## Start a new project

Navigating commissions, public art and community work is not something you would normally do very often. It’s also a pretty new universe as far as creative work goes, and we’re all learning how to do it together.

To streamline the collaborative process, you can fill out the details you have using the headings below. The fields I’ve included can be helpful to use as a guide for thinking about things you didn’t know you needed to think about. Give as much detail as you can, but if not all these points are relevant to your project, you don’t have to fill those ones.

You can copy your project details into an email, or you can fill everything out in this document and send it as an attachment. Either way, send your project details to mikaelamillercreative@gmail.com and I’ll be in touch with thoughts, suggestions and to let you know what the next step is from here.

Please note, sending through your project details does not guarantee my availability or suitability for your project, however I will always endeavour to accommodate your needs, or at least point you in a helpful direction.

Your patience is greatly appreciated! I’m responsible for all my enquiries, quotes, scheduling and project management - on top of actually making artwork. You may not get an instant response, but you ***will*** hear from me, and I always try to reply to the most urgent project s first.

Hopefully we’ll be working together soon!

1. **What is the project?**
Eg. A mural? A mural with community workshops? A t-shirt design for your band? etc.
2. **Who is the best point of contact for this project?**
3. **What are the deliverable/s and dimensions?**
What do you need me to produce/ make for you? What's the size, surface or final application? Give as much info as you have and be accurate with dimensions.
Eg: Final deliverable is a mural painted on a 2m x 10m rendered exterior wall.
Eg.2: A circular, die cut vinyl decal, 80mm diameter, for application to cars, laptops, etc. as promotional merch.
4. **What is your time frame?**
Do you have a hard deadline? Do you need the budget spent in a specific quarter? Is this a long term creative vision? Will it be ongoing? Are you flexible?
5. **What's the aim of the project?**
What are you hoping to achieve with this project/ artwork? What’s the ‘big picture’ goal?
6. **What is the artistic brief?**
Think in regards to visual outcome or aesthetics and don’t feel like you need to be super specific. Is there a font or colour that is essential to the work? Are there words/ copy that need to be included? Is there a theme - like a place, person, story or subject that you’d like to see interpreted through my unique approach and style? Are you looking for a specific tone or mood for your space?
7. **Do you have a budget?**
Is it rigid or flexible? Is there a contingency? Are you open to adjusting the project scope to fit your budget or are the project outcomes the priority so you’ll spend what’s necessary? Are you planning to fundraise? Do you have sponsors or partners who can provide materials or services in lieu of funds to get the project done on a tight budget?
8. **Will the artwork be reproduced?**
If there are reproductions involved (eg. For t-shirts, posters, advertising material) how many reproductions will be made? What’s the circulation lifespan? Do you require the artwork to be licensed in a particular way? If you're commissioning a mural - will it be photographed and reproduced on other signage or marketing material?
9. **Who are your stakeholders?**
How many are there and what is their stake? Do you get the final say on approving the design/ budget/ outcomes? Do you have specific people who need to be involved in physically making the work? What are everyone’s expectations? Do you have KPI’s or acquittal requirements to meet? If you are managing multiple stakeholders from multiple standpoints - be mindful of who you are giving creative input and authority to. Generally the more financial or time investment they have made, the more say they get to have.
10. **What environmental and site-specific considerations need to be made?**
Is there limited access to the site? Specific operating hours that artwork will need to be installed outside of? Limited or no water available? Power access? Does the artwork need to be made of (or not made of) particular materials to meet health, environmental or durability constraints?
11. **Will access equipment be required?**
Do you know what kind and how it will be arranged? Do you already have ladders/ scaffold/ scissor lifts available to you? Do you require specific tickets, training or inductions outside of the basic Yellow Card EWP ticket?
12. **Do you need this project/ process or outcome documented?**
Would this be through photography, videography, in written form, or a combination of these? Who's responsibility and expense will this be?