

# Digital images

## **Files**

Photo files 1mb or bigger, untouched JPG files.

Save files with a name that makes sense and refers to the article it goes with - keep it simple.

When emailing images, send as an attachment, not embedded in another file, and where you have a few files to send, a number of emails with 2 or 3 photos attached will transmit faster and with less problems than one email with a lot of attachments.

## **Composition of photo**

Don't crop images - we will do this if required, but if a photo is already cropped, we can't add to it.

Try not to crop the extremities of people - hands, feet or tops of heads.

Have a look around you before you take a photo -  
is anything going to be in the photo that you will be sorry for later -  
is anything growing out of the top of peoples heads that look silly!

Try and group people/objects so as to fill the centre of the photo -  
try not to get a big gap in the middle, with everything happening  
around the edges.

## **Lighting**

Use daylight if possible - most new digital cameras have the ability to work wonders with natural light.

Try not to get the source of light at the back - in an ideal world it wants to be slightly from one side.

Avoid strong light, this can bleach out all the detail.

If you are using the inbuilt flash on a camera, make sure that the subject is not too near the background - so you won't get a nasty halo shadow around the subject, Also, don't get too near and end up with an over bright photo.

## **Photographic prints**

If all you have is photographic prints then these can be scanned.

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Rabbit Design are always willing to help and advise clients on the best ways to achieve optimum results. If you have any queries please give us a ring on 01226 757267 or you can email us at [enquiries@rabbitdesign.co.uk](mailto:enquiries@rabbitdesign.co.uk)