

Wall Mural Artwork Setup Guide



Hanging pictures is an easy way to decorate a wall, but nothing will create a bigger impact than covering the entire wall with an image. Setting up artwork for a wall mural can be a bit trickier than for a poster or framed wall art.

This help guide is written primarily for setting up artwork for wall murals where one large image covers the entire wall. Setting up repeatable wallpaper drops are not discussed in this guide.

To get the best results possible, it is essential that all aspects of your image are looking their best and that it is set up correctly. This guide will primarily focus on image proportions / size and resolution.

Specifications at a Glance:

Artwork size:

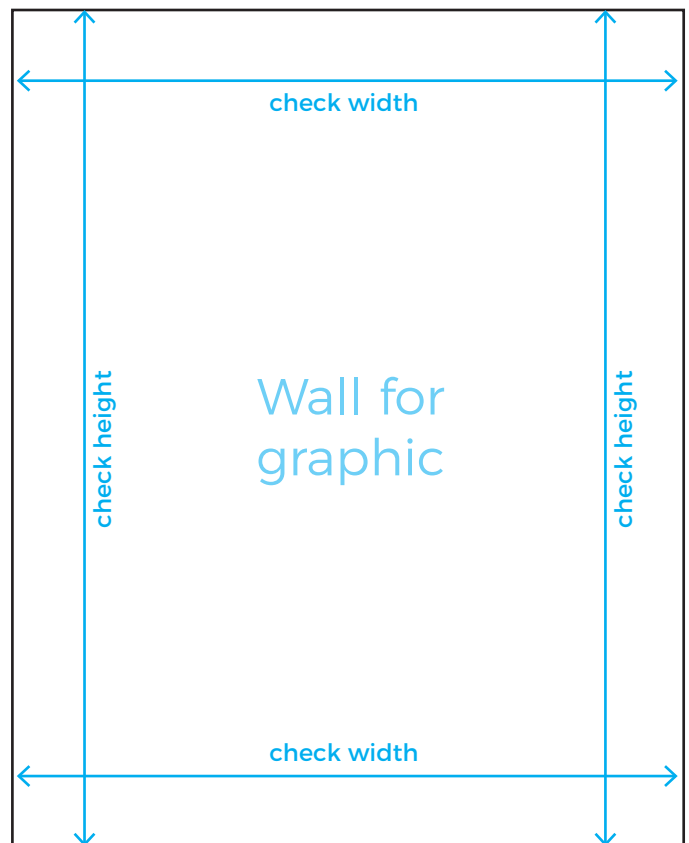
Wall dimensions + 20mm width & height.

Resolution:

minimum 72ppi at final size

Measure wall size

The first step in setting up a print file is to get correct wall measurements. Because walls are not always built plumb (at perfect right angles), it is recommended to measure your walls on at least 2 separate points. If possible measure the width at the top of the wall and at the bottom of the wall. If there is a discrepancy between the 2 measurements, use the larger size. Similarly, measure the height of the wall on the left and on the right hand side and if there is a discrepancy, use the larger size. It is better to trim off a little bit of the image if needed than to have the print be too short to fit the wall.



Setting up artwork

There are a number of software options for creating & preparing artwork for print. Your experience and the software available to you will determine how you do this. As such this will not be a step by step guide but rather the requirements needed for proper artwork set up.

Image Proportion

The wall size you wish to apply your image to may have a different proportion to the chosen image. In this case the image will need to be cropped to fit the same proportion as the wall, or you may need to select a different image that suits the wall proportion.



Artwork Size

Your artwork will need to be setup 20mm longer in width and height than the wall size. For example if your wall is 2000mm wide by 2500mm high, the artwork file should be set up to 2020mm wide by 2520mm high (extra 10mm on the left, 10mm on the right, 10mm on the top and 10mm on the bottom). This extra image size is for bleed to make sure the specified area is covered.

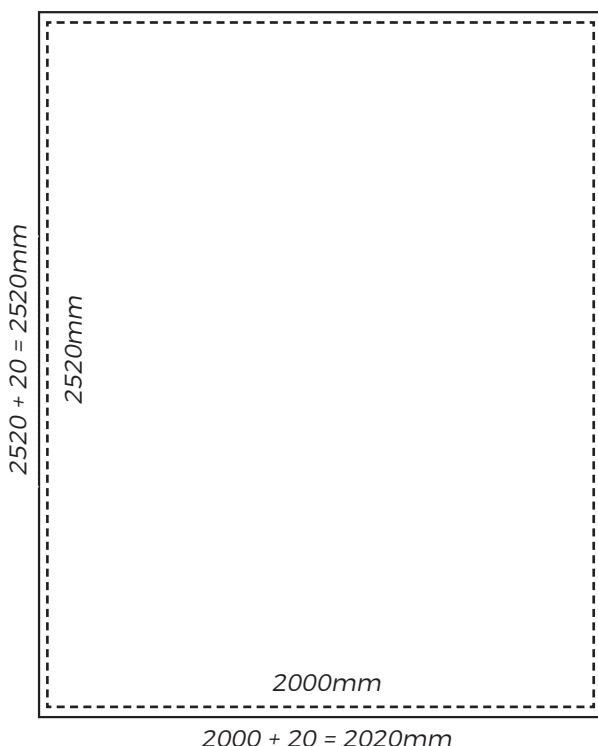
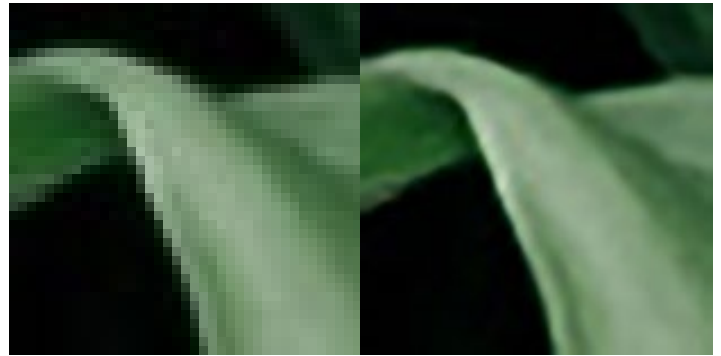


Image Resolution

Whether it is your own image or one that is chosen from online, it should be the highest possible resolution and quality to start with. Most images from your own camera and from online libraries are fine to print up to an A1 (594x841 mm) or even A0 (841x1189mm) as is. For printing larger wall murals however, higher image resolution will be needed.

Increasing the image resolution is called image interpolation, but is often referred to as 'scaling up' or 'rezzing up' an image. This basically uses surrounding pixels to create more pixels.



Low Resolution (21ppi)

'Rezzed up' image (85ppi)

A low resolution image's pixels will be very large and noticeable when printed. To overcome this, extra pixels are created so they become small enough not to be noticed. However, this does tend to make an image 'softer' or 'blurrier'. That is why using the highest possible resolution to begin with is important. The end result will be much clearer.

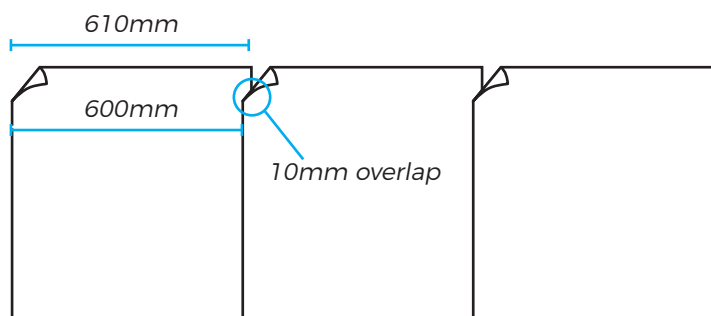
Today there is a large variety of software available (including AI generated options) that can increase image resolution, some provide better results than others.

For wall murals we recommend a minimum image resolution of about 72ppi at final size.

Scaling up an image much over 100ppi will generally not make the image any sharper but will make it slower to work with. Another reason why image resolution doesn't need to be much more than 100ppi for a wall mural is that wall murals are mostly viewed from a greater distance than a framed wall art is. The further away the object is the less resolution is required.

Tiling

Our pre-press department will set up and print your file into 610mm drops at the specified height. These drops include a 10mm overlap for installation.



Proofs

It is advised that you order physical proofs before printing the full size wall mural. A proof is a reduced size print to check the overall colour and layout of your print. It also includes a small section of your artwork printed at 100% to see the resolution and scale at full size.

These 600x300mm proofs are printed on the same substrate as the final product. The proof will be folded into 3, inserted into an envelope and sent out.

The size of the reduced and 100% crop may vary depending on the proportion of the artwork.

