

FACT SHEET - Designing for vinyl coverings



Above: Example of a design for Vinyl which has been applied to step risers

Designing for Vinyl Artworks:

When an artist is commissioned to design for a Vinyl covering, they are creating a smaller artwork that will be professionally photographed and enlarged, printed onto Vinyl and applied directly to a wall/designated surface by professional installers. Vinyl can be applied to a number of surfaces including painter plasterboard, Gyproc, drywall, windows, metal and painted plaster.

The artist's finished artwork design needs to be created to scale in relation to the wall dimensions, so that the enlarged Vinyl version fits into the specific space without the need for excessive cropping, loss of artwork image or manipulation. For example, if the wall measures 5 x 5m, an artwork design on paper/board/canvas measuring 50 x 50cm would be suitable for scaling up. If a wall is 2 x 4m, then a suitable size for the design would be 50 x 100 cm.

The above example illustrates an artwork that was designed specifically for the space. The artist will have taken into consideration the requirements of the space when creating their design. In this example the graphic nature of the design worked well with the strips of separation created by the steps.

Artwork Licensing:

When an artist is commissioned to create a design for translation onto Vinyl for a specific space, a Limited Licence Agreement and fee should be in place with the commissioner. When licensing work, it is important to understand exactly how the work will be reproduced and have a clear agreement in writing. The amount charged for the licence will vary depending on how the work is to be used and how frequently.

The license safeguards artists from their artwork designs being used for purposes other than their agreed use. For example, an artist might be commissioned and paid to create a design for a Vinyl wall work for a specific space. Without a license agreement with clear guidelines in place, the commissioner could then go on to have that design printed on company merchandise or retail items, for example, without the artist's consent or payment.

Please note that for commissions guided by Guildhouse, Guildhouse will build a licensing agreement into artists' contracts at the time of commission. The recommended licensing fee will also be built into the artist fee.

Further information about licensing can be found here

<https://www.artslaw.com.au/information-sheet/licensing-aitb/>