

Photo 40

Picture Editing and Marketing

Handout 1

Five principles in judgment regarding picture selection:

1. **Picture editing** is the ability to decide the value of a photograph. Anyone interested in pictures can sense a good picture, but the editing of that picture is to access and evaluate the full potential of that image and maximize its impact.
2. **Judgment** is based on the photograph's content and quality.
3. The chief essentials of content are **appeal and impact**. Both are equally important in determining a pictures quality.
4. There are two kinds of **appeal**. Visible that stops the reader due to the graphic nature of the image. And intangible, which holds the attention of the reader on an emotional level after the reader's attention has been arrested.
5. There is **no formula** for picture judgment. It is a combination of common sense, a feeling for pictures and an understanding of your audience.