

Banish Boring Photos

By Jessica Albon

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The average newsletter generally has average photos: headshots, people shaking hands or talking on the phone. If you're looking to invigorate your photos, try these tips.

Black and White Photographs

Up the contrast. Black and white photos can be full of drama and journalistic style. Intensify their impact in your photo editing program by increasing the contrast.

Isolate key elements. When a photo is black and white, it is especially important that the background be crisp to highlight the centerpiece of your photo.

Keep it off-center. Always powerful, asymmetry adds a special level of interest and texture to black and white photos because the lines are generally sharper.

Color Photographs

Lighten Up. Take photos with plenty of light. Make sure your subject is lit evenly.

Think color. Choose photos with vibrant colors. Don't waste your color ink on photos that don't pop off the page.

Crop for emphasis. Extra background color is distracting so if there's an aspect you want to focus your viewer's attention on, make sure the rest of the photo doesn't compete.

Photographs of People

Change your angle. Look at people from different angles and in different ways. Consider shooting subjects at work and at play. Help them feel as comfortable as possible.

Zoom in on the hands. Our hands often give away what we're feeling. Nervous? Maybe your

subject fidgets with his napkin beneath the table. Bored? Maybe she's examining her fingernails for flaws in the polish.

Think motion and line. Diagonals are often more visually appealing. Color also gives you more variations in considering motion in your photographs.

Keep your images original and crisp and you'll maximize the power of your company newsletter, whether it's print or electronic.

Is it your job to increase company profits? The Write Exposure offers the resources you need to do just that at <http://www.designdoodles.com>

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