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Online Resources



RESOURCES

Quality

LOGOS & PHOTOGRAPHY

ONLINE

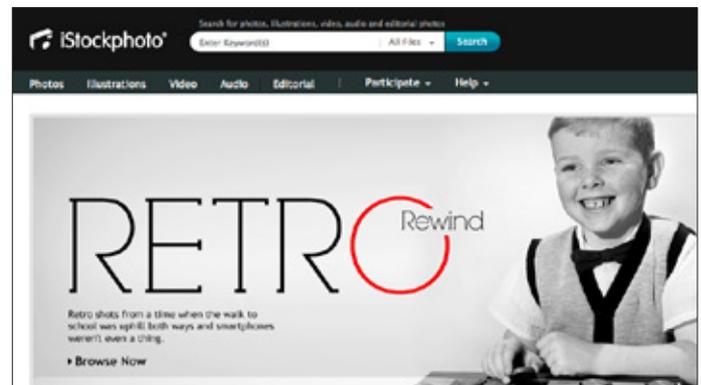
Photography Tips and Resources for Your Web Page

Photography for your web page is normally a bit of a tricky issue because it is vital that it looks good. It normally plays a big part in the overall message communicated to your potential clients visiting your page. It also adds a lot of value to your web page as good photography can make your page look genuine and welcoming.

Fortunately the task of finding or taking photos that are suitable is no longer such a daunting task. One of the first things you need to know is that simply Googling what you want to find and stealing a photo from the image search results is probably illegal. It's also illegal to copy an image from another website without the consent of the owner. Luckily for us there are a number of online resources that you can use to find stock photos. Some are free like MorgueFile and SXC.hu and some you have to pay a small fee to download a photo from, like iStockPhoto and Shutterstock. Here you can search through large databases of stock photos for the right photo for your website.

It may also be a good idea to take your own photos. Users could realise that the photos you are showing are your own and this can win points, as it shows that you are being genuine and transparent. Thanks to the advent of smart phones and small digital cameras this is relatively easy to do. You can even use a mobile app like Instagram that lets you instantly edit your photo

and give it some wicked effects. Keep in mind that photos for the web do not need to be too large or high resolution. If you are using a photo as a background image that is stretched to full screen it probably needs to be a decent size like 1024 pixel wide by 768 pixels high, but not too large. So a high Megapixel camera is not necessary.



How to create a logo for your web page

One of the first things you need to put on your web page is a good-looking logo that gives you an identity. Logos are commonplace for any business, brand and organisation, even if you're a sole trader or a one-man team.

Depending on your artistic talents, timeframes and budget you can either decide to ask a graphic designer to come up with a logo for you or try to create something yourself using Photoshop or any other image editor. You basically want your logo to be unique, eye-catching and legible. You also want to make sure that your logo is displayed in more or less the same way wherever you use it. So make sure you save a copy somewhere safe and use the same version all of the time.

There are also some free logo resources out there that can be used to create your own logo. You won't win any awards for originality or design, but you can create some pretty decent looking, professional logos. One tool we like is FreeLogoService.com. You supply your business name, sub text and business type and it returns a few suggestions. You can then customize it by editing colours, typefaces and size.

Having said all this, if you run a business or organisation and already have a logo for your company like on a business card or brochure, if you're happy with it, you should use it on your web page too. You either need to find the original file in JPEG or PNG format or scan a printed version.