MAKING IMAGES WITH IMPACT

Adding the "Wow Factor" through Editing

Now that you have taken a great photo, what's next? Downloading, selecting your best images, and preparing to crop, print and display your work. What makes your image grab the attention of your audience?

1. **Exposure**

   Make sure the image was exposed properly. Underexposed or overexposed images do not have the "wow factor."

2. **Cropping**

   If you weren't able to get as close as you wanted or you weren't able to pre-plan your composition, you may need to crop the image to add interest. (Remember: a standard 8x10 is most likely a cropped image if you are printing a photo taken on a digital camera.)

3. **Printing**

   Make sure to use the correct "color space" throughout the entire photo production process. Your camera, computer monitor, editing software and printer should all be in the same color space. Most commercial labs use sRGB color space. If you are printing at home, use high quality, photographic paper for all your prints. Don't use regular office paper or cheap ink. You've invested too much time and effort in your images to use anything but the best.

4. **Display**

   Most 4-H'ers will be mounting on poster board for display at their county fair. They should use only white board for these displays. It's the best and easiest choice for youth, in most cases.

5. **Creative Ideas**

   With the advent of computer photo-editing programs, we can now use a variety of filters, special effects and digital tweaks to manipulate our images. Make sure that any changes you make are an improvement to an image. Always test an effect before making a permanent change. And never save over your original. Do a "save as" and re-name a file when making a change, e.g., the original file "0909-01" might be saved as "0909-01sepia." When exhibiting a manipulated image, include the original and explain how and why you made the changes – for your benefit and for those looking at your photo.

Created by Barb Lassa, Wood County 4-H Photography Leader