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PRINTTIPS™

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Unleash the Selling Power of Photos

Have you ever noticed how much excitement surrounds a bride on her wedding day? When the back door to the church opens, expectant guests can be heard saying, "What a vision," or, "She's as pretty as a picture". Imagine the

dramatic change in reaction if she wore a tattered dress and her hair was a mess. A quick glance around the room would probably reveal many shocked expressions. Similarly, photographs can generate a sense of awe and excitement or a sense of disillusionment.

Photos have the ability to sell for you, but you must have a clear idea of what you are trying to sell.

Any pictures you use will convey a message about the event, product or service you are trying to promote. There are several ways to ensure your photographs convey a clear, powerful message that results in the action you desire.

1. Know the purpose.

What product or service are you trying to sell? What type of picture would convey this best? Do you need evidence to prove a point? "Numer-

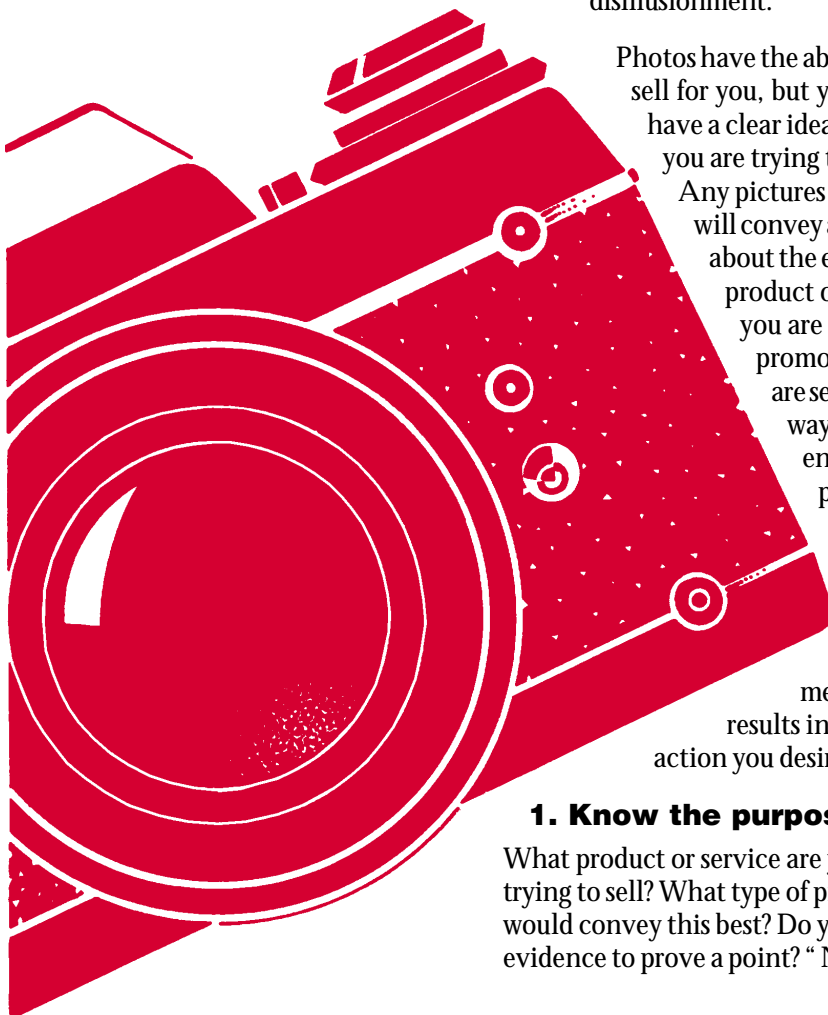
ous studies have shown that readers are more likely to believe a story, statistic, advertising claim or other assertion if it features a photo," says Roger Parker, author of *Looking Good in Print*. This is why publications and television news reporters use photos for hard news stories and illustrations for softer items. Knowing the purpose for the photo will help you determine what type of picture to take.

2. Tell a story.

A bride's radiant smile tells an instant story of the love she has for her mate. Similarly, your pictures tell stories. What stories do you want them to tell? When planned carefully, photos can tie directly into surrounding text. When used in an article or with text, a picture should summarize visually what is being said in writing.

3. Caption cleverly.

Clever captions act as headlines to draw you into an article or story or to give you an idea of what happened. They keep readers interested. They attract the attention of the people who are featured in the accompanying photos. Make sure captions are spelled and punctuated correctly. If the picture features a group of people, list their names and specify whether you are starting with the front or back row. It is most common to go from left to right. Captions are especially



important when a picture is standing by itself. They provide an opportunity to give a short synopsis of a product, service or event.

4. Crop carefully.

Cropping can make dull, static pictures more lively. Many times pictures contain extraneous objects or people that have nothing to do with what you want to convey. Cropping lets you cut to the heart of the matter. It lets you put the most important thing directly in front of the reader. According to Parker, "A good crop heightens the legibility, attractiveness and impact of any photo."

5. Use action shots.

When trying to spur a reader to action, action shots can create the sense of urgency you need. For example, if you were looking at an ad for running shoes you would probably be more inspired by a picture of an athlete running in the shoes rather than a posed shot of a model holding the shoes. Action shots involve readers. They draw readers into a page and make them wonder what's happening.

6. Find the Line of Focus.

When selecting photos, it's important to evaluate where your eye goes first. This area is considered the line of focus. This line can be used effectively to focus a reader's attention exactly where you want it. One need only look at photos used in magazines to

understand the importance of the line of focus. An important rule of thumb is that with single sheets you always want photos placed in a way that draws readers into the page. When you have two pages together, a photo or group of photos that encourages readers to move from left to right will work best. When creating a two page layout, place the dominant photo on the left page.

7. Know Your Limitations.

There are many creative techniques you can use to improve the impact of a layout (or to draw the reader into the page) but be careful. For example, many companies like to place type over photographs. If you're considering this, make sure your background is light enough and your text dark enough so you can see it.

It is also popular to flop photos so that they draw attention where you want it. If you flop a photo, be keenly aware of details. For example, words in a flopped photo will appear in reverse. Soldiers will salute with the wrong hand and rings can appear on the wrong fingers.

8. Evoke Emotion.

You want something genuine, not phony. One of the best ways to capture emotion, particularly for employee newsletters is to leave

cameras in each department and ask the employees to take candid shots.

You can get some great photos this way. Action photos evoke emotions that illustrations don't. If you try to recall the most important

events of the last 50 years, odds are you associate them with photos you've seen.

9. Enhance Photo Quality on the Desktop.

While your choices for improving quality manually are limited, working on the desktop gives you several options. Many programs such as Photoshop are available to help you turn photos that are just okay into great ones.

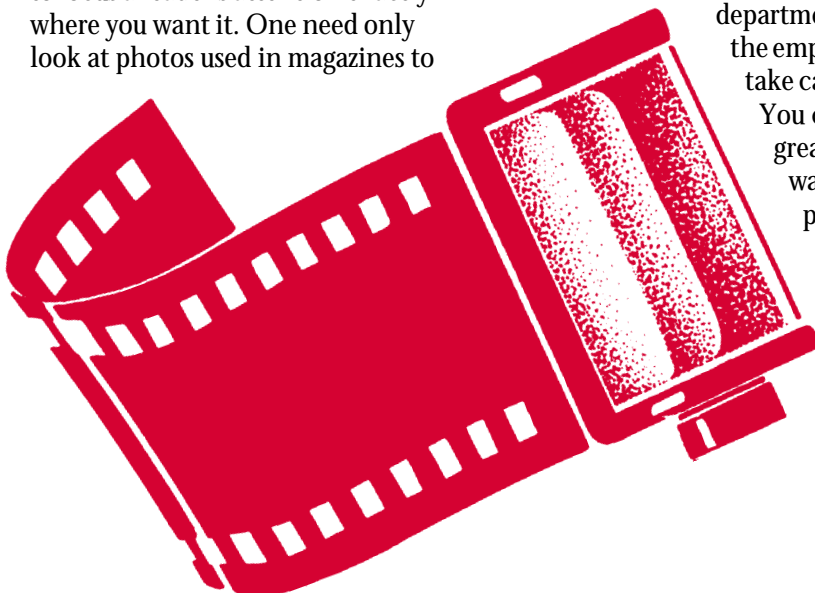
There are also companion programs for Photoshop that can help. Intellihance™ from Extensis™ is a helpful tool for getting the most out of grayscale, RGB or CMYK scans. It has automatic settings, or you can manually adjust contrast, sharpening and despeckelling to make your scans look their best. Note: The despeckle filter removes noise (or specks) in an image, but doesn't blur the edges, so detail is preserved.

When submitting a disk with photo scans on it, remember that one of the most universally readable ways to store photos on disk is as TIFF files. However, any photo that will be printed in four color process must be converted to CMYK format. Check with us before storing any photos on disk. We can tell you the most efficient way to do it.

10. Add Dramatic Effects

Ghosting (using a screened-back photo as background art), adding beveled edges to your photos and shadowing are three effects offered by PhotoTools™ from Extensis™, one of the extension programs for Photoshop. Such effects can dramatically change your piece.

Like a bride who carefully selects her dress, accessories and how she will do her hair and makeup, you must plan your photos carefully and select only the very best to be printed. Then you will experience the pride of a well received layout.



The Idea Corner

You've heard the phrase, "A picture is worth a thousand words," yet how many times is this concept put into practice? Many take photos while on vacation, yet forget to take them in the work-place.

Think of all the opportunities for you to use photographs. Photographs provide a great way to show the wide range of services you offer. They also give you an opportunity to show prospective clients the work you've done.

Photo albums are very effective for trade shows because they allow conferees to see what you do at a

Collect Memories

glance. When using photo albums for trade shows include brief captions. For example, a storage company might take photographs of the different sized units offered and show in each picture how many items one could get in that sized unit.

Photos work great as gifts for employees or customers for special occasions including: marriages, births and retirements. You could even make up a photo album to thank your secretary on Secretary's Day.

Creative Memories, a company that specializes in making photos last, recommends that you avoid any albums containing acid, lignin or PVC. The possibilities for using photographs are endless. Please ask us for other creative ways you can use photos.

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WORDS

A Vocabulary
Of The Graphic Arts

composite photo – Photo made by combining two or more images.

mechanical – Camera-ready assembly of type, graphics, and other copy complete with instructions to the printer. A hard mechanical consists of paper and/or acetate, is made using pasteup techniques, and may also be called an artboard, board, or pasteup. A soft mechanical, also called an electronic mechanical, exists as a file of type and other images assembled using computers.

comprehensive dummy –

Simulation of a printed piece complete with type, graphics and colors. A comprehensive dummy is the closest possible representation of the final printed product until it is represented by color proofs. Also called color comprehensive and comp.

halftone – 1) (verb) To photograph or scan a continuous-tone image to convert the image into halftone dots. 2) (noun) A photograph or continuous-tone illustration that has been halftoned and appears on film, paper, printing plate, or the final printed product.

photostat – Brand name for a diffusion transfer process used to make positive paper prints of line copy and halftones. Often used as alternate term for PMT.

screen tint – Color created by dots instead of solid ink coverage. Screen tints appear less dense than solid coverage, thus simulate shading and lighter colors.

positive images – Image on film, plate or paper in which solids in the original subject are black or opaque and clear areas in the original are white or clear as compared to a negative image.

*Definitions from Graphically Speaking
by Mark Beach, 1992*

Q&A

Questions
And Answers

I've been told to use photographs to promote my company, but whenever I send photographs to local papers, they never use them. What am I doing wrong?

Photographs can be an effective tool to get coverage for your company, event, product or service, if you know when and where to use them. Before you spend the money to produce and send several photographs, make sure the local papers want them. It's incredibly

sad to see how many photographs end up in the garbage can of local publishers at the end of each day.

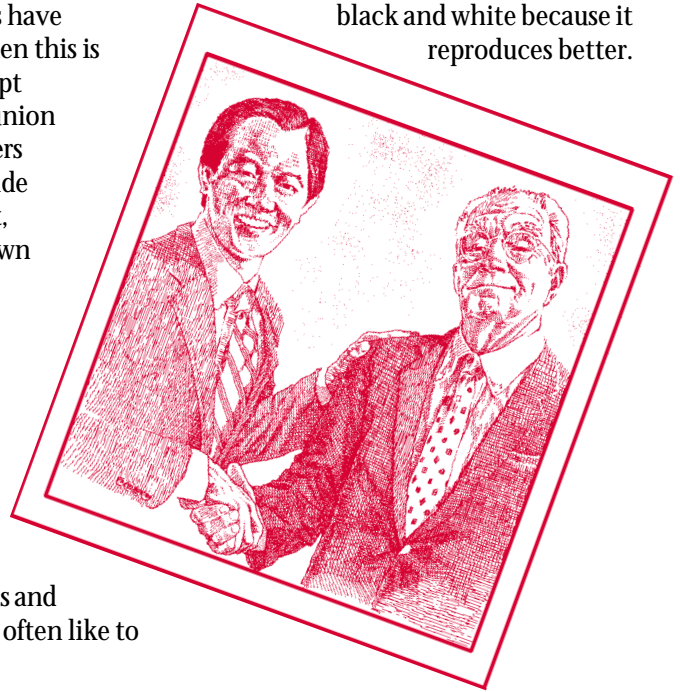
Whether or not you should send a photo to local papers largely depends on the paper. Some papers have union photographers. When this is the case, they will not accept photography from a non-union photographer. Larger papers typically don't accept outside photos. If they want a shot, they'll usually send their own photographer to get it.

Occasionally, papers ask people to send in photographs for photo contests, new job position announcements and some new product announcements, etc.

Alumni publications, clubs and professional organizations often like to

receive pictures. However, it is always best to check first.

If a paper asks you to send a photo, ask them if they prefer black and white or color. Usually they will prefer black and white because it reproduces better.



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