

# SR Schaefer Recognition

G R O U P

America's Employee Recognition Expert

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[www.PaintMyStory.com](http://www.PaintMyStory.com)

## Pricing Guide

<b>ORIGINAL ARTWORK</b>	
Design, development, layout, materials and proof charges	<b>\$800</b>
Price for each Design Element in a photographic collage composition	<b>\$99</b>
Total cost of photographic collage artwork = (\$99) X (# of design elements)	
Price for each Design Element in a painted montage composition	<b>\$169</b>
Total cost of original montage artwork - (\$169) X (# of design elements)	

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**Framed Prints**  
19" x 24" - \$119  
11.5" x 14.5" - \$110



**Gallery Plaques**  
19" x 24" - \$110  
11.5" x 14.5" - \$80

<b>PHOTOGRAPHIC COLLAGE – add a photographic image to your collage</b>	
19" x 24" Framed Print	<b>\$268</b>
11.5" x 14.5" Gallery Plaque	<b>\$259</b>

<b>PAINTED MONTAGE – add a painted image to your montage</b>	
19" x 24" Framed Print	<b>\$373</b>
11.5" x 14.5" Gallery Plaque	<b>\$364</b>

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## ***GENERAL INFORMATION***

### **Lead Times:**

Original Artwork- 8 weeks, 6 weeks add  
50%,  
4 weeks add 100%

### **Digital Reproductions and Framing:**

framed prints and plaques ship in three days  
from order

### **Terms:**

50% deposit due with order  
50% due upon design approval  
F.O.B. Phoenix, Arizona, USA





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## **Client Information Package**

Schaefer Recognition Group has pioneered the process of turning a group of your personal images into either a photographic collage or a fine art montage illustration. Each completed montage or collage has the unique ability to have an additional image(s) added seamlessly into the composition, so it appears to be part of the original design.

On our web site, Take the Tour from our Business, Family or Wedding section to see examples of how this exciting process is accomplished. We look forward to working with you to create a meaningful multi-image statement that tells your valued recipients, *"... without your, our stories just not complete!"*

### **A. Content of the Original Fine Art Montage or Photographic Collage**

The type, quantity and priority of design elements are all important in the development of your montage. While our art staff is skilled in the design and layout of montage and collage compositions, we need your help in the selection and prioritization of images to be included in the piece.

Here are some categories and examples of elements to consider in providing us with reference materials.

## **For Corporate Originals**

### The Organization

Logos, facilities, historical events or locations of importance to your organization.

### The Products

Goods and services your company manufactures or distributes, growth and acquisitions, business areas, divisions. Products representing major strides in the company's growth or images that help the viewer relate to relevant times and/or places are particularly effective design elements.

### The People

Founders, top executives, employees involved in various job functions... People add warmth and can often help establish an environment in which others will enjoy being involved. (Note: the people discussed here will appear in the original illustration and on all reproductions. Personalization portraits of recipients will be individually painted on specific montage prints or added by computer to collages, as ordered).

### The Objectives and Philosophies

Consider company goals and attributes, ethical standards, credos, community involvement, etc. Consider how you want the recipient to feel about the organization when he/she looks at the painting, especially if you visually involve them by adding their portrait and/or company logo.

### The Special Event

Title, objectives, activities, site, local landmarks... If the montage is produced to represent a special event or celebration, consider images that will help recipients relive the total experience every time they look at their personal fine art commemorative.

## **For a Family Montage**

### The People

Included the Honored Recipient(s), Parents, Grandparents, Children, Grandchildren, Spouses, Friends, and Co-Workers. These are the special people that make the family what it is.

### Family History

Homes, Vacation memories, Landmarks, Valued Possessions, Relatives Homes, Special places that carry lasting memories.

### Other Support Elements

Pets, family philosophies, documents of significance (birth certificates, newspaper headlines, trophies, ribbons, uniforms, logos etc.). Here is where the little added touches that really personalize the montage can make a big difference in the memories it captures.

## **B. Reference Material**

The quality of the reference materials provided to the artist has a tremendous impact on the look, feel and cohesiveness of the original art montage, as well as the portrait individualization's. With this in mind, we have created some guidelines to help in providing the best reference materials possible for your personalized montage program.

If photographic prints are being scanned, provide shots with good, accurate color and clarity and at least 300dpi resolution. Professional quality photography is preferred. Company brochures, annual reports, marketing pieces, etc. are also acceptable. Try to provide photographic reference of equal quality, contrast and resolution, as this will make for a more balanced collage or montage.

It is always a good idea to provide us with a choice of photographs for a piece of reference to allow the artist some flexibility with respect to angle, lighting, etc. By having several different views of some elements (buildings, products, people, scenic locations), we have more variety in the way that your montage composition can be designed to best capture your story.

For portraits, close up (head and shoulders only) shots are best. Photographs taken of a person at an event, especially group shots, normally include a large portion of the person's body, making the face rather small. The key to a good portrait likeness is the eyes, so a good close-up with sufficient lighting and clarity is important.

If you are taking the photos yourself, make sure that you shoot as close to the person as possible and in good light. Be careful of outdoor shots, as people tend to squint in the sun. Digital images of 300dpi or greater are recommended.

Remember, the artist does not know your recipients and can only draw what he sees in the photo you provide. Multiple photos may be helpful in attaining the most accurate likeness. When in doubt, or if black and white photographs are used, describe the eye color, hair color and complexion of the person to ensure the best likeness in their portrait.

### **C. Priority**

To help us portray your corporate story in the most meaningful way, we ask that you sort your reference materials into groups by priority.

**Priority 1-** Important elements that need to have a dominant position in the story.

**Priority 2-** Elements that must be included, but that are secondary in importance to Priority 1 elements.

**Priority 3-** Support elements that add to the story, but are not critical to the message. Optional images that you think might be interesting can be included here. Often these kinds of elements help the artist create smooth transitions in the composition.

Do not get overly concerned with prioritization. We will be discussing the design and reference materials with you as we get started, and you will be seeing a conceptual drawing of the montage or collage to review.

Our art staff has produced 100's corporate montages and collages, so they are good at taking what may look like a stack of unrelated images and coming up with a beautiful depiction of your organization, family, wedding or event. Give us the best information you can. We will ask if we have any questions and are not shy about offering recommendations.