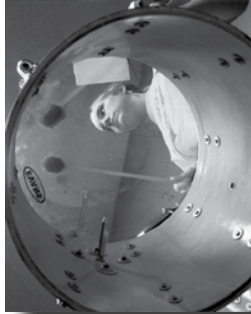


# Choosing Dynamite Dominants

**O**ne part of photography that every designer has to concern themselves with is what to look for when they pick their dominant photo. Your dominant photo can make or break your design. If you don't pick well, all the design work you do to grab the readers' eye you have done for nothing. Since this is so important we want to start the year with some quick tips on choosing your dominant photos. Make sure all your designers and photographers read this one.

## Tip 1: Angles

Look for a super angle. About 90% of the photos in your yearbook are taken from the same exact angle. Choosing to stand up high or lay down low and grab a shot will also grab the readers' attention. This angled shot up through a clear drum head is a great stopper. Brainstorm more angles yourself.



## Tip 2: Lighting

Nothing sets a mood like lighting. Try it yourself and see what we mean. You can convey so many different types of messages with just how you light a photo. And you can choose how to create that light either in the camera when shooting or in the computer using Photoshop. Anything is possible.



## Tip 3: Get Close

Don't choose pictures that show itty-bitty people five blocks away. Choose pictures that are up close and personal. Get in their faces!



## Tip 4: Be Emotional

If a photo shows true emotion it will quickly grab the reader and hold on to them. And it can be any emotion—anger, sadness, joy, love—you name it!



## Tip 5: Action!



If you can't get emotion, make sure you have action. If nothing is happening in your dominant photo, why will it grab your reader?

## Tip 6: Expect the Unexpected

Plan ahead! Don't just pick your dominant photo from whatever the photographer brings back from the event. Find out what will happen at that event and request in advance a particular photo be taken that you want to use as your dominant. An example might be your photographer knowing in advance that they will be making giant beakers in a science class today and being there to take the picture.



## Tip 7: The Eyes Have It

The poet said "The eyes are the



windows to the soul," and boy was he right. You can not only stop your reader but direct where their eyes will go on your layout with the right eyes looking in the right direction. See what we mean? This picture gets you to look at our subhead, doesn't it?

## Tip 8: Color on Color Page

We really wish this newsletter was in color so we could make a point about color pages and color pictures.

With more and more schools doing all-color yearbooks it is **SO** important that you make sure you are using colorful pictures on those pages. So often we see color pictures that would have looked just as good if they had been printed in black and white. Like the homecoming dance spread where the theme was actually "Black and White Ball." All people were wearing black and white. The page was wasted in color.

