



by Debbi Young

Using Images in Design SUCCESS in design

We all have views on what constitutes great design.

But your collateral is the foundation of your marketing armory, and it must reflect you, your brand and products in the best possible light.

So, naturally, we would obviously recommend you have a professional design agency do it for you!

But whatever route you choose, here's some ideas about how to use images.

Worth a thousand words?

They say a picture is worth a thousand words – but in the ultra competitive world of marketing, where you have an instant to create an impression, your images need to be spot on in terms of resolution.

Good images cost money – whether you buy them in from a library or if you get them shot yourself. So you will need to use them as much as you can to maximise your investment.



Never edit an original!

Always keep the the original, and its layers (if any), as a .PSD file before flattening, because if you need to edit it again, this will not be possible if you do not. As we used to with transparencies - work from a copy of it - always keep the original un-edited -its so easy to click the wrong button and over-write the original.

Work in the highest resolution you can initially. You will need at least 300 dpi (dots per inch) for print and only 72 dpi for the web - its not worth trying to go higher on the web - higher resolutions are slow to load and won't give a significantly better image on-screen.

When presented with an image that is too large for the area it needs to populate, then this should be reduced in photoshop to the correct TIFF size as a CMYK (if working in 4 colour). Remember you must never increase the resolution size of the image more than 10% than the

original as this will deteriorate the image and can cause pixelation.

JPEG is a commonly used method of compression for photographic images. The degree of compression can be adjusted, allowing a selectable tradeoff between storage size and image quality.

JPEG typically achieves 10:1 compression with little perceptible loss in image quality. JPEG compression is the most is the most common format for storing and transmitting photographic images on the web.

This is not always necessary for PDF documents, as the size has no impact on the postscript, except the end size when you use them for print.

Give us a call or drop me an email if you need help.

Debbi Young

Managing Director - Snap Marketing

hello@snap-marketing.co.uk

+44 (0) 1189 455 592

Think about resolution