 - paint directly on surface
 - panel (plywood/aluminium)
 - non-woven media
 - other....
9. Selecting a theme
 - Open (artist's choice)
 - community consultation
 - goal directed – purpose of the mural project
 - relevance to mural location and architectural setting
10. Selecting artist(s)
 - outreach to artists
 - creating a call for artists
 - selection process (open, invitational, limited, commission)
 - scope of work
 - fees
11. Contracts
 - With wall owner
 - With artist(s)
 - Copyright
 - Permits
12. Insurance
 - personal accident insurance for the artists
 - comprehensive liability insurance
 - WSIB (Workers Safety and Insurance Board)

Off the Wall: Leadership Training in Mural Making
A MURAL PRODUCTION PRIMER
Steps to a successful mural production: from conception to completion

13. Creating the mural
 - research
 - design
 - wall preparation
 - painting
 - coating (if required)
14. Maintenance Plan
 - Documentation of original work
 - Budget & who is responsible?
 - Condition reports
 - Maintenance schedule
15. Marketing/Promotion
 - local outreach
 - media
 - networking
 - putting your mural on the map
16. Closure
 - mural is completed to satisfaction of the client
 - final payments
 - mural launch or community celebration
 - reporting to appropriate parties

PRESENTED FOR:
Off the Wall: Leadership Training in Mural Making - 2011

Karin Eaton, Executive & Artistic Director
Mural Routes
1859 Kingston Road
Toronto, ON M1N 1T3
416-698-7995
Karin@muralroutes.com
www.muralroutes.com

May 2011