

Digital Design Must-Haves

New apps you'll want to try

by Deb Barrett

I have digital on the brain these days as I prepare for IWCE, so I thought I'd share some of my favorite digital tools that can make any window covering pro more efficient, creative and productive. Grab these now and take a moment to play around with them before the show—I'd love to know which one turns out to be your new fave!

Waterlogue (Free)

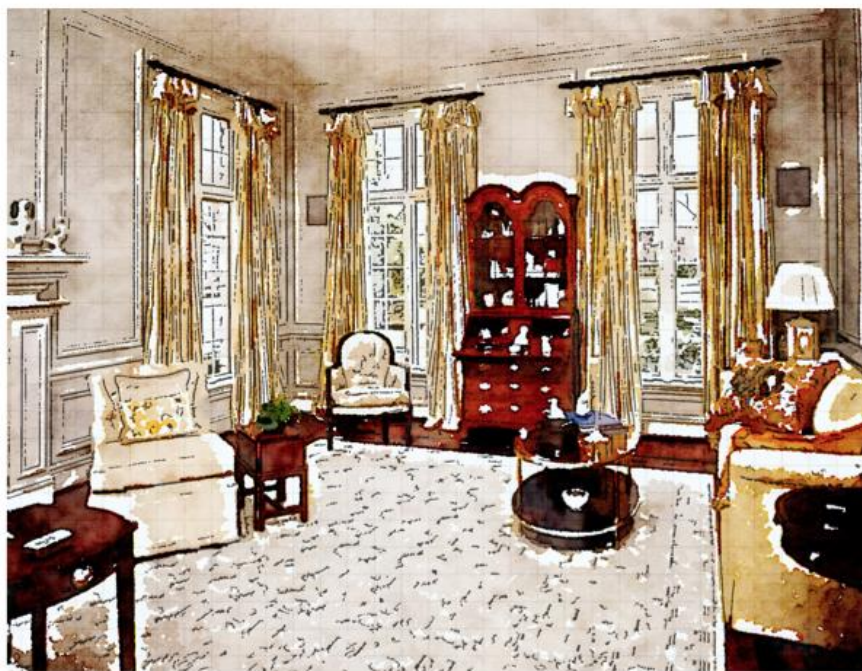
Capitalize on the popularity of artisan looks, and create watercolors of your projects without ever having to pick up a paint brush. I am not an artist, so I love that this app makes me look like I am! There are a variety of ways to customize a Waterlogue image to quickly and easily capture the spirit of your subject. And it's easy! Just upload a photograph, choose from a variety of presets and a few key settings—the result turns any snapshot into a luminous, lively watercolor sketch.

How to use it as a design pro:

- Turn the important photos in your portfolio into an artist's sketchbook
- Take before and after photos and turn them into watercolor gifts for your clients.
- Create thank you notes, postcards, lookbooks and brochures to really show off your creativity.

Adornably (Free)

Ikea started it, and now Adornably is expanding it. This unbelievable app uses augmented reality and a magazine to bring furnishings to life on your tablet.



An original high-res jpg, above, from one of my recent projects, and my Waterlogue version of the same image.

After downloading Adornably and creating a free account, just lay any magazine on the floor of a room, and Adornably will use it to scale a virtual image of that room to your iPad. Next, you can take photos—to use to add furniture later on—or brainstorm with your client by pulling products from the Adornably catalog to place in the rendered room. Imagine being able to show your client what that upholstered sofa in her dream fabric will actually look like in her room. If you think that is cool... you can move that Chesterfield sofa around in the room with your finger!

How to use it as a design pro:

- Surprise and delight your customer by giving her an experience with a presentation like this.
- Sell, sell, sell through visualization. (One of the hardest things to do well in our industry!)

Adornably creates interactive 3D images (top) that you can immediately use to place correctly-scaled furnishings and accessories. Add your own photos (center) or choose from the Adornably library. Changing out your selections and their positioning (bottom) is as easy as tap and drag.

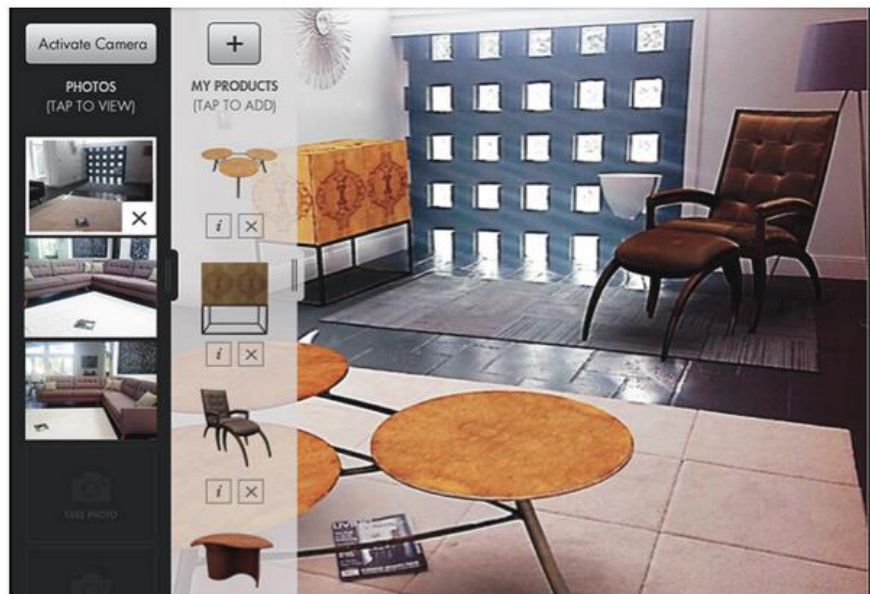
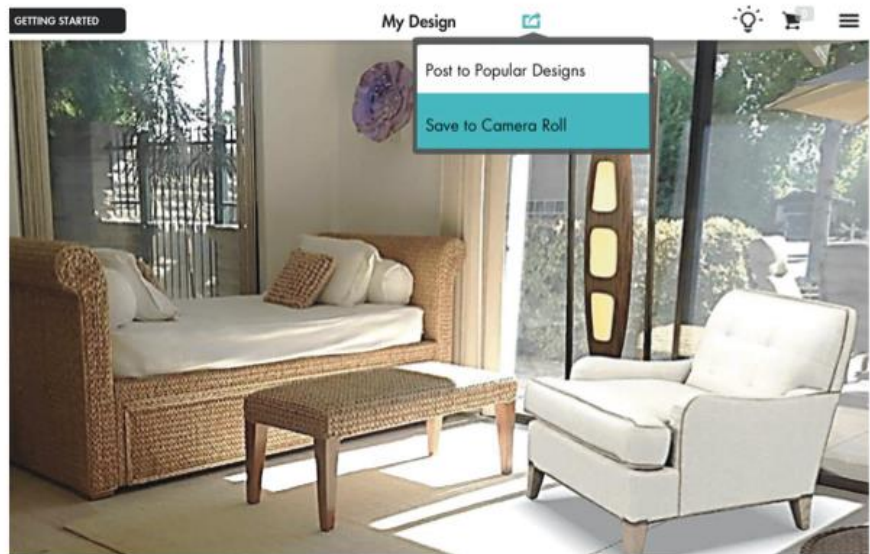
iHandy Carpenter (\$1.99)

There are five tools in this carpenter tool kit:

- A plumb bob—the easiest way for you to verify the verticality of lines or walls;
- A surface level—the best tool to level any flat surface;
- A bubble level bar—everybody needs this;
- A steel protractor—measuring angles from 0 to 180 degrees for those specialty windows;
- A steel ruler, supporting both inches and centimeters. By swiping it left and right, the ruler is capable of measuring things. No more excuses that you left your tape measure at the last job.

How to use it as a design pro:

It's a no brainer, and P.S.: My installer loves it!



PenUltimate (Free)

This will be your go-to sketching and measuring app. Take a picture of a client's window, and using a stylus or your finger, mark it up with measurements and notes. Need to help her with visualizing what it looks like on her window? Sketch treatment styles, and erase it if she doesn't like them. Send your team or subcontractors detailed visual project notes—a picture is worth a thousand words! Now that Evernote has purchased it, your PenUltimate notebooks are automatically synced into your Evernote client files.

How to use it as a design pro:

- Show your clients what you're thinking right on their window.
- Communicate details, specifications and instructions more effectively to your team.

I've got several other fantastic apps to share in the Jan/Feb show issue of *Vision*, but in the meantime, I'd love to hear if any of you give these a test run! **V**

I find PenUltimate to be so useful, I wonder how I ever got along without it. Making measurements and notes on the actual image allows for much more accurate information between myself, the workroom and the installer.



DEB BARRETT AT IWCE 2015

Deb will be presenting "Digital Design Pro", a full-day, hands-on coaching program she developed specifically for our industry. As part of the pre-show Designology course offering, this in-depth session will be limited to 10 participants, so that Deb can provide focused attention to each attendee. A pre-show webinar and post-show follow-up will help ensure that the classroom time is well-spent. For more details go to iwce-vision.com/education/designology.

CLOSER LOOK



Deb Barrett
DebBarrett.com

Facebook:
facebook.com/deb.a.barrett

Twitter:
[@winddressings](https://twitter.com/winddressings)

Pinterest
pinterest.com/dz9confidential

Blog
DesignConfidential.com

Houzz
houzz.com/pro/windowdressinginc

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waterlogueapp.com

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adornably.com

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