



Your Private COMMISSION PLANNING GUIDE

Designing Portrait Artwork for Your Home, Story & Legacy

DNA Premium Portraits

Commissioned Portrait Art for Beautiful Homes & Meaningful Legacies

At DNA Premium Portraits, every portrait begins with intention.

This guide helps us understand who we are creating for, where the finished artwork may live, what style best fits your vision, and what kind of legacy piece we are designing together.



Location: _____

Date: _____ Time: _____

PURPOSE / THE PORTRAIT PLAN

Every Portrait Should Have a Place to Live

At DNA Premium Portraits, we do not create portraits just to “see how they turn out.”

They will turn out beautifully. The more important question is:
Where will this portrait live?

The Portrait Plan

Before we create your portrait artwork, we want to understand four important things:

Who — Who are we honoring, celebrating, or preserving?

Style — What artistic direction best reflects your vision?



Environmental Portrait Art



Investment Structure:
▶ **\$580 Portrait Study Fee + \$1,000
minimum artwork purchase**

Classic Studio Portrait Art



Investment Structure:
▶ **\$580 Portrait Study Fee +
No minimum artwork purchase**

Monochromatic Portrait Art



Investment Structure:
▶ **\$580 Portrait Study Fee +
No minimum artwork purchase**

Home — Where might the finished artwork live?
When a portrait has a place to live, it has a reason to exist.

PRIMARY PURPOSE / LOCATION

Please select the option that best describes where you imagine your finished artwork living.



☐ **Primary Wall Art**
A statement piece for a main wall, formal living room, entryway, staircase, bedroom, or room where the artwork will be seen often.

☐ **Secondary Wall Art**
A smaller or supporting piece for a hallway, bedroom, nursery, office, sitting area, or secondary display space.

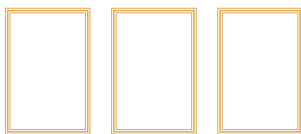
☐ **Fireplace / Mantle Artwork**
A featured portrait designed to live above a fireplace, mantle, console table, or other natural focal point in the home.

☐ **Album / Legacy Book**
A curated collection of portraits designed to preserve a fuller story in a refined, heirloom format.

☐ **Gift Artwork**
A finished piece created for a loved one, parent, grandparent, spouse, client, or special recipient.

☐ **Professional / Office Display**
Portrait artwork created for a private office, professional space, brand presence, or personal legacy display.

☐ **Not Sure Yet**
I would like guidance in choosing the right artwork direction before my portrait study.



The Room or Space I Have in Mind

Room / Area: _____

Approximate Wall Size: _____

What is currently in this space?



ROOM PREVIEW HOMEWORK

Help Us Design Artwork for Your Space

Step 1 — Choose the Wall or Room

Select any space where you may want your finished artwork to live.

- | | | | |
|---|------------------------------------|----------------------------------|---------------------------------------|
| ☐ Fireplace / mantle | ☐ Entryway | ☐ Nursery | ☐ Dining room |
| ☐ Formal living room | ☐ Staircase | ☐ Bedroom | ☐ Other: _____ |
| ☐ Family room | ☐ Hallway | ☐ Office | |

Step 2 — Add Something for Scale

Place a standard letter-size sheet of paper, a ruler, or a yardstick on the wall or near the space. This helps us understand the size of the wall and recommend artwork that will not feel too small or overwhelming.

- ☐ Letter-size paper placed in the photo
- ☐ Ruler or measuring tape visible
- ☐ Furniture included for scale
- ☐ Wall measurements included, if available



Step 3 — Step Straight Back

Stand directly in front of the wall and step back far enough to show the full space.

Try to include:

- ☐ The floor
- ☐ The full width of the wall
- ☐ The ceiling
- ☐ Any existing artwork, mirrors, windows, or décor
- ☐ Nearby furniture

Step 4 — Take a Wider Room Photo

If possible, take one additional photo from farther back or from the corner of the room. This helps us understand the room's overall style, colors, lighting, and furniture placement.

- ☐ Straight-on wall photo
- ☐ Wider room photo
- ☐ Close-up of colors/textures, if helpful

Step 5 — Send Your Photos

Please send your room photos before your design consultation or have them ready when we meet.

Send photos to: _____

Consultation date/time: _____

Room Notes

Which wall or room are we considering?

What is currently in this space?

Approximate wall size, if known:

Width: _____ Height: _____

Any special details we should consider?

DESIGN NOTE
THE RIGHT PORTRAIT DOES MORE THAN
FILL A BLANK WALL. IT GIVES THE ROOM
BALANCE, PRESENCE, AND MEANING.



What Works Best

- ☐ Coordinated colors, not identical outfits
- ☐ Similar levels of formality
- ☐ Neutrals with a few accent colors
- ☐ Soft textures and layers
- ☐ Clothing that complements the room where the artwork may live
- ☐ Timeless pieces that will still feel elegant years from now

What to Avoid

- ☐ Large logos
- ☐ Neon colors
- ☐ Busy patterns
- ☐ Clothing that feels too trendy
- ☐ Everyone wearing the exact same outfit
- ☐ Colors that clash with the room where the artwork may be displayed

Planning Notes

Preferred wardrobe colors:

Colors or styles to avoid:

Wardrobe pieces you are considering:

Do you need guidance with wardrobe choices?

- ☐ Yes
- ☐ No
- ☐ I have a few ideas but would like help refining them

“SIMPLE RULE
IF THE CLOTHING LOOKS BEAUTIFUL
TOGETHER IN THE ROOM, IT WILL LIKELY
LOOK BEAUTIFUL IN THE PORTRAIT.

— FINAL NOTES

White-Glove Artwork Presentation

For qualifying local wall art purchases, DNA Premium Portraits may offer white-glove delivery and professional installation.

This means your finished artwork can be delivered, placed, and installed in your home so it is ready to enjoy immediately.

Are you interested in professional installation for qualifying wall art purchases?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ I would like more information

Before We Begin

You do not need to have everything figured out.
Our role is to guide you.

This planning guide simply gives us the raw material to design something more personal, intentional, and worthy of your home.

Helpful items to prepare:

- ☐ Room / wall photos
- ☐ Wall measurements
- ☐ Wardrobe ideas
- ☐ Inspiration images
- ☐ Photos of current décor
- ☐ Names and ages of everyone included
- ☐ Any meaningful story, milestone, or legacy detail
- ☐ Questions about artwork options
- ☐ Questions about investment

Additional notes, questions, or concerns:

We Look Forward to Planning Your Commission

At DNA Premium Portraits, your portrait is not created to disappear into a phone, cloud folder, or forgotten drive.

- It is created to live with you.
- To become part of your home.
- To honor the people who matter most.
- To become artwork with presence, purpose, and permanence.

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Begin Your Private Commission

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www.DNAPremiumPortraits.com