

# Tile Wall



Your key to  
a successful  
program



## Coordinator *guide*

[www.originalworks.com](http://www.originalworks.com)

518.584.9278

Customer Service: [cs@originalworks.com](mailto:cs@originalworks.com)

General: [info@originalworks.com](mailto:info@originalworks.com)

Finance: [finance@originalworks.com](mailto:finance@originalworks.com)

2023-2024

 Original  
Works

# Getting started

*Welcome!* As the Coordinator of your program, you play an important role. To have the most successful program, please read this guide and keep it handy for reference.

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## Coordinator *care*

The Coordinator Care Center is available 24-7 and has everything you need to run your program.

From important documents, forms and lesson plans to FAQ's, videos and program promotion ideas, it's all available online for you to access anytime!

Visit: [www.originalworks.com/customer-care](http://www.originalworks.com/customer-care) **Password: CCC2324**

# Program promotion

While students are busy creating their masterpieces, it's time to start promoting your program. The more excitement you can build with the students, staff, and families, the more your profits will grow!

## PROMOTE!

### Look What's Coming Letter

Send home copies of the letter and share it on your website & social media. Copies are at the back of this guide and in the Coordinator Care Center

### Tell Everyone

Announce the program in your school newsletter, on your website and/or social media sites.

### Get Excited!

Talk about the program. When students are excited about the program, they are more likely to share and talk about it with their families.



## eMarketing Tools

### We've made promoting your program easy!

Visit the Coordinator Care Center online for ideas, templates, graphics and much more!

[www.originalworks.com/customer-care](http://www.originalworks.com/customer-care)

**Password: CCC2324**

### Checkout these tabs:

- ★ Program Promotion
- ★ Social Media Promotion
- ★ Image Library

# Artwork creation

As students begin to create their artwork, here are a few things to keep in mind.

### Paper Size

It's important to use the correct paper size. This is determined by the size of the tiles you have chosen.

- 6" x 8" tiles = 8 ½" x 11" paper
- 4 ¼" x 4 ¼" tiles = **Square paper** no smaller than 7 ¼"
- 6" x 6" tiles = **Square paper** no smaller than 7 ¼"

Using the correct size paper ensures that the images will be proportional when reproduced onto the tiles. If required, the appropriate paper size has been included in your supply box.

### Label Artwork

Once artwork is completed, be sure to include the following information on the **BACK** of each artwork:

- Student Name- First & Last
- Teacher, Grade/Class

Remember to use pencil so that it doesn't show through to the front!



Choose these for your project

Markers  
Tempera or Acrylic Paints  
Crayons (press hard)  
Paper Collages  
Photos  
Bold Intense Watercolors  
Black Marker for outlining

These create the best results



Do NOT use these



**These will NOT be processed:**

Glitter of any kind  
Abrasives (sand, salt, etc.)  
3D materials  
Scratch art/Scratch board  
Copyright/trademark items

**We highly recommend not using these:**

Chalk\* (must be sprayed)  
Oil Pastels/Cray Pas\* (must be sprayed)  
Colored or lead pencil (too light)  
Fluorescent, Neon & metallics (do not reproduce true to color)

## Paper:



-  We recommend a paper weight of 60#-70#.
-  Construction paper often does not reproduce true to color. Blues can look purple, blacks can be green, etc.

## Copyright:

**We cannot accept copyright images, due to copyright laws**



This includes: images, logos, brand names, emojis, video, cartoon & anime characters, stickers, magazine and newspaper prints. If you are unsure we recommend you do another project.

## Please Note!



-  We capture the entire artwork paper and reproduce it. Slight cropping occurs during manufacturing.
-  All artwork submitted is captured "as is." We cannot be held responsible for remaking custom products if art instructions are not followed.

# Art Tips!

**Rub your hand across the artwork. We will not process them if:**

-  Color comes off or it feels sticky or scratchy
-  There is glitter or chalk

**Hold the artwork across the room. Can it be seen clearly?**

-  Yes - Great! Your art will reproduce well.
-  No - Darken areas that are too light to be seen. Outline details with marker.

**DO**

**DON'T**



Fill the entire art paper. Don't create unfinished drawings.



Keep names, dates and important details 1" from edge. **Cropping can occur during reproduction**



Secure all pieces of collages to ensure they don't fall off.



Add a 1" border to keep details from edges. Erase pencil guides.



Do not create thin or uneven borders.



Use bright, vibrant colors. Pencil and lightly colored art will appear washed out on products.



### \*Chalk & Oil Pastels

If you do choose to use them, please do so with caution and they **MUST be sprayed with a fixative such as Krylon #1311 Matte Fixative**. *If they are sticky, or color comes off on your hands, they will be returned unprocessed.*

## Create art that sells!

- ▲ Skin tones must be heavily covered and opaque as possible
- ▶ Recolor & repaint any lightly colored areas
- ▼ Erase unwanted marks, pencil lines and smudges
- ▼ Trim excess paper that hangs over the edge of the paper
- ▲ Consider using a black marker to outline details
- ▼ Have artists sign and date their masterpiece (use our Signature Template to avoid the edge)

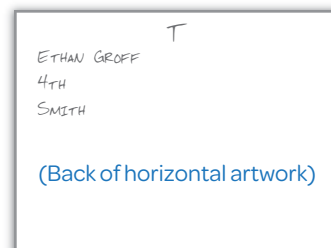
## Completing the project

### ✔ Identify the artwork

- ✔ **Using pencil** - write the artist's first and last name, teacher and grade on the **BACK** of the artwork
- ✔ Applying labels? Apply the label to the **BACK - TOP** of the artwork **after** the artwork has been completed

### ✔ Artwork orientation

- ✔ **Using pencil** - place a "T" on the **BACK - TOP** of the artwork to ensure proper orientation



# Ordering process

## Prepare Family Packets

Assemble a family packet to be sent home. The packet should include :

- Original Artwork
- Reserve Your Spot Letter\* with permission form
- Flyer (provided by Original Works as needed)
- Order Form (if applicable)

\*A master has been provided in this guide and Online in the Customer Care Center. Be sure to complete the necessary information before distributing. You can also create your own letter.



*use brightly colored paper so parents notice!*

## Send Home

Send the family packets home for families to order. Be sure you are staying on schedule!

## Collect Orders

When orders are returned, they should include:

- Original Artwork
- Completed & signed permission slip (if applicable)
- Order Form (if applicable)
- Payment to the school/organization

# Shipping process



*for safe travels, put all of the artwork folders into a large plastic bag*

## Prepare orders for shipment

1. Separate artwork based on the number of Tiles to be reproduced:
  - If only 1 tile is being made for ALL of the artwork, then you don't need to separate them
  - If some of the artwork needs 2 tiles made, put those in a separate folder
  - If some need 3, put those in the next folder, etc.
2. An order form has been included in this guide. Although they are not required, you may find them helpful for organizing your program. If you choose to submit artwork with order forms, be sure to tape them to the back of the artwork.
3. Stack the folders/bags into a box or padded envelope and ship to the address which is at the bottom of Form W. We recommend UPS or FedEx Ground.

## Payment

An invoice will be generated once the tiles have been shipped. Appropriate shipping & handling charges will be invoiced with the completed orders. If you prefer to send payment with your orders, please generate a single check to Original Works for the total order.

## Tiles arrive at school

*Celebrate!* When you receive your completed tiles they are divided by the number of tiles and not by the grade/teacher. The tiles are packed in the box in layers, with the artwork in a folder placed directly on top of the layer of corresponding tiles so that they are easy to match up.

## Important Dates

Send Packets Home:

Order Deadline:

Send Orders to OW:



Stay on schedule. If your orders arrive AFTER the scheduled date, order processing will be delayed until the next slot becomes available. We cannot guarantee delivery dates for late arriving orders.

# Tile installation

## Interior Walls Only

The following instructions are designed to provide a guideline for successful installation of your tile wall. We strongly recommend that you use a qualified tile installer/contractor to install your tile wall. Careful installation will ensure the life of your product. Original Works will not be held liable for tiles that are damaged or broken during the installation process.

To avoid potentially scratching the tile surface when installing, use of a sand-less grout is highly recommended. We also recommend the use of tile spacers. Spacers will ensure a consistent width between tiles, help prevent misalignment during installation, and improve the overall appearance of the project.

## Installation

1. Using a notched spreader (normally supplied with the tile adhesive) apply the adhesive evenly over the surface to which the tiles will be secured. The ridges in the adhesive allow for positioning and bedding of the tiles. Cover an area of about 1 m (1 yd.) at a time, to prevent the adhesive from drying out.
2. Start with the first tile in the bottom most left hand corner by pressing it until it is firmly fixed. Continue by adding the tiles to the right side, building out one row at a time. Continue with successive rows of tiles until the whole area has been built up, applying new adhesive as/when required. Periodically, use a damp sponge to wipe any excess adhesive from the surface of the tiles.

## Grouting

Non-abrasive (sand-less) grout can be applied 24 hours after tiling. Professionals use a “squeegee” type tool, but a piece of dense foam sponge or a rubber spreader are also suitable.

1. Use the spreader to force the grout into the gaps between the tiles. Spread in all directions to ensure the gaps are well filled.
2. After covering the surface area to be worked, wipe away the excess grout with another sponge, rinsing it frequently in a bucket of clean water. To give an even, polished finish to the grout, use a piece of dowel to run down the grout lines, to ensure an even depth and thickness to the grouting lines.
3. When the grout is dry, polish the tile area with a soft cloth.

Use the grid below to position tiles. Start from the left hand side at the bottom of the wall. It is best to layout the entire mural before beginning any installation.

E-1	E-2				
D-1	D-2	D-3			
C-1	C-2	C-3	C-4		
B-1	B-2	B-3	B-4	B-5	
A-1	A-2	A-3	A-4	A-5	A-6



Tiles are for interior installation only. Original Works will not warrant the performance of tiles installed on an exterior wall, walkway, breezeway or other exterior structure.

# Customer service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a "Fix-It". If it happens, our Customer Service team is ready to assist!

## 1. What is a "Fix-It"?

- If the order/product meets one or more of the following criteria:
  - ★ Material defect: chipped tile
  - ★ Improper reproduction: artwork is upside down or the wrong image
  - ★ Missing product: you were invoiced for a product but never received it.

## 2. Shipping Form F

- Please complete ALL the information and return to Original Works. We will process your Fix It and ship it back to the school.
- If you do not need to send the artwork, you can email the form to [lawfi@originalworks.com](mailto:lawfi@originalworks.com)

### ★ Do we need to send the original artwork back?

#### ★ YES:

- ★ Color quality issues
- ★ Image blurriness
- ★ Incorrect image
- ★ Custom Service team requests art


#### ★ NO:

- ★ Item is missing
- ★ Item is damaged
- ★ Incorrect item made

### Customer Service Team

 518.584.9278

 [cs@originalworks.com](mailto:cs@originalworks.com)

 8:00 am- 4:00 pm EST

## 3. What is not a "Fix-It"?

- We produce Artwork "As Is", and do not modify the artwork in anyway.
  - ★ Examples include:
    - ★ We cannot remove pencil lines or ink that has come thru from writing on the back of the art
    - ★ The entire piece of artwork is captured. This means:
      - ★ If there is a lot of empty or white space on the paper, there will be a lot of empty or white space on the product
      - ★ A small drawing will be a small image. We do not "zoom in" or crop to the image
      - ★ The image on the product is reproduced in proportion with the product it's on.
  - ★ Details missing that were drawn 1" or closer to the edge
  - ★ Images appearing too light or too small on a product



**Please review and follow Art Instructions. We can not be held responsible for redoing products that do not comply with our stated art instructions.**

## 4. Image Retention

- Original Works keeps images on file for a fixed period of time. If you are submitting a Fix-It after the dates shown below, you may be asked to provide the artwork:
  - ★ Fall Programs: March 1
  - ★ Spring Programs: September 1





*Look What's Coming!*

# Art-based Fundraiser

## *Creative Opportunity*

An opportunity to support your child and our school through the Original Works Tile Wall program.

## *Capture a Memory*

Order a tile featuring your child's very own masterpiece. The tile wall will be displayed in the school.

## *Learn More*

Be on the lookout for more information and ordering instructions coming home soon.



Be on the lookout for ordering information coming home soon!

# Reserve your spot on our wall!

Hello families!

You are invited to take advantage of a truly unique opportunity! Through a program offered by Original Works, we are creating a custom tile wall at the school. The wall will feature artwork created by our students. This artwork will be reproduced onto tiles, which will be installed in the school, creating a permanent display of our student's masterpieces.

The enclosed piece of artwork was created by your child. If you are interested in ordering a tile for the wall, please follow these steps:

1. Complete and sign the Tile Wall Permission Form, at the bottom of this page.
2. Make a check payable to \_\_\_\_\_ in the amount of \$ \_\_\_\_\_
3. Return permission form, payment, the artwork and order form to the school by:

For further information on this exciting project, contact:

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## Tile Wall Permission Form

Return to school with payment, artwork & order form (if applicable)

Student Name: \_\_\_\_\_

Teacher/Classroom: \_\_\_\_\_ Grade: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Yes! I would like to participate in this exciting school project. Please reserve a spot on the wall featuring my child's artwork.

\_\_\_\_\_  
Parent/Guardian Signature



# Tile Wall Order Form

School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*



# Tile Wall Order Form

School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*



# Tile Wall Order Form

School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*

**For Internal Use**

CODE \_\_\_\_\_

Rec'd By \_\_\_\_\_

Date \_\_\_\_\_



**Shipping Form W**

Tile Wall Program | Orders

**Complete and include this form with your artwork**

**School/Organization**

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:		Phone #:
Weekdays you will be closed:		

**Artwork Details**

# of Artwork Sent:	Number of classes:
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**Tile Order** *Indicate the size & quantity to be produced*

Full color image tile sizes	Price	Quantity	Blank tile sizes	Price	Quantity
6" x 8" with image	\$14.75		6" x 8" blank	\$ 7.35	
4¼" x 4¼" with image	\$10.50		4¼" x 4¼" blank	\$ 5.25	
6" x 6" with image	\$13.00		6" x 6" blank	\$ 6.50	

**Important Information**

- Shipping charge is 6.5% of the total order value
- Tiles are for interior installation only. Original Works will not warrant the performance of tiles installed on any exterior structures.
- Refer to your coordinator guide for installation information

**Payment & Shipping Information**

- If including a check, send the total amount plus shipping charges
- An invoice will be sent after your tiles have shipped
- Send to:
  - Original Works
  - 54 Caldwell Road
  - Stillwater, NY 12170
  - 518.584.9278

**For Internal Use**

CODE \_\_\_\_\_

Recv'd By \_\_\_\_\_

Date \_\_\_\_\_



**Shipping Form F**

Tile Wall | Fix-It

**School/Organization**

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:		Phone #:
Weekdays you will be closed:		# of Artwork Sent:

**Instructions**

- Complete the information below. Detailed description of art is required for processing

**Fix-It**

Artwork Orientation if applicable: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:
Quantity & Problem (ie: Missing, chipped ect.):
Student Name/Teacher/Grade:
Artwork Orientation if applicable: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:
Quantity & Problem (ie: Missing, chipped ect.):
Student Name/Teacher/Grade:
Artwork Orientation if applicable: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:
Quantity & Problem (ie: Missing, chipped ect.):
Student Name/Teacher/Grade:

**Shipping Information**

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: lawfi@originalworks.com