

## A GOOD picture is still worth a thousand words ...

A well worn statement – but one that is still valid in business-to-business marketing, where it is vital to deliver a compelling message quickly and efficiently.

### **What Is A Good Picture?**

- It has an obvious center of interest – the viewer can immediately identify the subject.
- The image is properly composed – there is a sense of order to the elements within the photo.
- It has a controlled background – cluttered or dominant backgrounds pull attention away from the subject.
- The center of focus is on the subject – the sharpest focus in the picture should pinpoint what is the most important aspect of the subject.
- Lighting must enhance the subject – revealing critical details, avoiding bright spots or dominant shadows.
- Cropping must enhance the composition, putting the subject in a dominant position.

### **Images Taken From The Web**

These generally do not qualify as “good” quality images for print purposes because they have been reduced to low resolution – typically 72 dpi – in order to load more quickly.

Generally 250 to 300 dpi will maintain image quality for print purposes and offers a fighting chance for retaining picture quality when resolution is finally lowered to 72 dpi for web use.

### **Can Photoshop Save A Photo?**

*Yes – it can rescue images in a variety of ways.*

Photoshop permits the cropping of any image for maximum impact. It lets us clean up or replace a background that is too cluttered or distracting. It will let us soften bright spots, pull detail out of shadows or remove distracting imperfections on the subject itself.

*No – it is not magic.*

It cannot rescue an out of focus or badly lit photo, nor can it sharpen up or restore detail in a low res image obtained from a low quality digital camera or directly from the internet.

The practical rescue limits for Photoshop are the skill levels of the artist and the final cost for he or she to repair a poor original photo.

### **A Thousand Words**

Most of us have neither the time nor the patience to read long, tortuous explanations – at least not until we are ready to lay out large sums of money for something we need. Then, we usually take the time to read specifications, contract terms, etc.

Conversely, when beginning a search for a new vendor or a particular product or service, we react primarily to the presentation.

Whether an ad, brochure or web site, the presentation that delivers a concise and confidence inspiring message through a balanced and artful use of pictures and words will most likely get our attention – and our follow-up.

### **Images Communicate**

In our business-to-business marketing environment, images play as dominant a role as they do in any other area of sales and marketing.

The better the quality and composition of your images, the better will be the first impression created by your marketing tools, whether printed or web based.

A good picture not only replaces a thousand words, it also reveals that you will go the extra distance – always reassuring to every potential customer.