# Getting Great Photos

## Blog

## Did you know?

We all know that Al Gore invented the internet in the 1970's. The truth is that the concept of the internet was introduced in 1974, and by 1983 there was a solid working internet of governmental research and educational computer networks. The World Wide Web was established in 1989, with the first web browser in 1990. eCommerce, the ability to shop online, was introduced by Michael Aldrich in the UK in 1979, however commercial use of the internet was restricted until 1991. 1994 was a watershed year for eCommerce, with the ability to order pizza online from Pizza Hut. The following year saw the introduction of E-Bay (AuctionWeb), Jeff Bezos' Amazon.com and the first online bank. E-commerce sales in 2008 exceeded $204 billion.

Sources: wikipedia.com and ideafinder.com

Time and again we are in the middle of a project and just don't have quite the right photo. There are several options available to get a great picture to complete your project. **1) You can shoot it yourself.** We all own digital cameras, how hard can it be? Unless you are a talented and knowledgeable advanced photographer, this is probably not a very good option. Poor lighting can ruin the best intentions, but so can blurry shots or bad exposure. Often times hobbyists do not provide images with sufficient resolution for high quality printing. **2) Swipe them from a web site.** While this is fast and easy, most likely the image is copyrighted or coming from a copyrighted web site. The resolution of a typical web image is about 1/4 of that needed for a printed brochure or catalog. Also, web images tend to be cropped closely to the subject, making them difficult to compose. Web images are compressed and often contain artifacts from the compression, that means they might look okay on your monitor, but in print the quality is terrible. **3) Use stock photography.** There are many web sites available today to provide every level of stock photography, some better than others. Many stock houses such as Getty, Corbis or Jupitor have been in the business for many years, but in the past the general public did not know of them. They have experienced staffs which can help find pictures based on a theme, concept, industry or metaphor. These companies used to deal almost exclusively with agencies and provided licensed images, but in the last 5 to 10 years have opened up their collections and began offering royalty-free photos. **4) Hire a professional photographer.** If you were marrying off your only daughter and needed a photographer for the event, would you ask "Uncle Ted the Shutterbug", or a professional wedding photographer? Duh. Professionals tend to have great general knowledge about photography, but many also find specialties within the field. So some are great shooting architecture or interiors, others people or food, some nature, and still others with macro subjects or sports. The professional can take an average situation or product and make it more dramatic and interesting. If the point of marketing is to improve sales of your product or service, than you want everything on your side. A professional photographer in your corner can make a huge difference. From a graphic designer viewpoint, when the photos are great, the job is already half done.
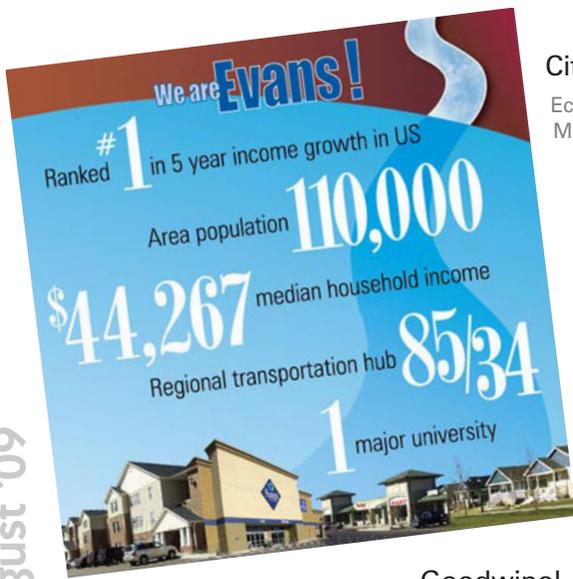
### Capturing the Shot

• You can shoot it yourself
• Swipe them from a web site
• Use stock photography
• Hire a professional photographer

To read more about licensed photos vs. royalty-free photos visit our blog.

We are Evans!

Ranked #1 in 5 year income growth in US

Area population 110,000

$44,267 median household income

Regional transportation hub 85/34

1 major university

**City of Evans, CO**
Economic Development Marketing Campaign

**Goodwinol Products**
Color Brochure

**Highland Hills Family Dentistry**
Branding Campaign Direct Mail Brochure

**Alps Publishing**
25th Anniversary Color Catalog

**Greeley/ Weld County School District 6**
Original Illustration

# Common Graphic File Formats

It is import to know the difference between raster and vector art. Raster images are like photographs, they are made up of many colored dot/pixels that make up the image. Vector art is like mathematical coordinates and in between each coordinate is either a line or curve. Because of vector art's mathematical basis it can be scaled to any size without loss of quality whereas, raster images have a limited ability to be scaled up before loss of quality occurs.

**ai** – A vector based file format used in the Adobe Illustrator program. While this is a vector format, raster images such as tiff or psd formats can also be placed in the ai file.

**eps** – A common vector file format but like the ai format it too can contain raster images. Many software applications can import, open and export this format so it is often provided by designers to clients.

**pdf** - The Portable Document Format is an extremely popular format developed by Adobe Systems. It's popularity is due to its ability to be viewed and printed how the author intended on many computer platforms and as a result it has also become an industry standard in the print industry. The pdf format can contain type, raster images & vector art just like the ai format, and even interactive media.

**tiff** - This is a raster image format. It supports many features and is used primarily in print.

**psd** - Adobe Photoshop's primary file format. This is a raster image format but supports many features like vector type and art. Designers often work in psd, then export to the appropriate file format for the final output.

**jpg** - This is a compressed raster image format commonly used for web images. It supports various compression levels to keep file size down. This format is often used in digital cameras.

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www.anvilgraphics.com
356-5870 • 1-877-356-5870

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