

## Using Photos for Illustration

Images or graphics can be used for literal or figurative illustration. Their purpose is to communicate your message, preserve an image, and capture the viewer's attention.

Use a photo not just to illustrate but to generate memories and create story. Ask not only who, when and where about your historic photo, but also why and how, what came before, what happened after, what was really happening?

Graphics are key to consistent branding across all media. Use your color palette or graphic element to theme your work(s).

**STORY** One thematic graphic used different ways adds beauty without busyness.



*My Sewing Room*, quilt by Karen Cappe, used with permission to illustrate *Time to Tell* by Deborah Wilbrink

Your Best Shot starts with In-Camera Composition or framing and use of existing photographs.

Think about your frame in thirds when positioning a shot. Make the following choices

- Focus or Rack Focus?
- Still or Action?
- Close-up, Mid- or Wide Shot?
- Lights or Sunlight?
- Move the Subject?
- Move the Photographer?
- Compose the Entire Shot: background, foreground & edges

Consider using a professional to enhance your photos or to take important ones like a cover illustration or “head shot.”

### CAPTION CHOICES:

- Consider general length: will they be short, several lines, or vary?
- Justification: left, right, center?
- Periods after fragments, not just sentences, is the standard style.
- Use a *distinguishing style*
- Pitfall: too much leading between lines.

Layout design is an art. Choose to wrap text around images; graphics within text make for great illustration. Or for a clean, simple and easy look, place one photo per page or several per page without text. These can be placed at the beginning or end of chapters, sections, or the entire book.

### SOURCES

Graphics are not just photographs but can be photos of artifacts, places, documents, maps...

Combine stock photos, art work, drawings, artifact photos and historical photographs to get beautiful illustrations. Notice the background behind these books – it is the top of a wooden box from my home.



Stock photographs and illustrations can be purchased online in a range of prices. Specify your size (resolution) and file format and usage before you buy. Will you sell the finished product or give it away may determine the price of the download. Don't forget to credit where you got it! Two reliable places to start are Shutterstock.com and stock.adobe.com

Some sites offer free or inexpensive templates to help you design works from PowerPoints to resumes to e-books! The more illustrations you envision, the more complex is your design. Search online for your specific project, i.e. "templates for flyers" and browse.

Simple drawings and artworks by you, a friend or family member can also be used with permission and proper credit.

### DESIGN SPECIFICATIONS FOR YOUR IMAGE

Resolution is important to the sharpness of your final product.

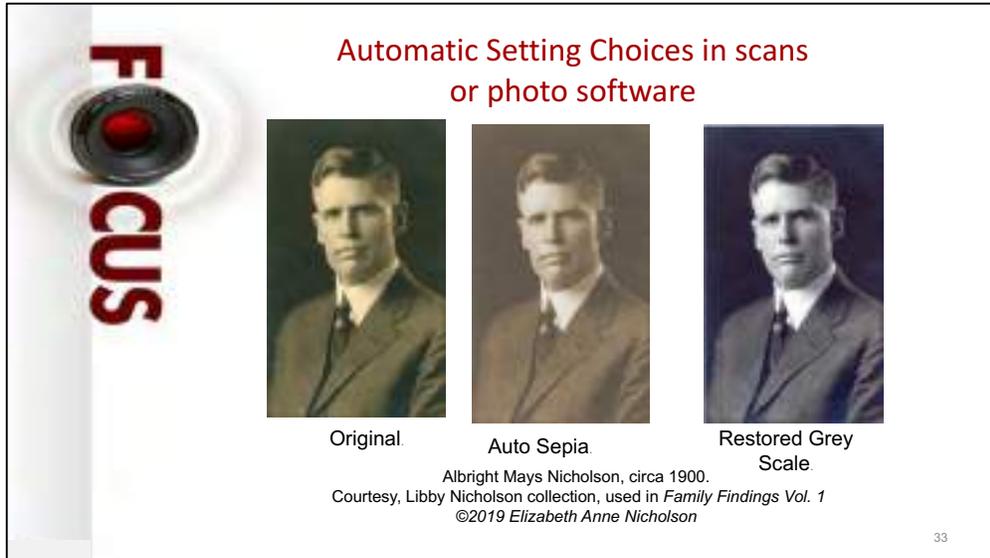
- Earliest generation: use the original
- Print resolution is High-Res, 300dpi. (dots per inch)  
Size is probably in MB.
- Screen resolution for websites, social media or e-book is Low-Res, 72 ppi. (pixels per inch). Size is probably in KB.
- Resolution is a setting for
  - cameras
  - scanners
  - E-mail & texts (choose "ORIGINAL" or largest size)
- Image manipulation software like *Photoshop* offers target image resolution and size settings.
- Scan images at higher resolution and (if needed) convert to lower if you are enhancing the image.
- Example: 1200 dpi Tiff scan helps if a lot of work is needed on the photo. After enhancement, it will be saved at 300dpi, probably in jpg format

#### FORMAT

- .JPG – standard (quality range- set to high for print)
- .PDF – more often for document images
- .TIFF – covert to smaller format

#### COLOR MODES

- CMYK - Print
- RGB – Screens/Web
- GREY SCALE or BLACK & WHITE
  - Okay
  - Use color & change later if there will be enhancement



Always Credit Your Source. (not a legal guide). Examples:

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