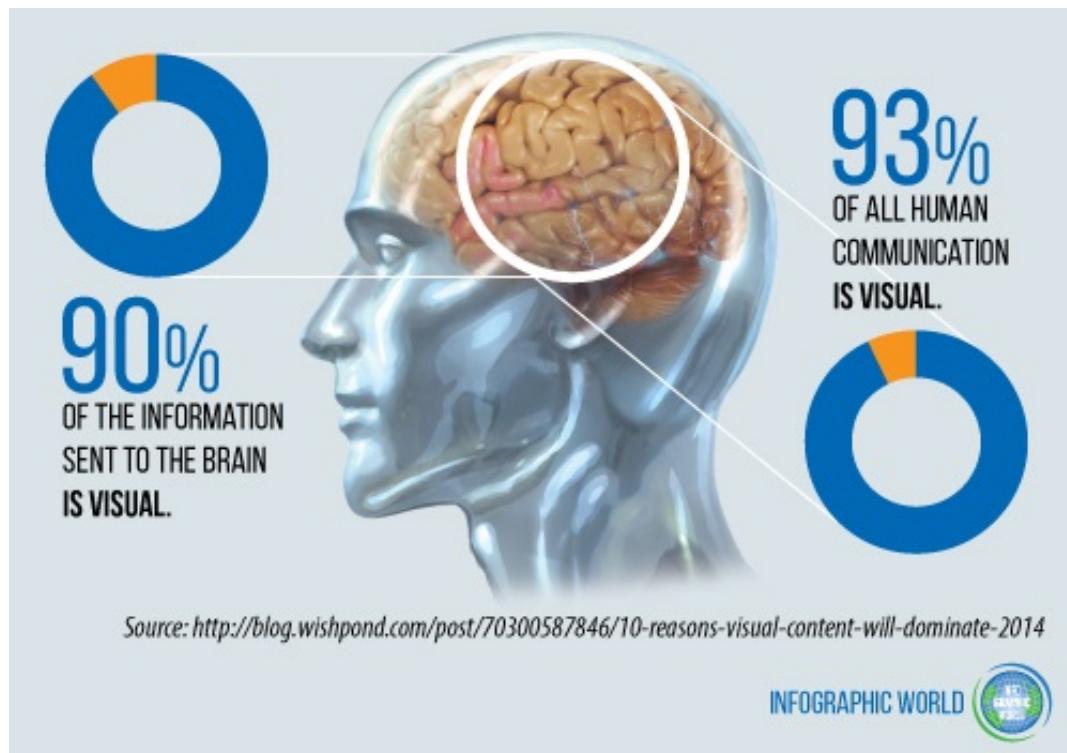


SELECTING IMAGES

Digital Graphic Design

Our brains process images 60,000 times faster than reading text. Mike Parkinson



SELECTING IMAGES

- What is the objective of the communication?
 - To convey information?
 - To create an effect?
 - Powerful images affect people in an emotional way and help them remember your content
- What is the tone of voice?
- Whom are you speaking to?

CONVEY EMOTION BY ADDING A PICTURE

- Pictures have the ability to make us feel happy, excited, curious.





IMAGES CONVEY EMOTION ABOUT WHAT YOU ARE TALKING ABOUT IN A POWERFUL SENSORY BASED WAY AND GIVE ADDITIONAL DEPTH TO YOUR CONTENT.

CONVEY EMOTION BY ADDING A PICTURE

- We can remember a famous brand just by looking at a picture.



CONVEY EMOTION BY ADDING A PICTURE

- We can remember 5, 10, 20 years in the past to a moment in our lives where we were affected emotionally by a specific event simply by looking at an old picture.



IMAGES AS INFORMATION

- Images, while sometimes are simply complementary to a type layout, are often used to convey information – with or without type.
- Images can often convey a message more effectively than type e.g. warning signs which can be understood by speakers of different languages.
- However, they are still open to misinterpretation, especially by different cultures. E.g. OK symbol



SELECTING IMAGES

- A moodboard is useful for investigating what types of images to use in a design
- Pinterest has a service that allows users to create and manage theme-based image collections (moodboards).
- To create a Moodboard using Pinterest, see
<https://www.youtube.com/watch?v=pQpdsLJzOWc>
- Some good moodboards on Pinterest, see
[https://www.pinterest.com/search/pins/?q=moodboard_s&rs=remove&term_meta\[\]=%25moodboards%25Ctyped&re_move_refine=good%25Ctyped](https://www.pinterest.com/search/pins/?q=moodboard_s&rs=remove&term_meta[]=%25moodboards%25Ctyped&re_move_refine=good%25Ctyped)

SOURCING IMAGES

- First you make decisions about the images you need (and their content), the next step is to source these images.
- Ways to source images can split into two broad types:
 - Using existing images
 - Commissioned images

USING EXISTING IMAGES

- These can be either
 - free,
 - out-of-copyright material, (see below)
 - existing ‘available for license’ material (which you have to pay for)(next slide)
- Free “out-of-copyright” material:
 - Copyright expires 70 years after author’s death in Ireland (this varies from country to country)
 - Images are often made available by their authors under a Creative Commons license (which may have some restrictions e.g. works must be attributed to their authors). A **Creative Commons (CC) license** is one of several public copyright **licenses** that enable the free distribution of an otherwise copyrighted work. A CC **license** is used when an author wants to give people the right to share, use, and build upon a work that they have created.

USING EXISTING IMAGES

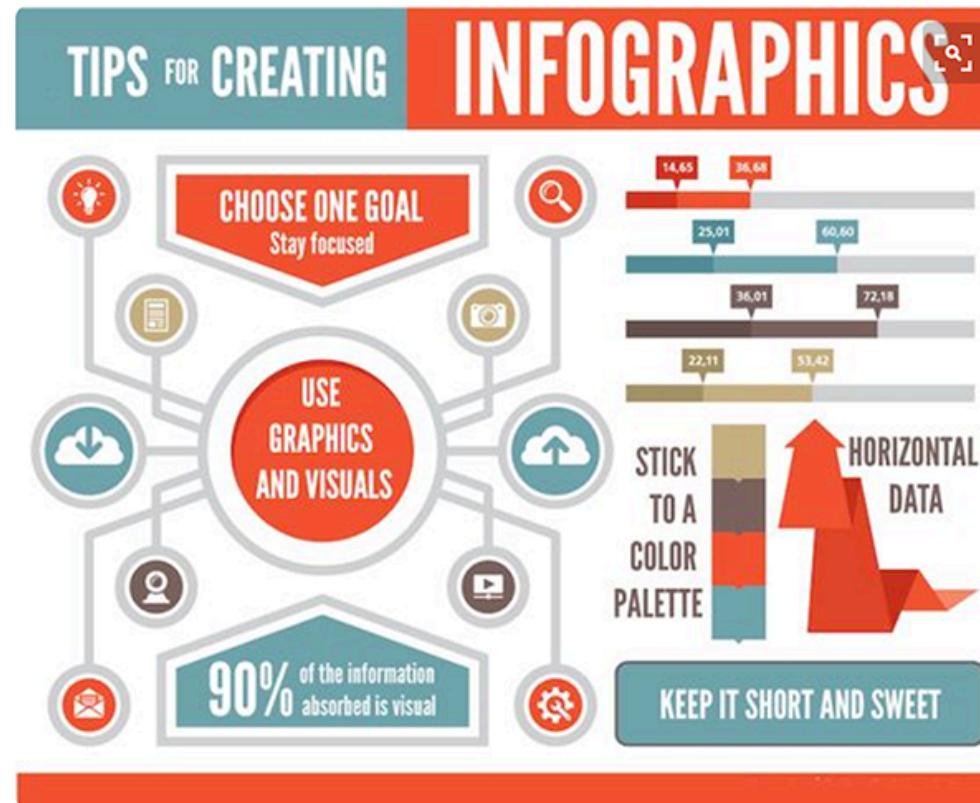
- Existing ‘available for license’ material
 - There are numerous stock photo services online where you can purchase a license for an image that allows you to reuse the image in your own work
 - Although there is often (not always!) a fee associated with these services, it is generally far less than the cost of commissioning a bespoke image
 - <http://www.istockphoto.com/>
 - <http://www.sxc.hu/>
 - <http://www.bigstockphoto.com/>
 - <http://www.shutterstock.com>

COMMISSIONING IMAGES

- There are two kinds of suppliers for bespoke images: photographers and illustrators
- Fees are much higher than the cost of using stock images
- However, an advantage is that images may be more suited to your project, and will be unique

WHAT ARE INFOGRAPHICS?

- Infographics are visual representations of information, data or knowledge intended to present information quickly and clearly.
- See, <https://www.pinterest.com/helenhansma/infographics/>



TIPS TO CREATING GREAT INFOGRAPHICS

- Build it for your target audience
- Keep it simple
- Keep it focused
- Show things visually – good balance between visual and written information
- Make it easy to read and view
- Make it a manageable length/size
- Use lots of white space
- Have a great headline
- Focus on the flow
- Check your facts and figures
- Cite your sources for information

<https://blog.kissmetrics.com/12-infographic-tips/>

INFOGRAPHICS

- [https://www.customermagnetism.com/infographics/wh
at-is-an-infographic/](https://www.customermagnetism.com/infographics/what-is-an-infographic/)
- [http://www.slideshare.net/BernardMarr/what-is-an-
infographic/](http://www.slideshare.net/BernardMarr/what-is-an-
infographic/)
- Eurotunnel - <https://www.eurotunnel.com/build/>