



PROCESS BOOK





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INTRODUCTION

I was commissioned by Meghan Fields at On the Fringe Salon in my home town of McCrory, Arkansas to design and paint an outdoor mural on a wall of her store. She wanted to use the mural as a location to take pictures of her clients, and to showcase her personality on her business. Meghan wanted this design to be eclectic, colorful, hippie, and wanted to include typography through a quote. The process consisted of multiple steps: research, ideation, and painting. Executing the design both digitally and physically brought different challenges to each step.

RESEARCH

First, my client and I worked together to research inspiration for the mural. We looked at both mural designs as well as digital designs. We were both drawn to natural elements like butterflies, flowers, and plants as well as bold and bright colors.



IDEATION

After research I began creating sketches. I gave my client a couple of rough sketches that gave an idea of where different elements would be on the mural. My client liked the second design the best, so I recreated the design in Illustrator. I gave the illustrations more detail and included the typography that would be used. All of the illustrations in this design were drawn by me.



PAINTING

The first step of the painting process was to draw the design on the wall. Originally I wanted to use a projector to project the design on the wall, but due to street lighting I wasn't able to use the projector. I decided to sketch the design onto the wall in small sections by referencing my sketch on my computer. I started painting by filling in the large spaces of color.



PAINTING

Once the area that would have typography in the front was painted and dried, I sketched out the type once again by referencing the design on my computer. Once that was done, I continued painting the type as well as the rest of the illustrations. Lastly, I painted the black strokes around the type and illustrations and added details such as highlights and shadows.



FINAL ART WORK



CONCLUSION

This mural design proved to be successful. My client and I both received much positive feedback on social media, and her clients would tell her how they can't wait to come visit her store to take their picture with the mural. Her social media also looks very cohesive with most all of her pictures being taken in front of the mural. For myself, I have had several people contact me for future mural commissions and projects around the McCrory area. What I enjoyed most was being able to bring my own art to my small town for everyone to see.

