

Framing Design Presentation & Art Consulting Services

Because the Frame Is the Final Brushstroke.

See Before You Frame

Framing isn't just presentation — it's transformation.

A great frame doesn't compete with the art; it completes it. But with endless choices in color, matting, and materials, even small mistakes can make a beautiful piece feel off — or double your framing costs.

I go beyond the sample corner and shop lighting to consider the whole environment: the artwork's mood, your room's tone, and how light moves across the surface.

As both an artist and designer, I understand how framing changes perception — how depth, proportion, and finish create the story your art deserves.

Your art is an investment in beauty and memory. Let's frame it that way.



Get it right the first time — before costly framing mistakes steal the impact of your art.

Service Tiers

Tier	Description	Fee
Guided Selection	Written or voice consultation reviewing your artwork and display space. We identify frame styles and finishes that complement both. Client purchases frame independently.	\$75
Virtual Preview (Digital Mockup)	1-2 Photoshop mockups showing your artwork in curated frames from 2-3 vetted vendors (Etsy, Framebridge, Blick, etc.). Includes written notes on matting, proportion, and finish.	\$175-\$250
Handled for You	I source and shortlist frame options within your stated budget, coordinate sizing, finish, and material quality, and ensure fit. You will receive a curated shortlist and visuals ready to order from reputable vendors. Frame cost separate.	Up to \$300 (max)

Add-On	Description	Fee
Room & Lighting Assessment	I review photos of the intended display area to evaluate color temperature, wall tone, and ambient light. Recommendations are integrated into the mockup or final frame choice.	+\$75-\$100
Additional Mockups	For clients exploring more than two frame concepts or environments.	+\$50 each
Matting & Glass Consultation	Guidance on archival matting, UV glass, and protective finishes for longevity and clarity.	+\$50

Case Study 1: Guided Selection —Dunken, the Black Shepherd

Service Level: Consultation Only (\$75)



This memorial portrait was commissioned as a birthday gift to honor Dunken companionship and loyalty.

We discussed the client’s lifestyle — including their love of the Raiders — to ensure the portrait’s overall composition and framing recommendations reflected both sentiment and personal style.

While the framing was handled independently, I provided guidance on proportion, finish, and visual balance to complement the gouache’s tonal depth. The final choice — the dark wood shadow box frame — portrait quiet strength — a natural complement to Dunken’s presence in the room.

The client’s son and family said it felt “like Dunken was really there in the room — like you could reach in and pet him.”

Case Study 2: Full Service — “Beau, the Mi-Ki”

Service Level: Handled for You + Add-Ons Room Lighting Assessment Custom Framing Assembly (\$300 +)

Not all beautiful frames belong in every room. Sometimes the right frame for the art is the wrong one for the space.



When the Frame Would Work

In a space where the art is meant to be a standalone visual feature

- An entryway
- Above a mantel
- In a gallery-style arrangement with room to breathe

Paired with soft whites, rustic wood, or vintage objects, it could absolutely sing.

This part of the process shows the frame option we initially considered — elegant, bright, and full of character, but ultimately better suited to a larger, airier display. It helped define the direction for the final selection.

Final Choice and Execution

This frame was chosen because it enhances the painting without overpowering it. The soft white, slightly distressed finish complements the delicate brushstrokes and color palette, allowing the artwork to feel integrated and intentional in the space.

When to Use a Recessed Frame

Recessed frames give delicate artwork room to breathe.

They're ideal when:

The brushwork is soft or airy and needs space around it.

The artwork already includes a natural border or built-in mat.

You want a subtle lift and gallery-style depth without heaviness.

In Beau's portrait, the recessed frame preserved the light, flowing brushwork and gave the piece quiet dimension.



Case Study 3: Virtual Preview — “Preserving a Personal Drawing

Service Level: Virtual Preview (Digital Mockup) — \$175-\$250

Original + Reframed Presentation

Nice piece — that's a beautiful, intricate line drawing (feels almost like a topographical or contour study). It deserves framing that enhances the precision and subtlety without overwhelming it.

The update kept the original frame but introduced a black remat, tightening contrast and giving the artwork more depth. This small adjustment transformed the feel — making the intricate linework appear sharper and more intentional without changing the artwork itself.



Modernized Digital Concepts

These mockups explore how different contemporary framing approaches affect a detailed monochromatic drawing.

Left: The white shadowbox creates an airy, architectural presentation — highlighting the paper's edges and giving the piece a sculptural presence within the frame.

Right: The brushed gray metal frame introduces a cooler, more industrial tone — sleek, confident, and distinctly modern.

Result: Two sophisticated interpretations of the same artwork — one emphasizing space and light, the other emphasizing precision and contrast. Both demonstrate how contemporary framing design defines the atmosphere around the art.



These final mockups explore how surface tone and texture influence a monochromatic artwork. Each frame maintains the same mat and proportion, allowing the materials alone to redefine the piece.

Left: A warm wood frame retains the original matting — maintaining familiarity while introducing natural warmth and understated contrast.

Center: A rustic gray shadowbox frame adds dimension and a contemporary architectural edge.

Right: A lightly ornate gray frame offers refined detail that subtly mirrors the linework's intricacy.

Your artwork deserves more than guesswork — it deserves intention. Let's explore how the right frame can transform how your piece lives in your space.



Case Study 4: Handled for You — “Bull Terrier Companions”

Service Level: Handled for You + Drop-Off Coordination — \$300 + (add-ons) Rush Holiday Gift Coordination

This double portrait of two bull terriers was commissioned as a Christmas gift with a tight turnaround. I sourced the frame, coordinated directly with Cheap Pete’s for fitting and assembly, and managed the entire presentation so the client could focus on gifting, not logistics.

The final design features a triple-matted layout — subtle tonal layers that echo the warm and cool hues in the dogs’ coats — paired with a rich wood frame that grounds the composition while keeping the focus on the portrait.



Room & Light Assessment

Every room tells a story — the right art and framing make it unforgettable.

Before making recommendations, I study how light moves through your space, how colors shift during the day, and where the eye naturally lands. The goal is to create balance — letting the portrait anchor the room while enhancing its mood, scale, and personality.

From modern eclectic to Hollywood glam, we’ll pair your artwork with framing and finishes that complement your home’s architecture and style.

Custom framing, layout concepts, and curated art selections available by consultation.



Framing & Environment

Each frame shifts the mood — and the kind of room it belongs in.

Right: Warm wood adds natural depth, perfect for earthy, inviting spaces.

Below: Silver braided frame softens the look, suiting bright, airy interiors.

Bottom Right: Slate-blue mat feels modern and calm — ideal for minimal or coastal rooms.

The right frame doesn't just fit the art — it fits the room around it.



Easy Ways to Connect, Commission, or Pay

How Payment Works

Once we finalize your project details, I'll send a secure invoice with multiple payment options:
Debit/Credit Card · PayPal · Apple Pay · Venmo · Google Pay · Zelle · Klarna (Pay in 3)

Payment is made upfront, but Klarna makes it easy to split payments if you prefer. Klarna is also available directly through Etsy for your convenience.

Timeline & Turnaround

Standard turnaround is about 4 weeks — that includes planning, creation, review, and finishing.

Rush orders are available for an additional fee, especially around holidays.

If you have a specific deadline, just let me know so we can plan accordingly.

Here's how to reach me, follow me, or stay connected.

FOLLOW ME ↘



Instagram: @liza_dzines



Email: lizadzines@gmail.com



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Framing & Mood Study — “Self-Portrait”

Each frame tells a different story. The artwork remains the same, but the energy shifts completely depending on its surroundings.

Vibrant multicolor frame: playful, expressive, and spontaneous — emphasizes creativity and emotion.

Mat-based magenta frame: modern and confident — focuses attention inward while keeping a sense of balance.

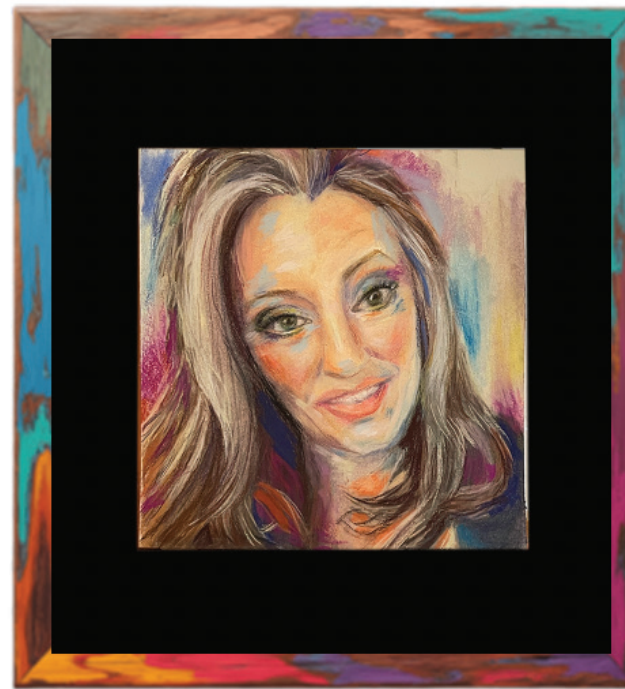
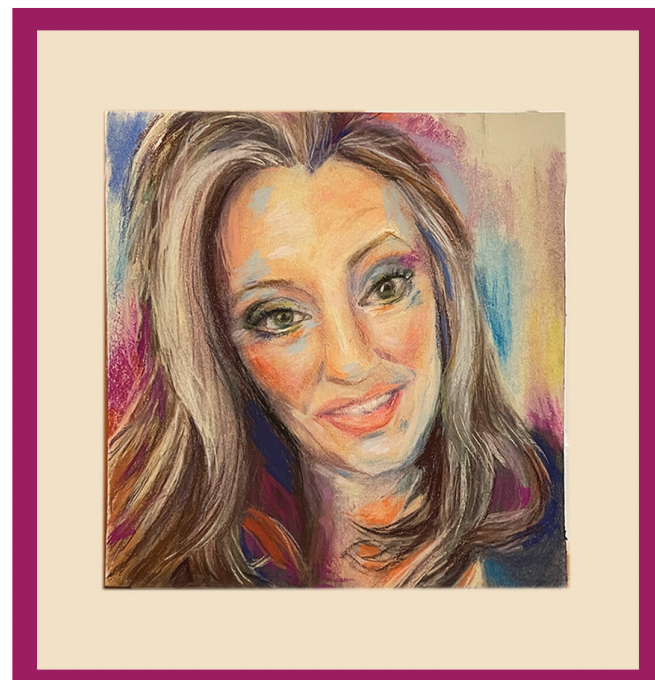
Iridescent blue frame: dreamlike and fluid — captures imagination and movement, evoking transformation.

Ornate plum frame: bold and theatrical — heightens individuality and presence.

Natural wood shadowbox: grounded, honest, and introspective — draws attention to warmth and structure.

Framing isn't just about matching colors — it's about defining mood, identity, and narrative.

The right frame doesn't just surround the art — it completes the feeling it was meant to evoke.



When Rules Break — and Why That's a Good Thing

Framing isn't paint-by-numbers. The biggest mistakes happen when the art is treated in isolation — matched too neatly, centered too safely, or chosen under the wrong light.

A truly successful frame considers the room, the light, and the company it keeps. Even a “perfect” frame can fail if it ignores its surroundings.

Sometimes the right choice is the unexpected one — a dark frame in a bright space, or a bold matte that makes the art breathe. That's where framing becomes design.





Thank You for taking the time to explore my framing services.

Every piece I create begins with your story — and ends with the joy of seeing art fully realized in its space.

I look forward to working with you to find the perfect balance between artwork, environment, and emotion — whether it's a guided selection, a virtual preview, or full-service coordination.

Because art deserves to be seen as it was meant to be — finished, framed, and truly yours.

Every framing design and visualization is created with care, expertise, and a deep understanding of the artwork. While I strive to capture your vision as closely as possible, creative services are inherently interpretive, and final selections remain the client's responsibility. Adjustments beyond the agreed scope may be subject to additional fees.