Wallcover Design 9

DESIGNING FOR CUSTOM WALLCOVERING

VECTOR FILE PREPARATION

First… we require contact information for the graphic designer for any questions that may arise before production.

We accept Adobe InDesign and Adobe Illustrator files, ready to print, with the text converted to outlines. Files usually must be built at smaller dimensions due to maximum dimension limitations in those programs.

Color Specifications: Specify colors in Pantone values and our RIP software will approximate the color as closely as possible.

Panels: Do not try to compute panels or build overlaps into the files; our RIP software will size them very accurately. We will not reprint mismatched panels supplied to us.

Image Bleed Required: Provide 2" image bleed at the top, bottom and both sides of the overall composition that can be trimmed by the installer to follow wall variations.

Design and printing may be digitally accurate but walls, ceilings, floors and corners are often not perfectly level or plumb. 1" to 2" up or down variation in a 25' long wall floor or ceiling, or both, is not uncommon. The printed mural <u>must</u> have that image bleed designed into the top, bottom and ends.

Near-edge elements: Avoid placing important design elements closer than 3" to the top, bottom or ends to allow for trimming variables. Completely avoid thin lines at image edges. Because of installation variables, you cannot be sure exactly where those edges will end up.

Media Width Note: The unprinted media is 54" wide. About 52.5" can be printed. The panels are normally printed with .5" overlaps from each side to allow for overlapping to cut the invisible butt joint. A maximum of 51.5" useable image width remains for each panel.

RASTER FILES - WHAT RESOLUTION IS REQUIRED?

A native resolution of 100 dpi at the final size of the mural is ideal. More than 100 dpi is wasted. We've gotten by with only 35 dpi, which can still look very good depending on the image subject matter. If the image includes lots of fine detail, use 100 dpi where possible.

Native resolution is the resolution of the original image capture, whether it's from a digital camera, a scan or original digital artwork. Files that have been greatly enlarged through interpolation are simply duplicating pixels and do not have the same quality as files that were originally created at higher resolutions.

At lower resolutions, image acceptability depends on the image content and the viewing distance. Other variables, like texture, also come into play so there are no rigid rules. In practice, we simply use what's available and make the most of it. Bottom line… don't get too hung up on resolution.

Resolution testing: If the native resolution at final size will be much less than 100 dpi and there's important fine detail in the mural, ordering a test will show the final appearance.

WHAT TO EXPECT AFTER INSTALLATION:

Retouching seam mismatches after installation: In any composition that includes seams running through intricate design elements, some tiny panel mismatch is possible. These mismatches are hidden with simple retouching colors to tease the eye and make them disappear to the viewer a few feet away. Five feet is the generally accepted as the "can I see it or not" distance.

Bubbles under wallcovering: Small, temporary pasted-adhesive bubbles may be present. They usually disappear completely as the adhesive cures in 2-3 days, depending on drying conditions.

Edge Lift: Any edges that show signs of lifting after installation can easily be repasted.

Mural removal: Professionals apply sizing to walls before installation so that murals can be stripped off cleanly, usually with no wall damage. 3 to 4 weeks adhesive cure time is required before stripping, however.