

Paragraph #1, Make a Conclusion:

1. Effective Photography – Making a point
2. Unique angles of photography
3. Color scheme
4. Emotive Photography
5. Imagery as Content
6. Eye Gaze

Paragraph #2, First Impression:

– Simple, Clean Cut, Expensive, Sophisticated, Exquisite, Creative, Professional, Exciting and Fancy!

1. White Space
2. Alignment
3. Color Scheme
4. High Resolutions Photography
5. Contrast
6. Font Choice and style
7. Usability
8. Defined Borders
9. Active / Rugged

Paragraph #3, Trust:

1. White Space – simplistic
2. Sophistication – contrast, photography, alignment, line-height
3. Consistency/Repetition
4. Power of Faces
5. Stock Photography

