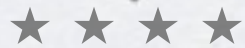

Visual Communication: Web Interface design 3

Silvia Fiamberti



Imagery

- * The placement of the camera at the top of this page helps to ensure it will get noticed.
- * The isolation of the image makes it stand out even more as a focal point.
- * Finally, the direction of the lens creates a line of continuance that determines the next focal point of the page.



What to Look For

- * Before you choose an image to include in the layout or the content of a web site, ask yourself the following questions:

Is it relevant?



- * When relevant images are placed within a block of text, they provide visual bookmarks that help visitors to remember what was covered on the page, and to know where to look when they come back.

Is it interesting?

- * Although it's important to maintain a connection between the visual elements of a design and the content, this shouldn't always be priority number one.
- * Sometimes, relevance takes a back seat to interest or intrigue.
- * News writers often take this perspective when writing headlines for featured articles, but it can be done with images as well.
- * This is what I mean when I ask if an image you're considering is interesting: does it catch your eye and make you want to understand why it's there?

Is it appealing?

- * The problem is that everyone has a different definition of “appealing.”
- * The idea is to try to put yourself in the shoes of your target audience.



Legitimate Image Sources

- * Do it yourself.
- * Purchase stock images.
- * Hire a professional.

Creative Cropping

- * Some of the most profound impacts you can make on the presentation of an image come from wise choices about what should be included, and what should not.
- * This process is known as **cropping**, and is a fundamental image manipulation technique.

Original



Cropping



CROPPING

★ ★ ★ ★

We can also crop images in unexpected ways to portray a sense of emotion, show an interesting perspective, or change the overall message of the image.

★ ★ ★ ★



An image of a guitar player has been cropped in tightly to show only the musician's strumming hand and the body of the guitar. This treatment highlights the sense of movement that's inherent in a musical performance, and provides a degree of anonymity that allows more people to connect with the image.

ORIGINAL



CROPPING

River.image.cropped.around.a.kayaking.shape



CROPPING

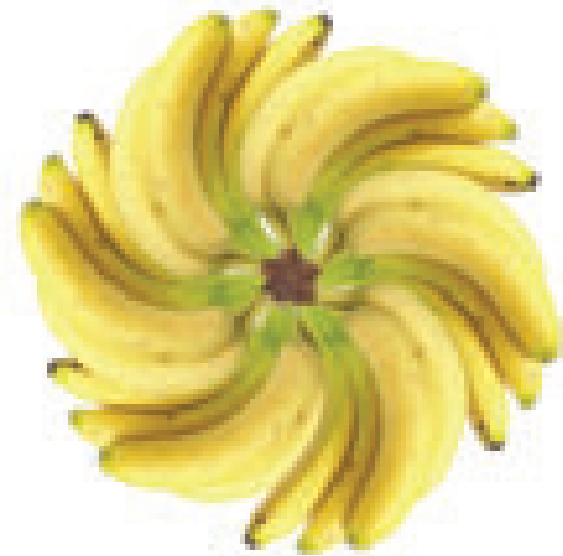
Using text as a mask to crop the Saluda River image



THE SCENIC SALUDA
RIVER

CROPPING

Examples.of.knock.outs a background-less bunch of bananas, a bunch of bananas.in.the.sky,.and.a.banana.flower



Brightness/ Contrast

◆ ————— ◆

The brightness of an image actually refers to the overall amount of light or darkness in the image.

The contrast of an image is the difference between the light and dark areas of in the image.



Brightness/ Contrast

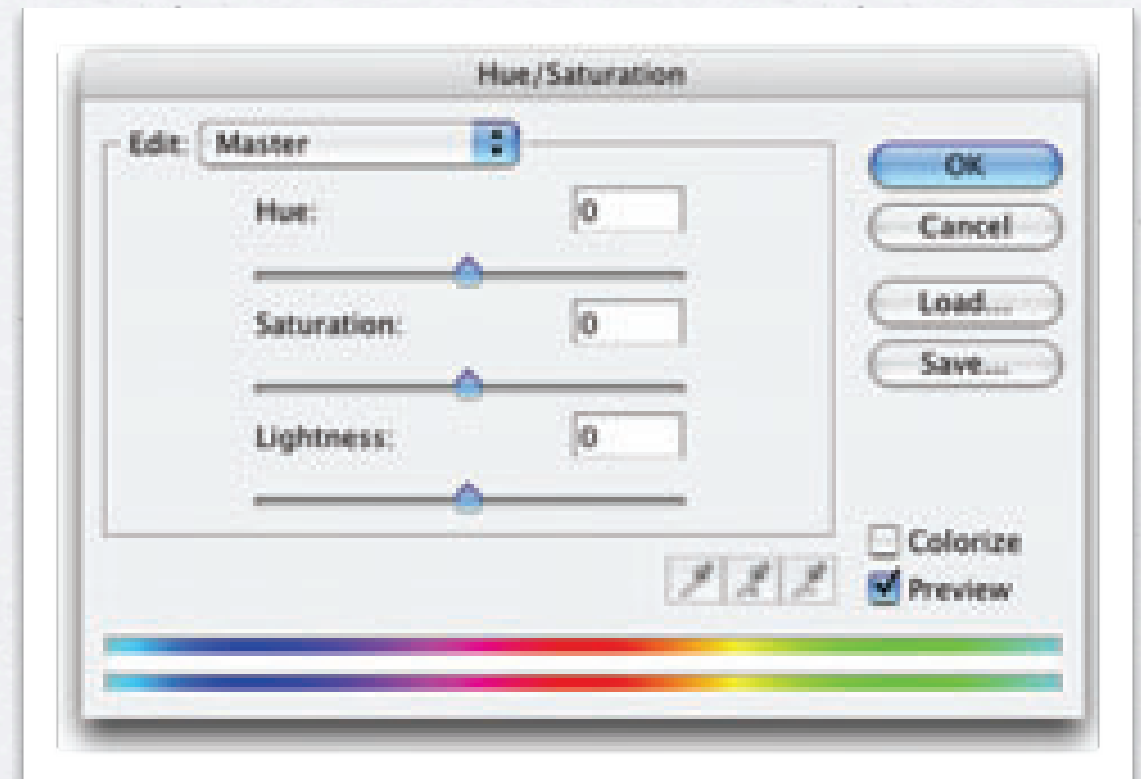
- * Kicking the brightness and contrast of the Biltmore figure up a few notches, and pushing the brightness and contrast of the background block down a bit, will help to give the composition a little more pop.



Hue/ Saturation

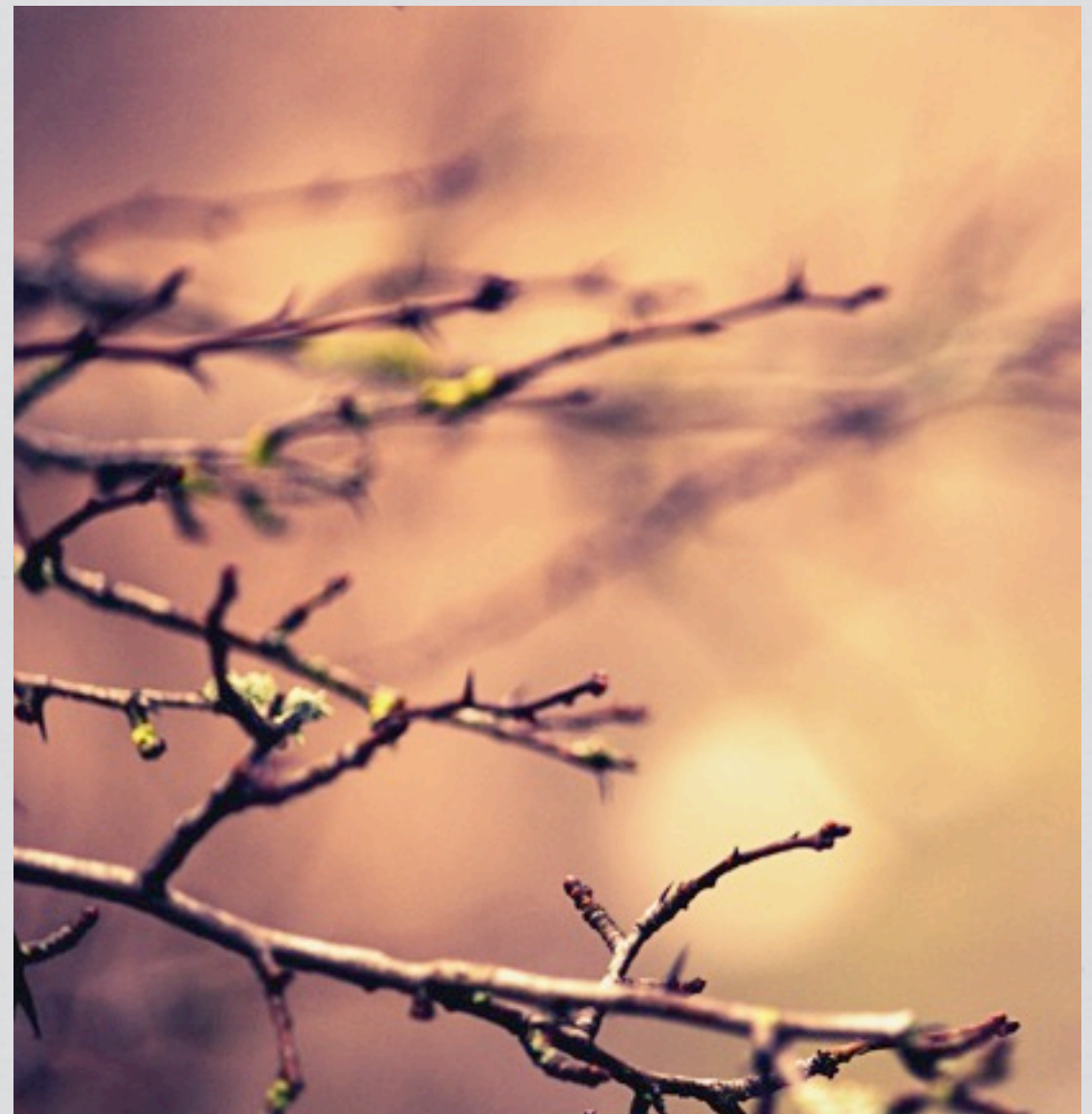
The Hue control affects the overall color of the image.

The Saturation slider affects how saturated the colors appear within the image.



Hue/Saturation

- * By moving the Hue slider up and down, you can shift all the colors in the image so that it appears more blue, or red, or orange, and so on.
- * If you turn the saturation off, you'll be left with a grayscale image, but if you turn it all the way up, all the colors will be brighter and more dramatic.



FILTERS

* Besides making brightness, contrast, and saturation adjustments, another way to give an image a Photoshop facelift is through the use of filters.

* there's something for everyone

