

D.L.Couch



DIGITAL IMAGINARIUM®

Case Study: QSR Restaurant, The Jan Companies

Inspiration: A QSR Restaurant wanted a brightly colored design on their walls that represented the type of food they serve to customers.



Design Strategy: Our digital department researched image libraries to find unique food images. These images were sent to the customer for further direction. The customer picked the food images they liked and then we manipulated the images to closely resemble the actual food they serve.



Finished Creation: D.L. Couch provided a high quality, digital image that repeats itself, allowing it to be installed in small or large locations.



Digital Process

Welcome to the Imaginarium. Let's get started.

Step 1: What's the image? (Not sure? We'll help.)

Are we working together to come up with the image?

If you have an idea:

Call up and describe it and our designers can translate it. Email it. Ship it. Paintings, old snapshots, a box of rocks that we'll photograph ourselves (seriously, we've done that)-we're very into this, and very open.

If you need an idea:

We have designers who can give you ideas. Or research ideas for you.

Are you providing the image?

Cool. We'll take vector graphics of any size. For bitmap graphics, we accept TIF, PSD, EPS, AI, and high resolution JPGs. In general, we recommend 75 dpi at final size, but here's a chart that shows acceptable (on the viewed-from-further-away end) or recommended (on the sitting-right-next-to-it end) resolution at a minimum viewing distance:

15 dpi...25'	75 dpi...4'
25 dpi...20'	100 dpi...3'
50 dpi...6'	300 dpi...1'

Step 2: How big? (Estimates are okay.)

We need the length and width.

If they're estimates, please note that. We shouldn't produce this until we have real measurements, but we can get a general idea of the cost.

Will it bleed?

Most walls aren't perfectly geometrical, so you need to bleed the image to make sure it covers. Here are the recommended bleeds (to include in your measurements):

<8'...1" each side	<50'...5"-6" each side
<20'...2"-3" each side	<100'...12" each side

- Note obstructions like lighting, speakers, thermostats, etc.
- Note cut-outs on the wall like doors and windows.
- Note if the image is supposed to wrap an entire area, so the ends need to match up.

Step 3. What's the material we're printing it on?

This is something we're going to have to discuss; you'll need to describe the situation, and your plans, and we'll need to make a recommendation. Presumably, if you're this far along the path, you and your rep are talking already.

Case Study: Gymnasium

Inspiration: The customer wanted a custom, photo collage of past and present basketball images.



Design Strategy: The customer supplied many different basketball images that they wanted to combine. Our digital department placed these images into a collage creating a time line. A series of changes were made, substituting new images throughout the collage creating the vision that our customer desired.



Finished Creation: D.L. Couch provided a custom, digital basketball time line that was placed in the lobby, outside the gymnasium. A history time line like this could be used in any business, hospital or school environment.



Portfolio



School

This digital mural brings together the past and present in a whimsical fashion that makes the numbers and letters come to life in a 3-D effect.



Dentist Office

This pediatric dentist office was aiming for a relaxing, tropical setting that would soothe the anxieties associated with visiting the dentist.



Working through the steps to create digital wallcovering is just one more way that we offer our expertise in the creative problem solving process to all of our clients.

D.L.Couch
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