

Student Artwork Pricing Template

Use this document to pick a price for your art!

First you will do the math, then choose a multiplier that fits your work and experience, then match your number to the closest price on our form.

Part A, The Formula

To figure out the best price for your work, please use the formula below:

Formula

Square inches \times \$ multiplier = price of work

Step 1, Measure your artwork in inches

Width \times Height = square inches

Step 2, Pick a multiplier

You will now decide how much the square inches should be multiplied by. We recommend multipliers between \$.50- \$1.00. Consider the factors below when selecting a multiplier!

Part B, Choose a good multiplier

Artist experience level

- ☐ Beginner, first shows, still learning, try **0.50 - 0.60**
- ☐ Developing, some shows or classes, try **0.60 to 0.70**
- ☐ Intermediate, growing style and skill, try **0.70 to 0.80**
- ☐ Advanced, strong portfolio, try **0.80 to 1.00**

Medium of the work

- ☐ Pencil, pen, marker, simple materials, lean lower in your range
- ☐ Watercolor, acrylic, gouache, mid material cost, use the middle of your range
- ☐ Oil paint, mixed media, printmaking, higher material care, lean higher in your range

Type of work and Hours put in

- ☐ Quick study or sketch, or less than 2 hours lean lower
- ☐ Finished drawing or painting, or 2 to 5 hours, use the middle
- ☐ Detailed, complex, or large piece, or more than 5 hours lean higher

Materials purchased

- ☐ Low cost, paper or simple supplies, lean lower
- ☐ Medium cost, some special supplies, use the middle
- ☐ High cost, canvas, oil paint, framing, lean higher

Considering all of the items above, you are ready to choose a multiplier!

Part C, Final price and our form

Use the formula below to find a base price for your work

Square inches \times multiplier = base price

Quick example

An 8 inch by 10 inch drawing, $8 \times 10 = 80$ square inches.

If the multiplier is 0.50, then $80 \times 0.50 = \textbf{\$40.00}$.

If the multiplier is 1.00, then $80 \times 1.00 = \textbf{\$80.00}$.

Finally, choose the price on our form that best aligns with your base price.

Reminder

Lower priced artwork is more likely to be sold. If you want help, please reach out to us at tap@freeartsnyc.org, we are happy to support you!