

## THE BASICS

### Size and crop photos for greater impact

Readers love looking at pictures. Photos — especially of people in action — enhance articles by adding visual interest.

But photos aren't always as effective as they could be. Sometimes they aren't well framed or they contain extraneous background material. Other times they aren't reproduced at the right size. It's frustrating to have to squint at photos to try to recognize tiny or blurred faces.

Such images aren't a total loss, however. By enlarging the photo and cropping out unneeded background, you can bring the subject up close.

A helpful guideline for sizing photos of groups is to make sure faces are no smaller than a dime. For individual shots, a person's face should be at least the size of your thumbnail. Just be sure to keep proportions the same so you don't end up with distorted faces or bodies.

Cropping improves poorly framed pictures and those with distracting elements. Examine each photo and



decide what really needs to be shown. For example, a tree branch may add interest, but the entire tree may clutter the picture.

It's usually better to start with a picture that has too much space and crop it, rather than a picture that doesn't have enough to work with. You may determine, for example, that you don't need to show everyone's feet in a group shot. But it's good to have that option, depending on your needs.

With some experimentation, you'll notice the big difference that a little cropping can make. **N**

## ART TIP

### Photocopy and scan small objects

Need a photo of an everyday item? If it's small enough to safely fit on the glass of your photocopier or scanner, you can easily create your own "photos." For example, if you're handing out stickers containing the church logo, scan one and place the picture in your newsletter. Other items that work well include key chains, pencils, pens, keys, paper clips, flowers, leaves and so on.

Experiment with settings to create eye-catching images you can quickly and easily add to your newsletter, bulletins or flyers. **N**



## ~~oops!~~

From a worship bulletin in El Paso, Texas:

welcome to worship, as we celebrate the

The Spirit's presence is surly among us.

Join us after the service for coffee and

*Surely* these folks haven't made God mad?

Send your own bloopers to [service@NewsletterNewsletter.com](mailto:service@NewsletterNewsletter.com).