

To Commission Design Services

Artist | Architect

Overview: All of Wenner's work is original and begins with a design. Most of the designs lead to work finished by Wenner, but he also offers his design service on an independent basis. He has designed parades, plates, carpets, logos and monograms, capitals, and even animated characters. Wenner's drawings are used as finished art for publication, and collected as original art. The steps for creating an original design are outlined below:

Creative Consultation: The first step toward creating a design starts with sending a preliminary theme or design concept, and other important information to Wenner. This material will serve as a starting point and reference during the telephone call between the artist and the client or creative team. Once received, the conference call will be scheduled.

Design Concept Pitch: After the creative consultation, Wenner will deliver a written description of the design via email. In general, only one design concept will be presented.

The creative consultation and drawing concept pitch are at no charge to the client; however the cost of the conference call, which will include Wenner and his manager is the responsibility of the client.

Creation of Detailed Tonal Drawing: Once the concept for the drawing is agreed upon, a creative brief is written. On the basis of the creative brief, Wenner will create a tonal drawing (in place of a linear drawing) for review. This drawing will be delivered electronically. A minor change in the drawing is included at no charge to the client. If extensive re-draws are necessary, additional design charges will apply. Any charge for changes must be approved in advance before work on the change begins.

IMAGE USAGE:

Free Use of Images: The client is given unlimited use of the design for all applications as described in the contract. The artist retains all copyrights. However, the client may elect to purchase a copyright, unlimited use, or universal rights under separate negotiation. Upon request, these costs will be listed as options in the design contract.

Licensing of Designs: A design may be licensed either before or after its creation for an advertising campaign or in the creation of secondary advertising products including: Floor Stickers; Promotional Videos; Print Advertisements; Point of Sale Displays; Online Advertising Products; and Brochures. Licensing rates are based on circulation and vary with each type of use. The artist encourages clients to use the designs for multiple products. Rates will be discounted if client contracts for purchase of licensing rights at the time of the execution of the original contract. License fees are included in the contract with the licensing time period beginning on the date the image is completed. License extensions are 50% of the original fee paid for each additional year of use (for the same geographic location and circulation level).

**Questions?
More Information?
Ready to schedule?**

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