



Welcome! Thank you for signing up as an Artist Partner on Modernmural.com. We're excited to have you on board! Please take a moment to review the following pages for more information regarding your account and the process. Cheers!

Modern Mural Image Content Specifications

What we are looking for (including but not limited to):

- Texture
- Proper lighting
- Abstract spatial relationships
- Creative and interesting concepts and perspectives
- Close-up macro
- Brilliant colors
- Smooth gradients
- Complex compositions
- Architectural patterns

Things that typically don't work:

- Overly simplistic design
- Overly simplistic 3-D renderings and Photoshop backgrounds
- Images abundant in black/dark colors
- Poor image quality (grainy, noisy)
- Overly sharpened images – it restricts the pixel from blending and expanding. With oversized artwork, it's necessary that sharpening is kept to a bare minimum
- Stock photo material (e.g. anything business related, anything with people)
- Dark and dismal subjects

Modern Mural - Image Specifications

We accept TIFF, JPEG, PDF and EPS. When sending JPEGs, please use the high quality option to avoid extreme compression. Extreme file compression can lead to a dramatic loss in quality. Please do not upsize your images and keep files in their original state. If the image is upsize, we will reject it.

We prefer photos to be from at least an 8 MP camera or higher. We have interpolation scripts that can in most cases boost to the necessary specifications. Again, please do not upsize your images and keep files in their original state.

Because of the high quality and color gamut of our inkjet printing, we recommend working in the Adobe RGB 1998 color space. Do not convert your RGB files to CMYK. sRGB files are accepted as well but are not the ideal color space. If we receive files without a color space specification, we will convert to sRGB to print your artwork.

Content Specifications and the Approval Process

Our target market is interior designers, corporations and modern art lovers, but our clients are very diverse. Here are some ideas for subject matter: *pop culture, abstract concepts, interesting perspectives and compositions, brilliant colors, close-ups, texture, architectural patterns*. We like content without people (unless they're relatively abstracted) and creative/artistic flair.

Images may take up to two weeks or longer to be approved (please refer to the Artist FAQs for more information). If your images are approved they will appear in your Artist Portfolio, from which point you will be able to edit titles and image tags. Renderations (the way in which the artwork is broken into tiles) will appear next to each approved image. If you would like us to delete a rendition because content is lost, etc. please contact us and we would be happy to remove it for you.

Images with a specific subject matter (boats in the harbor, e.g.) may not be approved. Although the image may be successful, many of the necessary details may get lost when applied onto our various layouts. Abstract images work the best with our current products.

If you have questions about an image or you are concerned why some of your images were not approved, please contact me, jevans@modernmural.com.

Cheers,
Juliane Evans
Artistic Director

Modern Mural Artist Frequently Asked Questions

1. How do I set up an account to sell my work?

To sell your art through Modern Mural, please go to www.modernmural.com/artistsignup.aspx. If one of our current artists has referred you to our site, please enter their username on the second page in the "Referral" box. There are commission based incentives if you refer another artist to our site and we approve their images. If you are unsure about their username, feel free to contact us. Once you've created an account, you can begin uploading images immediately.

2. How will I get paid?

As your uploaded images get ordered through our website, the commissions are listed in your account. Modern Mural issues payments to Artist Partners on a monthly basis for commissions over \$20USD via a valid PayPal email address. You may also choose to receive payment via paper check which will be sent to the address you used to register for a \$5 USD fee.

3. What kind of images will sell best on MM?

Our focus is primarily on creating modern living spaces via wall décor. Although we don't want to limit your creativity, art focused on pop culture, abstract concepts and brilliant colors seem to sell better than stock photos that would normally be used for advertising purposes.

4. What size image files should I upload?

Since our products are oversized prints, the bigger the better. Depending on its size, your image will only be eligible for corresponding products based on our standards. Photos from an 8 megapixel or higher camera is sufficient. Minimum pixel dimension should be around 2500 to be eligible for our smallest products. The maximum file size is 50 MB.

5. Which image formats does MM accept?

We currently accept JPEG, PDF, TIFF and EPS.

6. What if I want to delete an image from my portfolio, or I don't think certain product sizes look good with a particular image?

Contact me, Juliane (jevans@modernmural.com) and I will be able to help you with the changes.

7. How can I tell if my image has been purchased?

Upon each website sale an email will be sent to you. Commissions from phone orders will be added to your account, but you will not receive an email for this type of sale.

8. Do you accept illustrations and paintings?

We are accepting high resolution scans/photographs of paintings and illustrations, but they must be in a high quality format. Blurred images and poorly lit images will be rejected.

9. Why did my images get refused?

Image approval is based on our quality standards, appropriate image size and content. Check your work for artifacts and poor quality areas. Acceptable content is based on our creative direction and at times artwork will not match that, and will be deferred (please refer to the “Image Content Specifications” page). Modern Mural reserves the right to remove any image even after its approval if it is in discordance with the above qualifications.

10. How long will it take after my images get approved to be able to sell? And what does “Deferred” and “Approved” mean?

All work is hand-picked and thus can take up to a few weeks to be either approved or deferred. Deferred images will not appear in your portfolio, so you will need to check your account on our site to see the status. If you have artwork that is marked as “Approved” please note that all artwork is uploaded in batches, and is in queue. The flow of art onto the site is discretionary and based on many different factors in the creative direction of Modern Mural. Due to the large number of images that are uploaded for consideration, we thank you in advance for your patience in this matter. “Deferred” images have been rejected and will not appear in your portfolio.

11. How many images can I upload in a single day?

Currently, there are no number restrictions, but if you want to upload more than 500 MB in one day, please email director@modernmural.com and we’ll give you further instructions.

12. Would I retain copyright/ownership of my images if I choose to sell through Modern Mural?

You retain copyright ownership to all images uploaded to the website. For the duration of your account you grant Modern Mural a non-exclusive royalty free license to use the intellectual property of your images for the purpose of allowing us to carry out the order process. This includes advertising and prototypes.

13. What factors play into the commission of the images?

The commissions are determined by the number of times your image is purchased through the website or via phone. You will receive a \$5 USD commission for items \$50-\$100, \$10 USD commission for items \$100-\$150, \$20 USD commission for products \$150-\$300 and \$30 USD commission for products over \$300 USD each time your image is chosen for purchase with one of our designs.

14. Does MM sell on its own, or do you have agreements with third party distributors as well?

We currently sell printed images directly through our website. If we should gain other retailers/distributors, we will let you know.

15. What are my incentives to refer other artists to Modernmural.com?

If you refer other artists to the site and their work gets approved, you will receive a \$5 commission for each sale your referral receives. They must enter in your Modern Mural username during the registration process for you to be eligible.

16. What are ways I can make sure my artwork can be seen and searched for on the site?

Since there are thousands of images on the site, you want your art to be found easily. You can do this by adding image tags to your work. Through your portfolio, you can edit your images. Beneath the preview image there is a text box for image tags. Separate them with a comma or a space. Tags will help customers find artwork based on their search terms. Colors, concepts and content are important to tag. You will find it more helpful to use terms that describe your image as a whole, as it will not get lost in the heap of other images using the same search term. If you have a blue image with small amounts of white and green, it would be more easily found using "blue" as a tag instead of "white" and "green".

17. What do the statistics mean next to each image in my portfolio?

"Impressions" the number of times your image has been viewed

"Clicks" each time your image has been clicked on

"Collection Adds" A collection is similar to a light box, in the fact that it saves the art to a basket. This is not the same as add to cart.

"Purchases" the number of times that image has been purchased

Artist Partner Agreement, Modern Mural

The following is a legal agreement between an Artist Partner (“You”, “Your”, “Partner”, “Artist”) who provides photos and/or illustrations (“image”, “content”, “artwork”) to www.modernmural.com website (“Modern Mural”, “Us”, “We”, “Our”). By reading the following terms and agreeing to them you are bound to the terms of the Artist Partner Agreement.

By uploading your images to a personalized account, you assure and guarantee that the following are valid:

- You own the image and its content, or have permission to use the image and its content. If you are not the owner, you must have the right to display, reproduce, and sell the image. If you are caught and found guilty of copyright infringement, we will immediately terminate the Artist Partner agreement and criminal prosecution may occur. By agreeing to these terms, you license Modern Mural to use the image.
- You must have rights to depict any identifiable persons in the content. Along with the uploaded image you must present a valid, legal and signed Model release form if such persons appear in the content. In addition, any persons under the age of 18 must have a valid signed guardian’s Model release form to be submitted with the image.
- We may, at any time, remove any approved image if we find it to be poor quality, contain inappropriate subject matter, or if it infringes on any right. We reserve the right to cancel your agreement at our sole discretion due to inappropriate content or otherwise.

Image Qualifications

- The image should be submitted at its highest resolution possible. Keep in mind that we produce oversized printed artwork and superb resolution is the key to qualifying your art to be printed.
- Please remove existing trademarks. By uploading your images you grant us the rights to reprint your artwork. Because your image is on our website and we are acting as your agent on our website, we will supply it with a Modern Mural watermark.
- We review every image before uploading it to our website. If your image is declined for approval it may be because of the following reasons: poor image quality (extreme graininess, noise, and discoloration), inappropriate content, inadequate lighting, inadequate composition, compression marks, copyright/trademark infringement, or violent / adult content.

Compensation

Commissions through Modern Mural are automatic anytime a print is ordered containing your art. You will receive a commission of \$5 USD for items \$50-\$100, \$10 USD for items \$100-\$150, \$20 USD for items \$150-\$300 and \$30 USD for items over \$300. We never distribute or sell the original digital copies of your art, we only sell physical prints. Because of this, you retain rights to your images. In addition, there are no third party distributors.

As an Artist Partner, you grant us the rights to be a non-exclusive agent in providing printed artwork to our clients. By agreeing to these terms, you also allow us the right to use the images to promote the Modern Mural website and in our online gallery. We reserve the right to crop, enhance, reproduce, or modify your images in order to promote our designs. No fee will be paid to the Partner for Our promotional use of such images.

Termination

Both the artist partner and Modern Mural may at any time terminate the artist partner agreement with a written notice and proof of identity. Once the partnership is terminated, we will remove your images from our website within 7 (seven) days. If for any reason your membership is terminated due to copyright infringement or any other serious case (which is determined at Modern Mural's discretion) your images will be removed from our website and we will automatically yield the earnings that are remaining in your account.

Indemnification

You agree to indemnify, defend, and hold harmless Modern Mural and its officers, employees, affiliates and suppliers against all claims, liability, damages, costs and expenses, including reasonable legal fees and expenses, arising out of or related to a breach of this Agreement, the use of the Website and the use or the inability to use any Image, your failure to abide by any restriction regarding the use of an Image, or any claim by a third party related to an Image.

Warranty and Liability

THE WEBSITE AND THE IMAGES ARE PROVIDED "AS IS". WE OFFER NO WARRANTY, EXPLICIT OR IMPLIED, REGARDING ANY IMAGES, THE WEBSITE, THE ACCURACY OF ANY INFORMATION, OR ANY RIGHTS OR LICENSES UNDER THIS AGREEMENT INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. MODERN MURAL DOES NOT REPRESENT OR WARRANT THAT THE WEBSITE OR THE IMAGES WILL MEET YOUR REQUIREMENTS OR THAT THEIR USE WILL BE UNINTERRUPTED OR ERROR FREE. YOU ASSUME ALL RESPONSIBILITY AND RISK FOR USE OF THE SITE INCLUDING WITHOUT LIMITATION ANY OF THE CONTENT OR INFORMATION CONTAINED THEREIN. We reserve the right to make changes to the agreement with the knowledge of the artist partner.