



custom art • watercolor illustration • live painting

**Proposal for: Illustrated City Of Oviedo Map**

To be reviewed by : City of Oviedo and Oviedo Public Art Board

c/o Teresa Correa

Oviedo City Hall

400 Alexandria Blvd. Proposal for Watercolor Map Illustration

**Design Notes**

- The fees include an original one of a kind Oviedo map illustration and everything necessary along the way. This includes supplies, digitization, 3 rounds of edits, and the addition of typography.
- The original 16x20" watercolor art painting will be delivered unframed and in an acetate sleeve with acid-free backer board. The painting will be oriented vertically.
- A line pencil drawing will be e-mailed to the client for approval before the actual watercolor painting begins.
- Caryn will work with the city's cartographer, Yvonne Mouser for accuracy of road and location positioning
- Prints/posters/totes/postcards etc. can be made from the digital file provided to the city at later date if desired. If the city prefers that Caryn does the design work for these items, her design time and print pricing will be provided upon request.
- The digital artwork will also be provided to the city in the form of a high resolution .jpg and a .pdf file.
- The original watercolor illustration and digital art will be completed and delivered to the city of Oviedo within 4 months of signing the agreement and giving 50% deposit.

- The digital version of the illustration will include a descriptive “key” at the bottom, and lines for the Oviedo street names that the illustrations lay along.
- The initial art will include a maximum of 25 small location illustrations. The location illustrations are to be determined by the city manager, our mayor/city council and the Oviedo Public Art Board.
- Once the project is completed, additional locations/illustrations can be added to the DIGITAL artwork for \$200 per illustration as there is room.
- Framing of the original watercolor can be provided for an additional cost upon request.
- Once final payment has been made to Caryn Dahm, ownership of all art and digital files become property of the City of Oviedo.

### **Payment of Fees**

Total cost of the project is \$4,800. The fees are due and payable on the following schedule:

**50% Advance Retainer (\$2,400) is due upon signing contract before art work begins.**

The remaining 50% balance of \$2,400 is due when the art has been completed and final artwork and digital files have been delivered to the city.

Date of proposal to the city of Oviedo: 4/12/2023