

Murals, Mosaics and Stone Gardens Project Guide

- ❑ **Funding:** Grants are available at a local, state and federal level or you can raise your own funds. Mural and Stepping Stone Projects are designed to involve parent volunteers and teachers as well as students, keeping the total cost for the project low.
<https://nonprofitquarterly.org/2013/06/19/fundraising-strategies-for-murals-and-public-art/>
- ❑ **Choose a site:** murals can be completed on a panel and later installed at a site. Keep the weather in mind.
- ❑ **Sign Contract**
- ❑ ***Choose a planning meeting:**
This meeting includes the following representatives:
 - ❑ **PTA representative (sometimes acts as project manager)**
 - ❑ **Administrator**
 - ❑ **Artist**
 - ❑ *** Art Teacher:** Project manager collaborates to design mural, lesson plans and may supervise the teaching artist, stay in the classroom or accompany the students on site
 - ❑ **Scheduling volunteer:**
 - ❑ **Painting volunteer:** assists teachers in painting area
 - ❑ **Documentation volunteer:**
 - ❑ **Communications volunteers:** distribute information, blogs and instagram, press release, Artist evaluations.
 - ❑ **Dedication Ceremony Celebration Date Volunteers:**
- ❑ **There are Five types of Murals**
 1. **Traditional Mural:** One Artist creates a proposal and sketches the design onto the wall by hand or using a projector then paints.
 2. **Traditional Collaborative Mural:** An artist, client or team, creates a design with a single concept or theme and hires people to help or asks for volunteers using a grant or website.
 3. **Collaborative Design Mural:** Many designs from many artists are collected. A single artist paints the designs using a *single style*, Art Element, Principle of Design or technique.
 4. **Sectional Collaborative Mural:** A project manager or lead artists divides the wall into sections and ask for many ideas from many people with or without a central theme. Everyone paints their own section.

5. **Collaborative Mural:** A lead artists acts as project manager, collecting many designs with a central theme. Each person paints their own design which the artist then unifies with a single Art Element, Principle of Design, technique, or style.

Projects are custom designed for each school by the PTA, teachers, parents, artist, students and administrators. Mosaics tiles are the most costly but also can be the most relaxing project. Murals and billboards are according to statistical data the most effective way to advertise. The internet has created a new virtual wall that includes websites, Facebook pages, instagrams, blogs and twitters. I have been painting murals and teaching for more than 15 years and all murals can be organized into categories. Do these categories reflect the virtual wall?

Traditional Mural: Create a proposal find a wall and sketch the design onto the wall by hand or using a projector. sounds like Facebook. **Traditional Collaborative Mural:** Create a design and hire people to help or ask for volunteers using a grant. The corporate website perhaps?

Sectional Collaborative Mural: Divide the wall into sections and ask for many ideas from many people with a central theme or without. Everyone paints their own section. Could this be a Twitter account or Instagram?

Collaborative Design Mural: Create many designs from many artists and a single artist paints the designs on the wall. My first thought was the Google Search page.

Any combination of the above mural concepts are used to communicate ideas or just make the world more aesthetically pleasing to look at. We can paint a mural with no theme symbols or purpose other than pure relaxation or meditation as seen in ancient sand painting a universal temporary work of art made from sand. A modern version of this art would be a city or plaza chalk drawing.

- Theme or goal:** Themes can be combined such as character traits and fish. Murals can be painted using sand paint to accommodate the visually challenged community.
- Date** for the project (one to two weeks) consecutive or nonconsecutive days. Rain date?
- Scheduling:** Parents or teachers will volunteer for this task. A project manager can be assigned by the PTA or School to oversee the project.
- Orientation Meeting:** group or facility?
- Dedication Ceremony Date:**
- Proposal Approval**
- Priming setup and preparation date**
- Project Review and Evaluations**

