

8 Qualities Every Popular Published Photo Has



Helping People with Purpose be Impactful.

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We live in a highly visual world, where images can be absorbed in an instant, and we seek out ones that give us an emotional response. Images tell stories. People remember stories. And when it comes to the kind of stories that get published (the ones that stick out in the mind of those viewing it), even the most relevant story won't be noticed if it doesn't come with a powerful image.

Are you trying to get your business content published by blogs, websites or social media pages? Then you need to make sure that your images are compelling enough to make a journalist or editor stop and actually read the words that accompany it.

Make sure your accompanying images always have the following 8 qualities to increase your chances of success!



Quality No. 1 – It's taken from up close.

Most business photography contains at least one photo of business leader or staff member. When capturing people, you'll want to stick close to your subject(s). Capturing them from mid-chest up is a good rule, and the closer they are the better.

Quality No. 2 – It's taken during action.

Make sure that there is action in your photo. If your photo is of a business leader or a staff member you can capture them in their element at work, interacting with customers, speaking on the phone or carrying out a core service.



Quality No. 3 – It's taken at eye level.

Make sure any photo of a person is taken at eye level – even if they aren't looking at the camera.

Quality No. 4 – It makes use of perspective.

Taking an image of an object, building or landscape? Then experiment with a unique or surprising angle. Lay down on the ground. Get up on a ladder. Tilt the camera at a 45 degree angle.

Just don't be ordinary.



Quality No. 5 – It's in colour.

Make the most of colours by taking your photos in good and natural light. Between 8am and 10am is the best time.

Quality No. 6 – It uses light.

A stable hand, tripod or surface is essential when shooting in low light or without a flash. This is because when light is poor, the shutter allows more light into the image, which can create a blur if the camera isn't completely stable and still. This blur can be used as an intention effect if you choose so.

Quality No.7 – It's high resolution.

Ideally your photo should be a high-resolution jpeg image of not less than 300 dpi, so that it can be reproduced, cropped and stretched across platforms without compromising on quality.

Quality No.8 – It's original.

If you aren't able to take a photo yourself, it's always better to get someone to assist you, professional or otherwise. Using images found online can infringe on copyright and using stock images is predictable and easily identified by readers.

You might not be a budding photographer, but every business needs to be able to produce photos in a pinch. Aim for images with the above qualities if you need to create a story or image that people will want to print, that is engaging and that stands out from competitors.





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