

EFFECTIVE PHOTOGRAPHY

FOR WEB DESIGN



PHOTO SELECTION

<http://webdesign.tutsplus.com/tutorials/the-web-designers-guide-to-photo-selection--cms-21592>

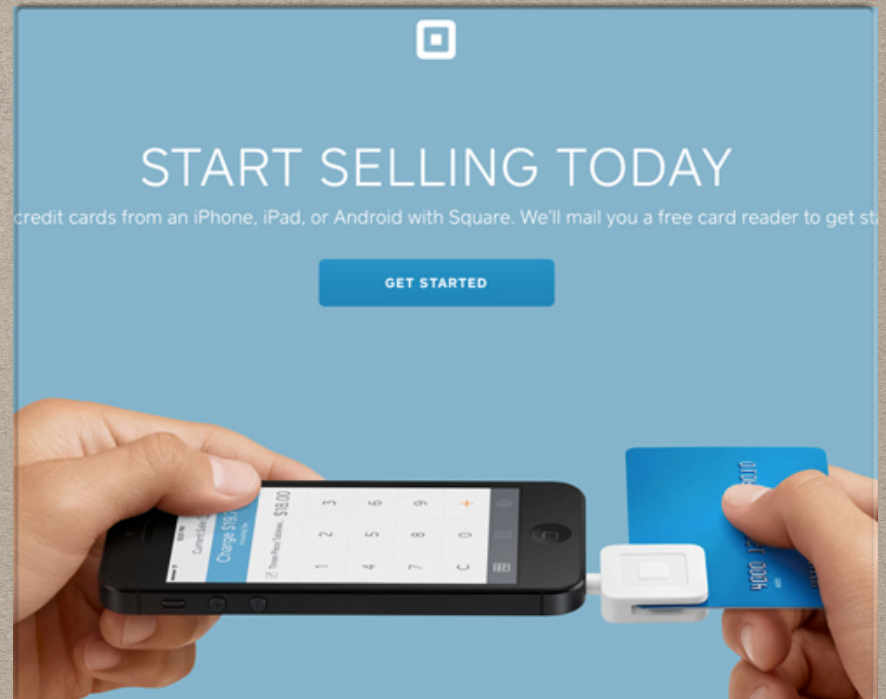
GOALS OF YOUR IMAGES

- Grab attention and trigger an almost instant response (do this by using a large photo and pull them away from their usual tendency- top left rule)
- Help establish a first impression
- Inform what the site is about
- Earning trust



TREATING A PHOTO AS CONTENT

- A photo on a Web page is content
- Does the photo provide meaningful information or provide help for a user's current task
- Photos should never be used just to "jazz up" the Web page
- "Our brain processes images 60,000 times faster than reading text" Mike Parkinson



IS IT USEFUL?

- Useful photo should
Help us better understand something,
Teach us how to use something, or
Show us how something is done

Photos should be self-explanatory and communicate the intended message very well. You don't have to look long to figure out what the product/service/site is about.

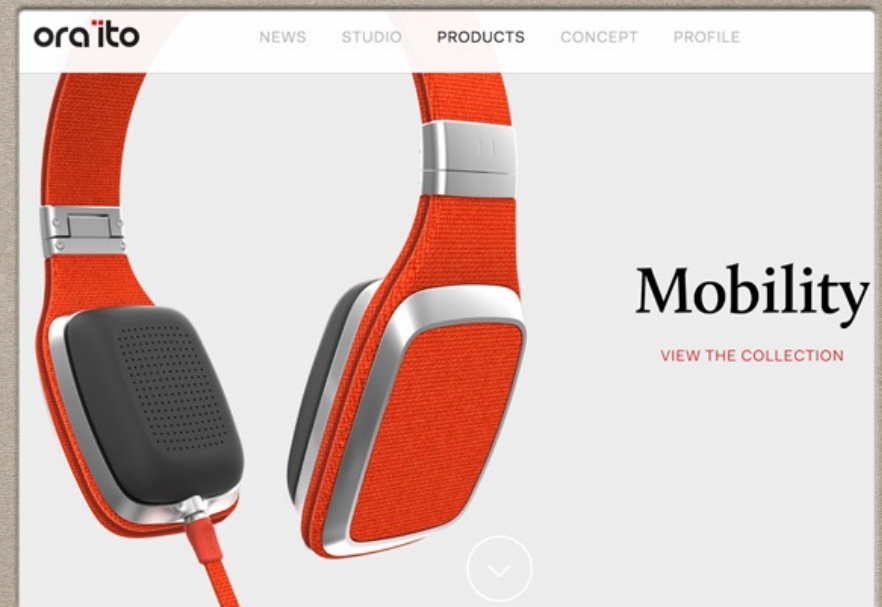
INTRODUCING THE WALNUT

DESK COLLECTION

SHOP NOW

IS IT EFFECTIVE?

- An effective photo is the one which is prompting for an action, influences our behavior and communicates the intended message clearly
- Whenever we see a photo which triggers a change in our behavior we can describe it as being effective.



Travel at a Million Memories Per Hour

Text a download link to your mobile device.

(555) 555-5555

SEND



Message and data rates may apply.

3:25 PM
BOULDER, CO
ANNIVERSARY TRIP

EFFECTIVE CLEVER GAZE DIRECTION

TO GUIDE USERS' EYE TO IMPORTANT CONTENT ON THE PAGE, THE MOBILE DOWNLOAD LINK ON THE LEFT.

Activity #1

STOP-THINK-ACT

DIRECTIONS: IN YOUR PRESENTATION NOTES INCLUDE A SITE WHICH DISPLAYS MODEL WORK FOR THE FOLLOWING CONCEPTS,

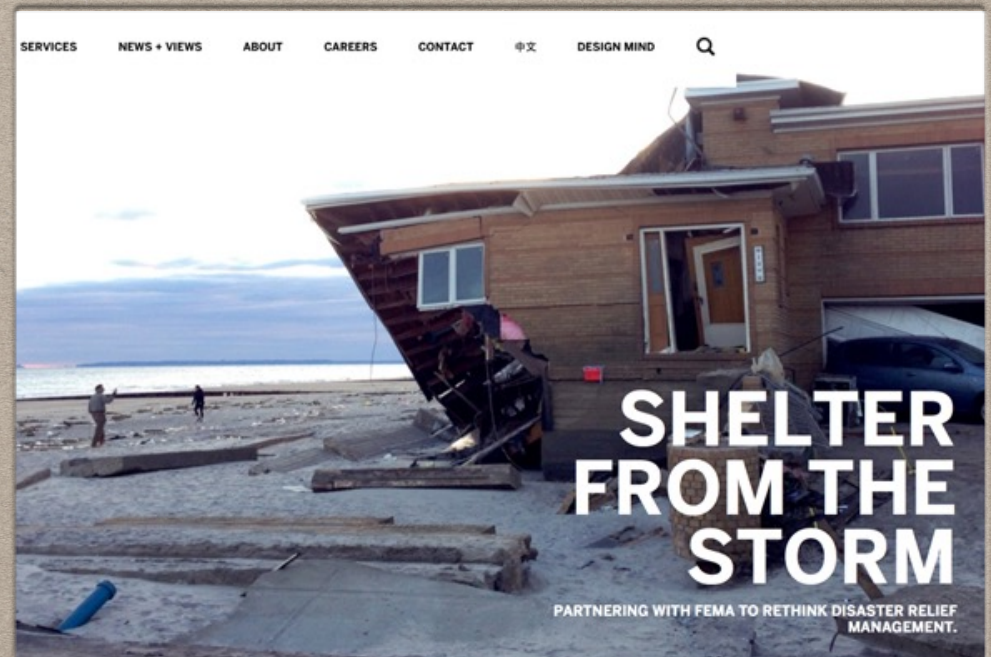
1. TREATING A PHOTO AS CONTENT
2. USING AN EFFECTIVE PHOTO

EACH CONCEPT MUST HAVE A DIFFERENT EXAMPLE AND INCLUDE A TWO SENTENCE EXPLANATION AS WELL AS THE SOURCE OF YOUR SITE (NAME AND URL)



IS IT EMOTIVE?

- An emotive photo should result in an emotional response from the viewer
- As long as the photo appeals to our emotions in some way it will have greater impact than one which doesn't
- Emotion can be: just pleasing to look at, calming, disturbing, attractive and/or desirable
- The main photo, combined with a good tagline, is very effective and emotive.



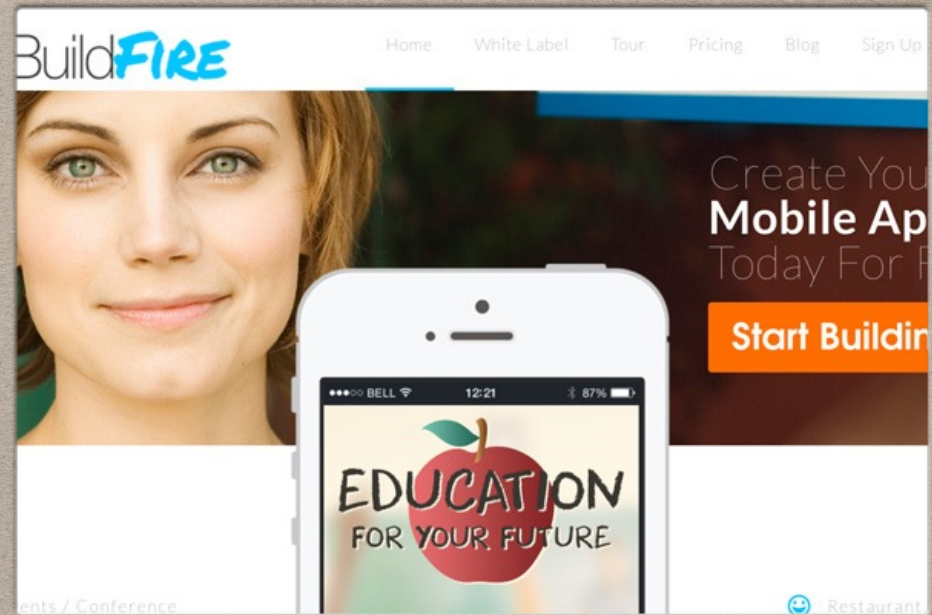
THE POWER OF FACES

- There are seven basic emotions:
 1. joy
 2. sadness
 3. contempt
 4. fear
 5. disgust
 6. surprise
 7. anger

They are universal and are usually communicated by facial expression and physical gestures. If you are using photos of people to communicate your intended message watch out for these basic seven emotion and decide which ones drive your target audience.

THE POWER OF FACES

- When we see a face, we are automatically triggered to feel something or to empathize with that person.
- Emotional faces can add personality to a product and is a useful and effective way of grabbing users' attention.



THE POWER OF FACES

- Close up photos are most persuasive on a charity site
- Combination of the powerful face with the effective gaze connects the user and provides them with a next step



Activity #2

STOP-THINK-ACT

DIRECTIONS: IN YOUR PRESENTATION NOTES INCLUDE A SITE WHICH DISPLAYS MODEL WORK FOR THE FOLLOWING CONCEPTS,

1. EMOTIVE PHOTO
2. POWER OF FACES

EACH CONCEPT MUST HAVE A DIFFERENT EXAMPLE AND INCLUDE A TWO SENTENCE EXPLANATION AS WELL AS THE SOURCE OF YOUR SITE (NAME AND URL)



8 QUESTIONS TO ASK YOURSELF WHEN EVALUATING A PHOTO

1. What is the subject matter in the photograph?
2. Can you tell from which social era it came? What clues give you that information?
3. Does the photograph give you a sense of time (day or night, long exposure or short exposure)? What clues give you that information?
4. Did the photograph have an emotional impact on you when you first saw it? What emotions did the photograph trigger in you?

8 QUESTIONS TO ASK YOURSELF WHEN EVALUATING A PHOTO

1. What emotional response do you think the photographers was trying to evoke in a viewer? Did the photographer's intention match your emotional reaction?
2. What concept or idea do you think the photographers was trying to portray with the photograph?
3. Do you think the photographer was successful in translating these thoughts into a visual form? What aspects of the photograph lead you to this conclusion?
4. What changes would you make if you could have made the photograph yourself?

HOW NOT TO USE PHOTOS IN WEB DESIGN

- Unrelated photo
- Blurred photo background
- Wrong photo choice
- Stock Photos
(with exception of when in the classroom or if have no other means)

Activity #3

STOP-THINK-ACT

DIRECTIONS: SHARE YOUR IMAGES FROM ACTIVITY #1 & #2 WITH A PARTNER. EACH PARTNER NEEDS TO ANSWER THE "8 QUESTIONS TO ASK YOURSELF WHEN EVALUATING A PHOTO" ON ONE PHOTO FROM ACTIVITY #1 & #2. THESE QUESTIONS SHOULD BE ANSWERED FOR YOUR PARTNER ON THEIR NOTES/PRESENTATION.

