Companies are asking some good questions about what's needed in terms of the image we're asking for. We thought we'd share the answers with everyone.

First, an overview:

It pays to be consistent. Settle on a striking image and use it across all platforms - brochure image, Festival website, posters, leaflets, newspapers, magazines, social media. It's said that we don't notice an image until we've seen it at least five times. So saturate Fringe TheatreFest with the image.

Crucially:

Be aware that newspapers and magazines will decide whether to feature you based on the effectiveness of your image (not your copy). And they will only use a PHOTOGRAPHIC IMAGE, not a graphic. It doesn't matter how beautifully crafted your graphic is, THEY WON'T USE IT and you won't get featured. So, if you want to get full and consistent coverage, arm yourself with a great photographic image.

You don't have to use the photo in exactly the same way for every medium. It could be simply one (prominent!) element of the poster; you could use a detail of it for the brochure image and offer the full image to newspapers and magazines. There's room for invention but a good photographic image should be your starting point.

What makes a good image?

Well that's a matter of taste and will reflect your own creative mindscape. But remember you've got to make an instant impact. Something quiet and reflective is unlikely to serve the purpose. Avoid text. Don't use the poster as your brochure image – too much detail. Best to go for something dramatic. Provoke questions with your image: what's happening? What's going to happen next? If it's a single face, what's the interesting relationship with the viewer? If there's more than one person in the photo, what's going on between them? Create a compelling narrative.

Exploit the fact that eyes attract us to an image.

Look at the image from a variety of distances. Does it work as (part of) a poster from across the street. Will it work if it's not much bigger than a postage stamp on a smartphone - or is there too much going on?

What do we want to do with your image?

We will use it on our website and in our brochure and, if the image is suitably striking, we will offer it to the local press. We've attached below a page from last year's brochure to show how we use the image in that context. Please note that the images are in portrait aspect (NOT landscape) which is why we ask you for that format. We use the same image on the website. It could be useful for you to look at pages from the archive section of the website to see how that works. This link gives you a particularly wide range of images: https://theatrefest.co.uk/archive/17/productions17.htm You might like to see which images make an immediate impact and analyse why.

Please follow the guidelines in terms of the necessary resolution. Ideally we need the photos at a resolution of 300psi and of minimum dimensions 18cm height, 13 cm width. This should work for newspapers and magazines - and will certainly work for the brochure and website.

We hope this is useful. If all it's done is create confusion or doubt then get in touch with specific questions.