

Below, you will find the requirements for supplying Acoufelt with photos that will look best when printed on Acoufelt QuietPrint™ printed panels. Any image with lower resolution than stated will produce a poor quality finished panel.



For all images supplied to Acoufelt, the original pixel requirements must follow the following formula. 50 DPI quality is the minimum that should be supplied. 300 DPI will yield a perfect image.

#### Formula: Pixels / DPI = Inches



300 DPI Example:  $4480 \times 6720 / 300 \text{ DPI}$   
= 14.93" x 22.3" image

150 DPI Example:  $4480 \times 6720 / 150 \text{ DPI}$   
= 29.86" x 44.8" image

#### How do I find the pixel information?

##### Windows/PC

Right click the image file and select Properties and then the Details/Summary tab and look for your image dimensions there.

##### Mac

Right click the image file and select "Get Info".

Your pixel dimensions show up under "dimensions" as 'width x height'.

The example above is from a single 30.1 megapixel photo. A higher megapixel camera will produce a larger native pixel count. You see that the image size will not produce a wall sized photo, which your project may demand. Unfortunately, one cannot simply enlarge the photo in say Photoshop to the pixel or inch size they desire without severely reducing quality. The only way to produce an image at the size your project requires is to have the native pixels from the start. See the "Taking a project specific photo" section for how to procure an image with the proper pixel count.

#### Stock Photo Download

If you are purchasing an image from a stock photography site, you will quickly see that these are mostly single photo images that have somewhat limited image size offerings. These are great for small/medium size projects but are typically not sufficient for wall size Acoufelt panel applications. Please speak to your Acoufelt representative on sourcing options for a proper sized image.

#### Taking a project specific photo

When contracting a photographer to create an image to use in your design, the formula outlined above **MUST** be conveyed to ensure they understand the requirements to produce an image the wall dimensions demand. If the design calls for a 12' x 5' (300DPI) image, you will want to have an image with 43,200 x 18,000 pixels. The best photos will be multiple image, panoramic images taken on a tripod with a high megapixel camera.

There are a few things to consider when deciding on the DPI of the image such as viewing distance as well as overall sharpness of the original photo. Panels that will be viewed up close and at eye level will want to have utilize and image with 300 DPI. If your viewing distance is farther away and above the viewer, you may be able to use 150 DPI without noticeable image quality loss.

#### Color profiles for printing

The main color reference that is used when printing is Pantone Colors.

#### File Types

All file types can be processed when printing. This includes JPG, TIFF, PSD and PSB.

#### Other facts to know about photography in interior design today

- 1 Artwork is often brought in at the end of a project but still needs to match/compliment the color scheme and design style of an interior. This always makes it a difficult hunt to find just the right piece; a piece that is the right size, style and color for the project. Photographic panels allows for all three of these attributes to be easily custom fit to the project requirements.
- 2 Styles today are trending towards contemporary, industrial, and/or minimalist design. These styles aim to do away with clutter, which is replaced with a few significantly sized statement pieces. A large-scale photography art piece is the perfect solution, working in harmony with today's design trends.
- 3 Having a piece of art that also serves to reduce sound in a space is an asset. Whether it be residential or commercial, noise reverberation detracts from the ambience of the space.
- 4 As styles have changed, photographic art pieces have risen in popularity.
- 5 Original paintings can be expensive, and as trends change they can become quickly outdated. Photographic art is more cost effective and tends to better complement changing design trends.