

# CHOOSING THE RIGHT PHOTO

## (UNDERSTANDING PORTRAIT VS LANDSCAPE)

1

Let's say that this screenshot represents what the home page of your website looks like.

But now it's time for you to send a few images for that banner area.



2

The red dashed line represents the size of the banner image, so how do you know what image to send? Let's explore a few different images and how they would look.



3

Maybe you were thinking about sending this photo of the Eiffel Tower along for that banner space... how do you think that would look?

Let's see!



4

See the problem? There isn't enough of the photo to display all of the interesting parts of the photo (the Eiffel Tower) AND fill up the rest of the banner space.



5

A common question would then be...

"Why don't you just stretch the image to fill the space"? Well, let's give it a try.

See the problem now? While the entire banner is filled up (good), we only see a tiny portion of the Eiffel Tower (bad) and most people would not know what that is at this size.

You need to choose photos that can show the interesting parts AND fill the banner.



6

Here are some more examples to help you understand this concept. If you have any questions please let us know!

Original image



Image in banner



Original image



Image in banner



Original image



Image in banner



Original image



Image in banner

