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Full course: http://ow.ly/YcK5G

Photo Editing Essentials: growing your brand summary

11/02/2016

PART 1: GETTING STARTED

Why Edit?

Goal of basic photo editing is to show details that human eye picked up, but the camera didn't (edges, light,etc.), in a subtle manner.

Use it for consistent brand messaging.

PART 2: RETOUCHING INDIVIDUAL PHOTOS

Shooting Tips

1. Find clean, simple environment
2. Be camera-ready (freshen up!)
3. Show personality
4. Don't over-edit (scale back on the effects/touches you use)
5. consider final context (LinkedIn vs. Facebook demand)
6. find complementary colors (no busy fabrics or dry white color)

Profile Pictures (headshots)

First analyze your picture: where are blemishes, what does it convey? (warmth/health/stern/etc.)

PicMonkey specific tips:

Use wrinkle remover to get rid of hairfuzz

Little bit of blush on cheeks (apple), chin, middle of forehead and under eyes

Don't use black and white effect on Facebook (comes of as realy cold and unapproachable)

Use urban to darken out your edges

Product Images

Use auto adjust to get started in the right direction, but stay true to the brand (airy, light pictures? increase brightness)

PicMonkey specific tips:

Lighting is everything

Mix things up: use different ways/angles to shoot your products

Add context: showcase product in use

Use props: shouldn't distract but add fun to product

PART 3: EDITING FOR SOCIAL MEDIA

Header and Collages

Header= digital storefront.

Make a collage or single product (highlighted)

Show variety (e.g. different perspectives) and breath of brand

When adding certain effect to one image, apply to all images of the collage.

Busy images? Increase spacing between images.

Keep your profile picture in mind! Busy? Keep header calm.

Watermarks

Claim images, brand (consistency), free and easy marketing.

True watermark has a little fade to it (it's not the focalpoint of the image).

Think about how it plays with other elements in the picture, so it won't become the focalpoint.

PicMonkey specific tips:

go to overlay > your own > PNG file transparent background
(use eyedropper to give matermark the color of another color already present in your image)

PART 4: CLOSING

Content Tips for Social Media

Share relevant content, instead of only your own content.

Credit where credit is due!

Facebook: less then 20% of image covered in text, add watermark

Pinterest: great for collage and process-explanation (behind the scenes pictures)

Instagram: product shots

Final Thoughts

A little bit goes a long way!

- Questions? (Dis)Liked the summary? Let me know @the_CIAgency on Twitter
- My project: N/A
- Full course: http://ow.ly/YcK5G