

# Video 4b

## Walmart

You've probably not thought of Walmart as a product creation hotspot but it is when it comes to images, it is. Just type in <http://photos.walmart.com> to get the section you need or you can click on 'Photo' under 'See All Departments' on the Walmart.com homepage.

One of the reasons why I really like what Walmart offers is that the custom products you can create are local to me. The company that handles all of the production is less than five miles from me. They have a huge facility with hundreds of employees.

As you can see by visiting their site, they offer a large assortment of products, from clothing to home and



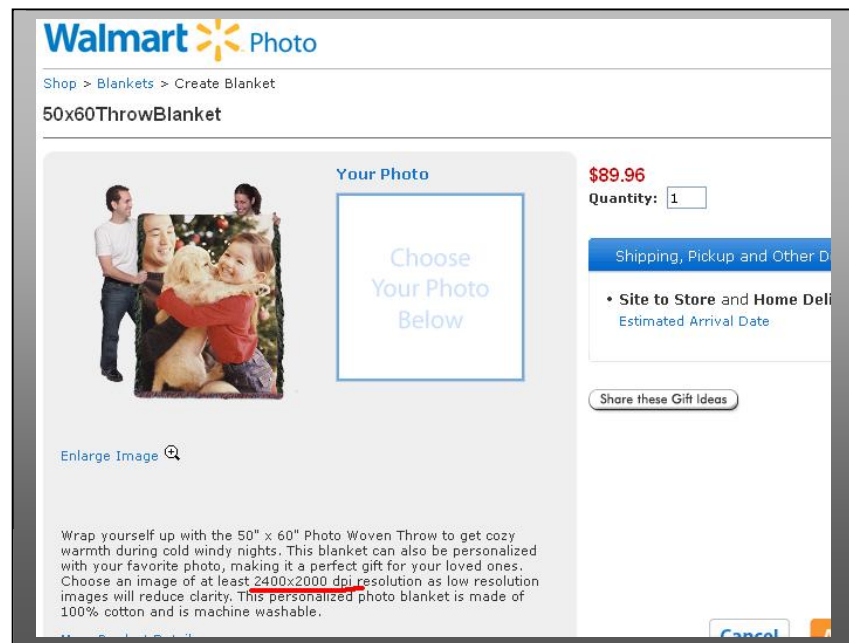
office to kitchen. There are the typical mouse pads and mugs that you would see on Café Press except I found the Walmart prices to be less expensive. There is one particular product that I love... blankets.

If you click on the 'blanket' link and then on 'all blankets' you'll find that they offer a couple different types. Their fleece is a great price for around \$29 but what I love are the woven blankets. What's really cool is that these blankets are not ink jetted images, these are computer based weaving based on actual photographs. And because the photographs are literally woven into the blanket, they are machine washable.

Now, you might think the price point is expensive (and there are cheaper ways of mass producing them in China if you want) but if you consider it from the perspective of creating custom woven throws, I've learned from my research that there is a pretty decent market

for this. Typically the re-sale price for custom throws runs between \$100-\$150 and people are paying it.

To do this you must first create an account. Then, the site itself walks you step by step through the purchasing process, providing you the image information, such as the resolution of the images, etc. You'll notice that 2400x2000 dpi resolution, although bigger is better. I'm testing a resolution that is 1.5 times larger than that, 4320 wide x 3600 pixels.



In case you are wondering I got that number by multiplying the width and length of the blanket by 72 dpi.

## Case Study

*Watch over Tony's shoulder on  
video 4b beginning at 7:04*

Begin by going to Visipix.com and type in the keyword for an image you prefer. Find the image you like, select the largest version available and download. Once downloaded, open it up into Photoshop and change the resolution to 72 as well as change the height to 3600. Since the 'constrain proportions' box is checked, the width will now be larger than we need but that is ok.

Now, we need to crop our final image so that it matches our output size, which according to Walmart is 50 x 60. By changing the size in the top right hand corner, we crop it to the correct size.

Photoshop Lesson: Learn step-by-step how to prepare an image for print beginning at 14:46.

Once you have your image complete, upload that image to Walmart Photos. Once the photo has uploaded, click 'add to cart.' The arrival time is normally 3-4 business days. Next you 'proceed to checkout' and you're done.

## Q and A

**How can you check the copyright on those images or are they all public domain on USA.gov?** Government websites are normally very straightforward about what is and isn't in the public domain, they will tell you. If there are images on the site that are protected by copyright, the information will be on there. Any photo, illustration, etc that was created or produced by a federal employee or someone hired by the federal government to do it is in the public domain because it was paid for by tax payer dollars. Normally the government websites are very clear in letting you know. There are multiple ways of finding that out, it could be in their privacy, rights or usage policy so you may want to look around but it is usually very clear.

**What are the best sizes for different products? Do you have a general rule of thumb for physical versus digital?** Whenever you are printing products from images, you will want to use the size the printer recommends for the product you are creating. There is a wide range of products. Normally the resolution is the thing you want to pay attention to and that resolution should always be 300 dpi. Sometimes they will let you get away with 150-180 but my rule of thumb is that if you stick with 300 dpi, you should be safe as far as your end result. That is how you will get the best quality using that resolution.

## Other resources:

Print photos to canvas: <http://www.thegicleefactory.com/prices.htm>