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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.

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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>

Animal Photos Not Just For Kids Anymore

By I Henman

Many people think that pictures of animals are just for children, but boy are they all mistaken. They might look at cute animal photos when they are small, but as they grow, they assume that, like cuddly stuffed bears, these pictures of animals are best left to childhood. Oh sure, trying to be cute, their boss might leave animal photos up around the office as a pleasant, if boring decoration, but no one ever thinks about these pictures at all. I really do think that this is a great shame. As a professional animal photographer, it should be no surprise that I like animal photos, but the reasons might be things that you have never thought about.

One of the greatest things about animal photos is that they really can capture any emotion that you can think about. People are often reserved about showing what is going on inside them, but reserve is not really anything that shows up too frequently among the members of the animal kingdom. In animal photos, we have the chance to see practically any emotion, from the tenderness of a mother cat caring for her young, to the fierceness of a lion pouncing for the kill, to the sly disdain of a baboon, leaving its friends behind for new fun.

Many people believe that we are not really seeing these expressions in animal photos, and that what we are seeing is just a reflection of our own emotions that we want to pin on animals, but anyone who has spent any time with animals at all knows that this is simply not true. When we look at animal photos, we are looking out at our own emotions, not because we put them there, but because animals are really very strikingly similar to us. Dogs really do feel loyalty and friendliness quite often. You can tell if you have a pet dog what the expressions in dog animal photos really mean. Cats really are quite evil and sneaky, not because their tiny, creepy eyes look that way in animal photos, but because that is

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their natural temperament. Animals are less intelligent than we are, and are more driven by instinct, but that does not change the fact that they feel real emotions the same as we do. It does not take animal photos to show most of us the truth of this statement, but looking at pictures of animals can help to confirm it again and again.

For more information about animal photos, and other types of photos and photography please check out website at Photography Tips.



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