

3 advertising agency | agencja reklamowa
to launch sth | wprowadzić coś
na rynek
appealing | pociągający
user-friendly | przyjazny dla użytkownika,
łatwy w obsłudze
juicy | soczysty
shiny | błyszczący
dilated | rozszerzony
considered | uważany
feminine | kobiecy
apart from sth | oprócz czegoś
graphic properties | właściwości graficzne
to admit that... | przyznać, że...
unavoidable | nieunikniony
to reckon that... | sądzić, że...

—Cynthia

As a professional photographer I need to admit that editing photos is unavoidable nowadays. I reckon that in the 21st century the divide between 'true' and 'manipulated' images has become blurred. Photoshopping is like art, thanks to which I can transform an image into something that is even more creative and expressive. I can't imagine my work without enhancements to my photos. Most people can recognise images that have been altered by filtration and accept the practice as 'artistic', and highly manipulated landscapes often earn fortunes for their producers, because the buying public has a taste for colourful, digitally-enhanced shots.

—Mark

I work in an advertising agency and editing photos is our daily bread. A good ad needs excellent images when launching a product and also builds a reputation for the company. In business, you can use different tricks to make your product more appealing or user-friendly. Did you know that a big picture of a juicy hamburger is so shiny because a food stylist painted the meat with oil or maybe lacquer? Another example is models in magazines - dilated pupils are considered more attractive, feminine and soft. Apart from that, you can use different backgrounds, colour variations or cropping style and other graphic properties for each marketing platform you would like to use. Voilà!

-Peter

I use social media a lot. I even started building in some extra cash flow thanks to Instagram. How is it possible? Easy—catching images on social media give you a head start over your competition. The more people the alluring images attract, the more prospective clients you gain. You can advertise a lot of products but you need to be careful, as your products can't be divorced from reality. There is nothing worse than a disappointed customer and negative comments on the Internet. Then, you will immediately lose your followers. In order to make money from social media, you have to make sure the followers keep coming. The golden rule is: don't overedit your pics!

divide between sth and sth | podzielił między
 czymś, a czymś
 blurred / blurred | zamazany, niewyraźny
 without sth | bez czegoś
 enhancement / enhancement | ulepszenie
 to recognise sth | rozpoznać coś
 altered / altered | zmieniony
 landscape | krajobraz

digitally-enhanced | ulepszony cyfrowo
shot | fotka
cash flow | przepływ gotówki
eye-catching | przyciągający wzrok
competition | konkurencja
alluring | urzekający
to attract sb | przyciągać kogoś
prospective | potencjalny
to advertise sth | reklamować coś
to be divorced from sth | odbiegać od czegoś
disappointed | rozczarowany
in order to | aby, żeby
to make money from sth | zarabiać na czymś