

PICTURES ON A PAGE

Communicate

Does everyone involved know what the story is, what the angle is and which pictures are coming?

Look at the picture

Look at the picture from different angles. Remember, people are interested in people ... not things buildings, cars.

Crop well

Take out all unnecessary and unwanted background. But if the background is of value, leave it in. Try to get the main image into the centre of the picture.

Be bold

If the picture is good ... use it big. Begin the page with it; lead the page with it.

Make the words & the picture speak to each other

People see pictures first, then headlines. Many of them will not read the text. Let the headline refer directly to the picture. All pictures need captions. All captions should go under pictures.

Remember that pictures compete

One large picture will have more impact than two or three the same size.

Watch out for the other elements on the page

Remember that colour will be seen before black and white. If the main picture is in black and white, then consider the consequences if you use the secondary picture or advert in colour.

Consider graphics

If photographs are not the best way to illustrate the story, think of other ways. Information graphics, caricatures, storyboards.

Think cut-outs

Cut outs can be effective if you want to focus on one individual. Don't cut out small pictures.

Will it wash?

A colour wash, in a background colour and at a low percentage, can have the effect of framing a picture and pushing it forward.

Use the colours in the photograph ...

... to dress the whole page. The most stylish pages use no more than three colours and the headline and wash is taken from the main picture.

Could there be a sequence?

If so, use all the pictures the same size and perhaps number them.
