



*Welcome to*

# Creating High Impact Images for Better Outreach



Dial:

Passcode:

# Session Goals

By the end of the webinar, you will be able to:

- Identify at least three ways images can enhance marketing efforts and where to use them
- Implement strategies to improve images to align well with the message
- Apply at least three design principle best practices
- Access additional resources mentioned in this presentation

# Today's Speaker



Jenny Fan

Multimedia Specialist

Corporation for National  
and Community Service

# Chat:

## Why are images important for marketing?



Post your thoughts in the Chat panel on the right hand side of your screen



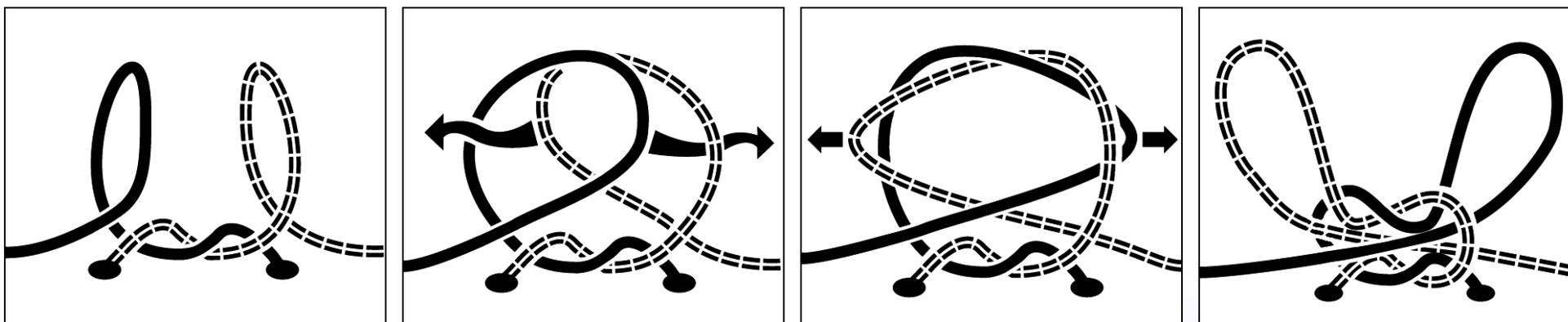
# Why are images important for marketing?

- More clicks/engagements on social media
- To sell products more effectively
- Power to inspire and create emotional response in audience



# Why are images important for marketing?

- Brain responds to images quicker than text
- To educate or demonstrate how to do something
- No pictures = suspicious!



# Getting Good Images

1. Composing and taking good images
2. Finding good images



# Composing Good Photos

## Basic Principles

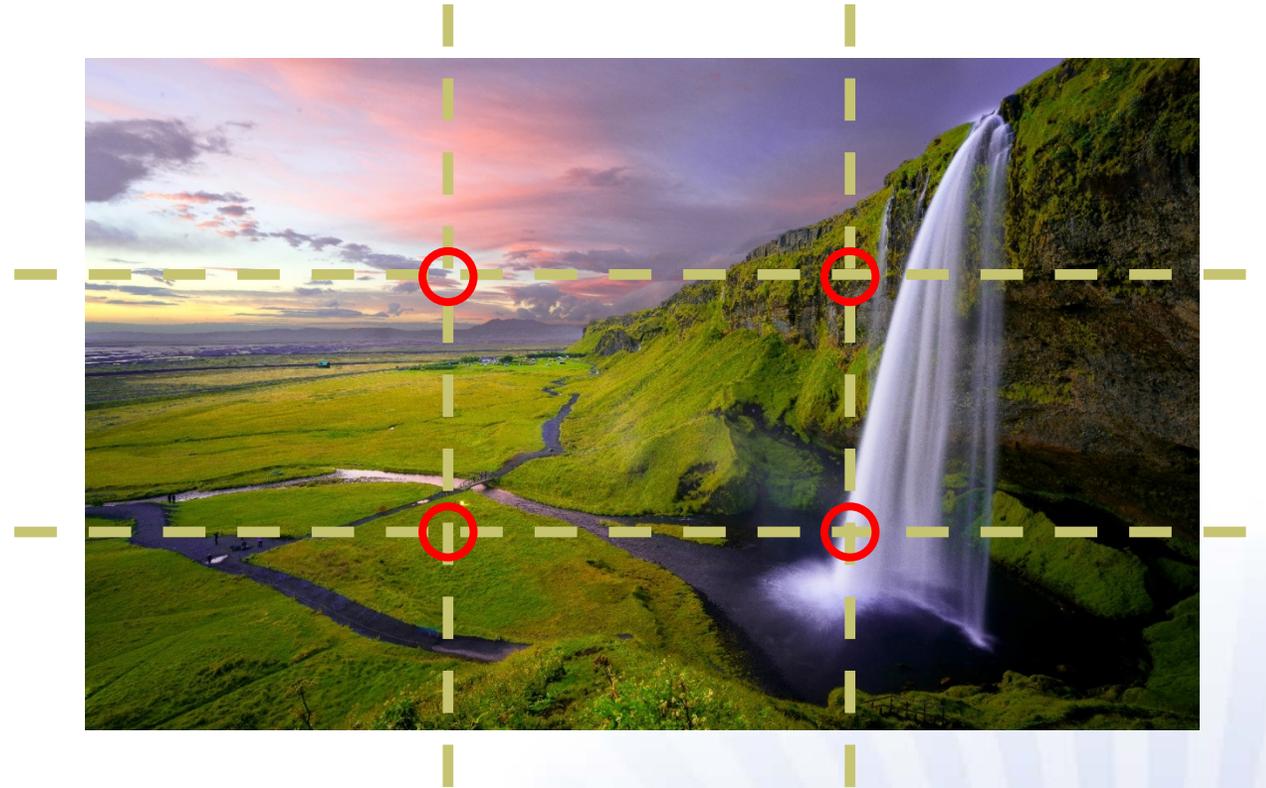
1. Rule of Thirds
2. Leading lines
3. Viewpoint
4. Background
5. Cropping



# Composing Good Photos

## Rule of Thirds

- 2 vertical lines and 2 horizontal lines across the frame
- try to align the subject(s) to the line(s) and the focal point to the intersecting point(s)



# Composing Good Photos

## Rule of Thirds

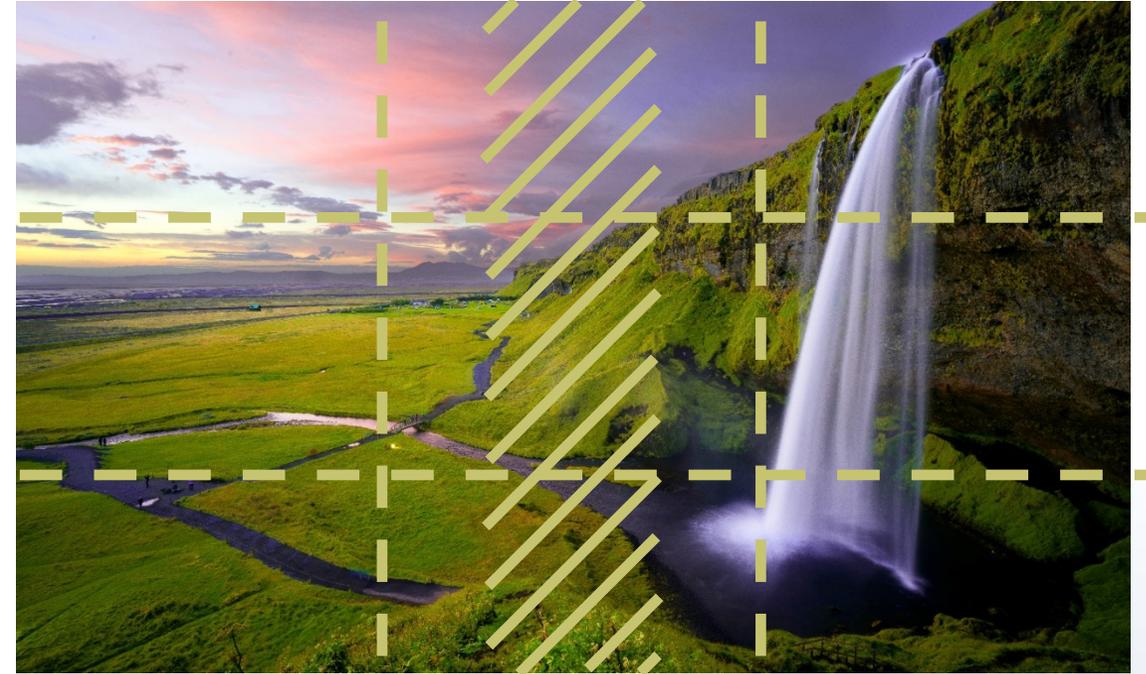
- creates interesting negative space
- avoids the middle to avoid the gutter (of a magazine or book)
- good breathing room to show off the subject's environment



# Composing Good Photos

## Rule of Thirds

- creates interesting negative space
- avoids the middle to avoid the gutter (of a magazine or book)
- good breathing room to show off the subject's environment



# Composing Good Photos

## Rule of Thirds (for portraits)

- Photographers often align one of the subject's eyes to where the line intersects, making that the focal point of the image.



# Composing Good Photos

## Leading Lines

- takes your eyes through the scene to the main subject
- controls the way viewers' eyes move around the picture



# Composing Good Photos

## Leading Lines

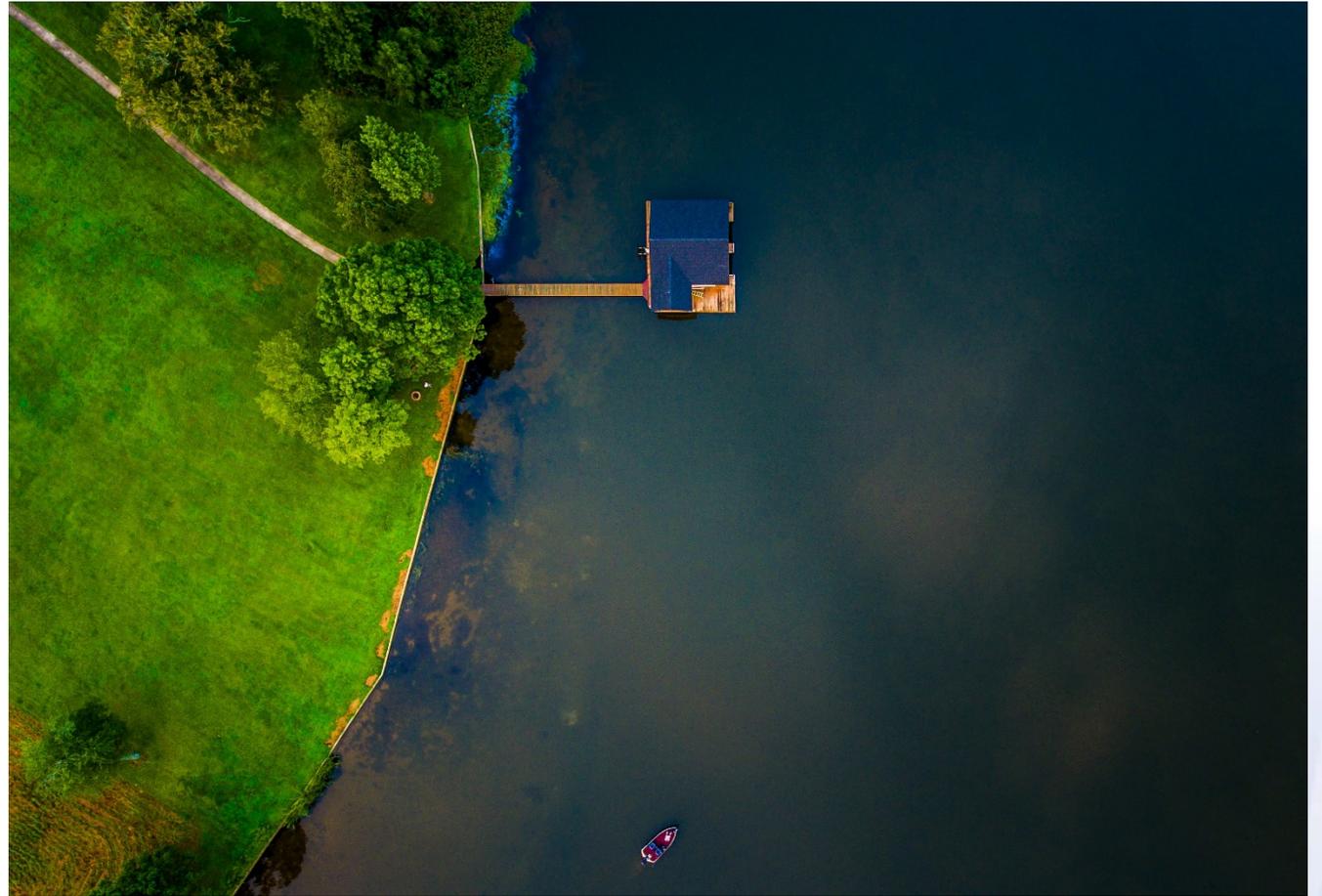
- takes your eyes through the scene to the main subject
- controls the way viewers' eyes move around the picture



# Composing Good Photos

## Viewpoint

- shooting from below: makes subject look bigger
- shooting from above: makes subject look slimmer
- bird's eye view/straight above



# Composing Good Photos

## Background

- Is it part of the story you're trying to tell?
- Does it complement the subject?



# Composing Good Photos

## Cropping

- makes the subject look bigger and
- brings subject to the foreground



# Composing Good Photos

## Basic Principles

1. Rule of Thirds
2. Leading lines
3. Viewpoint
4. Background
5. Cropping



# Good Composition Activity



Chat: What's wrong with this photo and how can we fix it?

Post your thoughts in the Chat panel on the right hand side of your screen



# Taking Good Photos

1. Composition
2. Technology
  - Smart phones
  - Digital cameras (point and shoot)
  - DSLR



# Finding Good Images

- Any photos you find from a .gov website
- 14 Free Stock Photo Websites  
(<https://www.entrepreneur.com/article/238646>)
- Creative Commons
- Shutterstock (2 images for \$29)
- Getty Images (\$\$\$)

**shutterstock**<sup>™</sup>

**gettyimages**<sup>®</sup>

# Editing Images So They Say What You Want

Pay attention to:

1. Color balance
2. Brightness/Levels
3. Saturation/Vibrance



# Editing Activity: Before



Chat: What editing can we do to make this image better?

Post your thoughts in the Chat panel on the right hand side of your screen



# Editing Activity

Before:

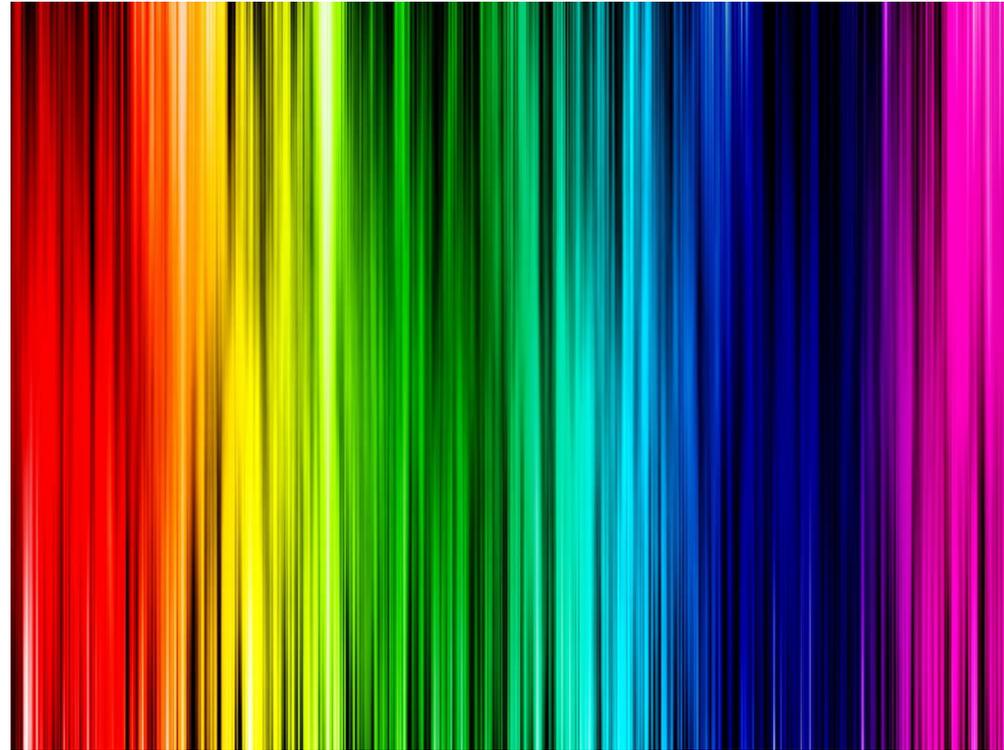


After:



# Use of Color

- What is the predominant color of your organization's logo?



# Use of Color: Red

Represents:

- Action
- Bold
- Passion
- Alert
- Power



**American  
Red Cross**

# Use of Color: Orange

Represents:

- happiness
- enthusiasm
- fascination



# Use of Color: Yellow

Represents:

- Joy
- Cheerful
- Lighthearted
- Childish



**Children's  
Miracle Network  
Hospitals**

# Use of Color: Green

Represents:

- Earthy
- Growth
- Harmony
- Luck
- Health

**GREENPEACE**



# Use of Color: Blue

Represents:

- Protective/secure
- Trust
- Cold
- Intelligence
- Tranquility
- Health
- Healing

unicef 



**BOYS & GIRLS CLUBS  
OF AMERICA**

# Use of Color: Purple

Represents:

- Royalty
- Creativity
- Mystery
- Magic
- Luxury



**The  
Children's  
Society**

making childhood better

# Use of Color: Black & White



What they represent:

- Black: power, elegance, sophistication, mystery
- White: light, innocence, purity
- Color in Motion:

<http://www.mariaclaudiacortes.com/Colors/colors.html>

# Chat Activity

- **Red:** action, bold, passion, alert, power
- **Orange:** happiness, enthusiasm, fascination
- **Yellow:** joy, cheerful, lighthearted, childish
- **Green:** earthy, growth, harmony, luck, health
- **Blue:** protective, trust, tranquility
- **Purple:** royalty, creativity, mystery, luxury
- **Black:** power, elegance, sophistication, mystery
- **White:** light, innocence, purity

Does the predominant color of your organization's logo seem to match the quality that your organization wants to project?

Post your thoughts in the Chat panel on the right hand side of your screen



# Typography

Type has personality and we want the tone of the text to show the right message through the variety of typefaces we use.

Aa Bb Cc Dd Ee Ff Gg Hh

Archer, Medium, 48pt

Aa Bb Cc Dd Ee Ff Gg Hh

Archer, Medium, 44pt

Aa Bb Cc Dd Ee Ff Gg Hh

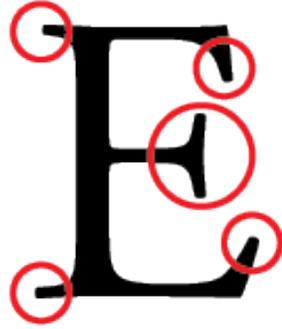
Archer, Medium, 40pt

Aa Bb Cc Dd Ee Ff Gg Hh

Archer, Medium, 36pt

# Font

Serif



Times New Roman

Palatino

Garamond

**Rockwell**

Courier

San Serif



Arial

Calibri

Helvetica

Frutiger

Verdana

# Font

## Effective use

- Pay attention to the message
- Use no more than 3 typefaces for each image

# Chat Activity

Example of ineffective typography use:

Thinking ABOUT  
Going to  
Grad School?

**In the Chat:** What would make this text look better?

# Font

Small caps

HERE'S AN EXAMPLE

# Combining Text and Images



## WHAT IS MENTORING?

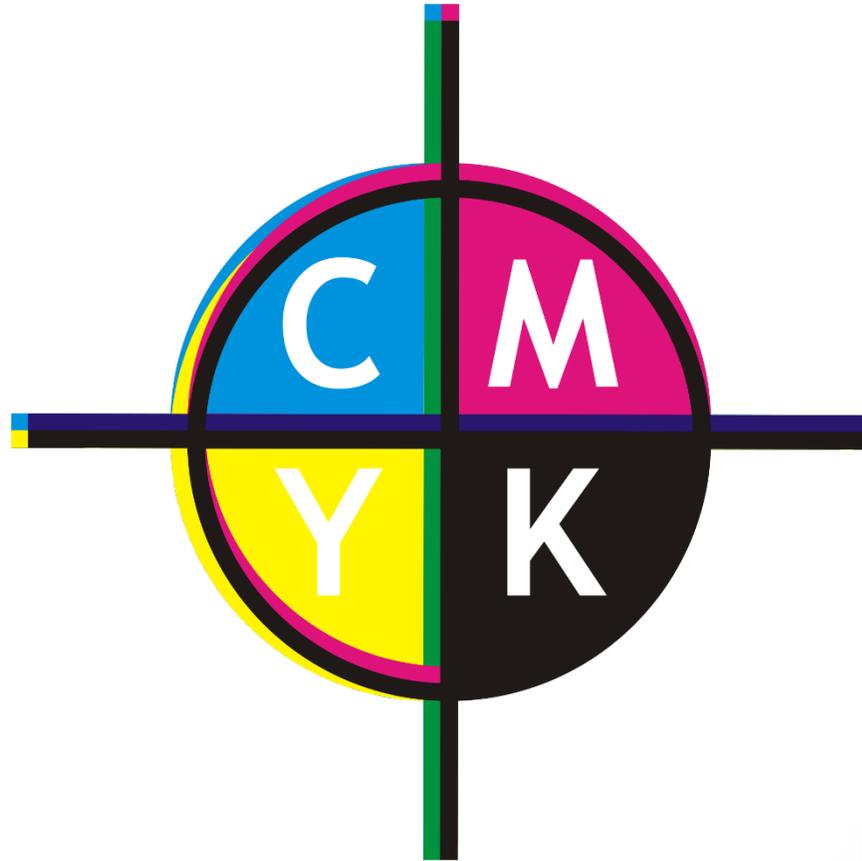
### Why is mentoring important?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque dapibus efficitur urna. Mauris imperdiet mollis nisl. Ut finibus nibh id hendrerit tristique. Sed vitae eros tristique, rutrum est id, feugiat ex. Cras nisl nisi, mattis vel mattis vitae, iaculis a lectus. Integer vitae laoreet erat. Vivamus tempus, nulla vitae tincidunt tristique, augue dolor feugiat dolor vel feugiat orci metus ut turpis. Vivamus vel eros sagittis, gravida dui ut, tincidunt massa. Vivamus isculis eros vulputate, cursus sem ut, fermentum nibh. Phasellus vel urna dapibus, sollicitudin orci quis, rutrum sapien. Vivamus eu mauris enim. Aliquam

dignissim est aliquam nisl dictum, et facilisis diam consectetur. Nam quam est, faucibus sagittis nunc at, tincidunt tempus eros. Etiam et porta elit, non condimentum nunc. Vestibulum in maximus velit. Fusce sit amet sagittis purus. Sed at nisl lacus. Integer et sodales risus. Vivamus tellus dolor, tempus nec mattis non, posuere ut nisl. Pellentesque quis malesuada elit, vitae rhoncus velit. Integer varius volutpat venenatis. Quisque in libero porta, faucibus ipsam et, condimentum velit. Mauris ultricies eros fermentum justo volutpat, a vulputate ligula rutrum. Etiam mi neque, posuere quis pharetra et, maximus quis ipsam. (continued on page 2)

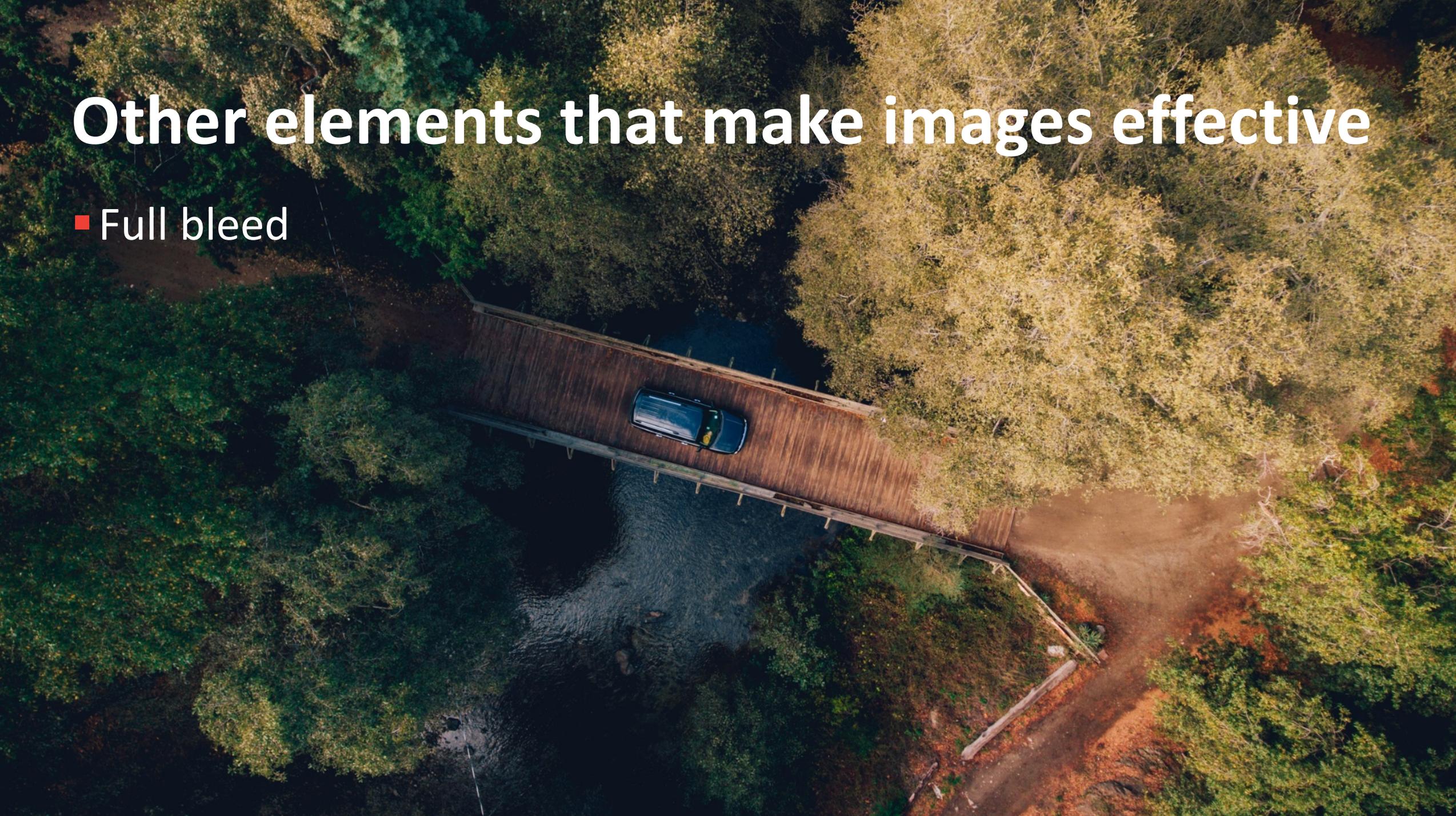
# Other elements that make images effective

- Off register



# Other elements that make images effective

- Full bleed



# Other elements that make images effective

- Double page layout



# Other elements that make images effective

- Spot color



# Ways to Use Images



 AmeriCorps VISTA @AmeriCorpsVISTA · 14 Nov 2016

Congrats to @AmeriCorpsVISTA alum @IlhanMN for her historic win in Minnesota. [ti.me/2eDtQG2](https://ti.me/2eDtQG2)  
#mondaymotivation #IamVISTA



 1  23  48

# Ways of Using Images

- Reports



# Ways of Using Images

- Press releases, articles



## PRESS RELEASE TEMPLATE

### General News Release



#### Your Headline Should Present the Who and What in a Concise Manner

Offer additional context in a subhead to draw your audience further in

NEW YORK, MONTH DD, YEAR/PR Newswire/ -- Get right to it. Tell your audience why they're here. Start with the most important and newsworthy details.

Break down your news, and highlight why it's important in the body of your release. Answer the 5 Ws, so your audiences can identify the nature of your news. Present all the facts, but also focus on being useful and interesting.

When appropriate, break out some highlights in a skimmable list to draw focus to important details:

- Highlight #1
- Highlight #2
- Highlight #3

"Include a quote from an internal stakeholder," said your company's source. "Make it easier on the media by providing a quote or statement that they may use in their coverage of your news."



Image caption: Multimedia elements are also distributed to visual-based sites separate from the release, so be sure to include information from the message of the press release as well as relevant keywords.

Call-to-action: Highlight the next steps your reader should take and/or where they can find more information.

#### About Your Company

Your boilerplate should feature essential, relevant and up-to-date company information and link to your company's website or newswire. Include the important information a reader would need to understand your company's focus and purpose. Where is your company, and when was it founded? What do you sell? Where can people learn more about you? Publicly traded companies should also include their stock ticker symbol, if applicable.

#### Media Contact: Make it easy for the media to find you for follow-up

Jane Smith  
Director, Strategic Communications  
jane.smith@yourcompany.com  
555-555-5555

For more information, read the full blog post, "3 Press Release Templates to Power Your PR and Content Marketing."



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# Ways of Using Images

- Website, social media



# Ways of Using Images

- Brochures, flyers, program materials

**TRI-FOLD BROCHURE**

Why you should use Xpress Teeth Whitening to whiten your smile:

- We use only the highest grade whitening gel with the highest level of the whitening agent - 44% Carbamide Peroxide.
- We use only Made in the U.S.A. products and "Blue Light" accelerators.
- We use only FDA approved products and equipment.
- We achieve the most noticeable whitening results in the industry.
- We price our treatments to be affordable for our customers.
- We offer package deals that will save you even more money.
- We offer referral bonuses to our customers.
- We take pride in making your smile the whitest it can possibly be.

**Become a Dealer**  
Xpress Teeth Whitening  
[www.xpressteethwhitening.com](http://www.xpressteethwhitening.com)  
1.800.588.8145



**A Whiter Smile in 15 Minutes!**

**Why Wait? Let Us Whiten Your Smile Today!**

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Xpress Teeth Whitening is on the cutting edge of the teeth whitening industry. Xpress Teeth Whitening uses the combination of high intensity blue light technology, high viscosity carbamide peroxide bleaching gel, and custom fit mouth pieces to effectively whiten even the most stained teeth.

Xpress Teeth Whitening uses the highest level of carbamide peroxide gel on the market. Most of our competitors use a gel that contains anywhere from 6% to 32% carbamide peroxide. Xpress Teeth Whitening uses a whitening gel that contains 44% carbamide peroxide. The results our clients experience are stunning and the best in the teeth whitening industry.

All of Xpress Teeth Whitening's equipment and products are FDA approved and made in the U.S.A! That is a statement that not many of our competitors in the teeth whitening industry can say. Xpress Teeth Whitening takes pride in using the safest and most effective products available.

Recent law changes by the FDA have made it possible for teeth whitening to be facilitated by teeth whitening professionals. The FDA has ruled that the teeth whitening procedure is a cosmetic procedure, not a medical procedure. This means it is no longer a procedure only dentists can administer. That translates to a lower price to the general consumer.

Traditionally dentists have used a lower percentage of carbamide peroxide in their teeth whitening procedures. That meant less results and longer treatment times for their patients. The table below demonstrates the cost effectiveness and convenience of Xpress Teeth Whitening.

Xpress Whitening	Teeth Whitening	White Smile	Whitening Strip
Results in 15 minutes	Results in 3 treatments	Results in 1 hour	Results in 7 days
Self Applied	Dentist Applied	Dentist Applied	Self Applied
Cost \$99-\$159	Cost \$600-\$1,000	Cost \$299-\$399	Cost \$35-\$75

Once you have spent your hard earned money on improving your smile, you want to make sure to take care of it. We all tend to damage and stain our teeth by consuming foods and beverages that cause our teeth to accumulate stains. It is important to remember, as a rule of thumb, if something can stain your clothes, it can stain your teeth. We offer a selection of teeth care accessories such as our Xpress Teeth Whitening "White Rejuvenation Rinse" and our take home whitening upkeep treatments to make sure your teeth stay the whitest they can be. We at Xpress Teeth Whitening want you to feel good about your smile and we want you to look your best! By offering additional "in home" whitening products, Xpress Teeth Whitening can help you keep your smile bright.



**BEFORE**  
**AFTER**



# Don't forget about the permission/photo release!



## Personal Consent and Release

I grant the Corporation for National and Community Service (the "Corporation"), its assigns, designees, licensees and agents the IRREVOCABLE, PERPETUAL, ROYALTY-FREE, NON-EXCLUSIVE, WORLDWIDE right to record and use my name, biographical information, picture, portrait, photograph, video footage, voice, words, music (including words and/or lyrics), and audio (hereinafter the "Content") in all forms and in all media now in existence or developed in the future and in all manners, to include promotional efforts, dissemination to publishers and/or media outlets, or for any other lawful purposes.

I waive any claims I may have against the Corporation, its assigns, designees, licensees and agents based on any usage of the Content or works derived therefrom, including, but not limited to, claims for defamation, invasion of privacy, or right of publicity. I waive any right to inspect or approve the use of the Content, including written copy that may be created and appear in connection therewith.

I further agree that I am not entitled to and will not receive any compensation for use of the Content or works derived therefrom and that the Corporation is the sole owner of rights in the Content. I further release and absolve the Corporation, its assigns, designees, licensees and agents from any liability resulting from any use of the content or works derived therefrom. It is expressly agreed that the Corporation is under no obligation to use the Content for any purpose whatsoever.

I attest that I am at least eighteen (18) years old, competent to sign this release and have the right to grant these permissions. I have read this release and am fully aware of its contents. I agree that this release shall bind me, my legal representatives, heirs, and assigns.

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Printed Name

I am signing on behalf of a minor, \_\_\_\_\_ (printed name of minor), and certify that I am the parent or guardian of the minor and agree to the consents and waivers, according to the paragraphs above, on behalf of this person.

\_\_\_\_\_  
Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Parent/Guardian Printed Name \_\_\_\_\_ Relationship to Minor \_\_\_\_\_

<i>For office use only</i>	
Project _____	Signature _____
Producer _____	Date _____
Location _____	

# Additional Resources

- Canva ([www.canva.com](http://www.canva.com))
- PicMonkey
- Instagram
- Photoshop Express



# Additional Resources

- Dribbble (yes, it has 3 b's) ([www.dribbble.com](http://www.dribbble.com))
- Behance ([www.behance.net](http://www.behance.net))
- Under Consideration: For Print Only ([www.underconsideration.com/fpo](http://www.underconsideration.com/fpo))
- Skillshare ([www.skillshare.com](http://www.skillshare.com))

# Next Steps

- Check your organization to see if there are any guidelines for image use/inclusion that you should follow
- Survey images in your project's marketing and find out if you have access to any image resources
- Find out who is currently tasked with image selection/marketing design
- Identify the permission process used at your organization

# Next Steps Cont.

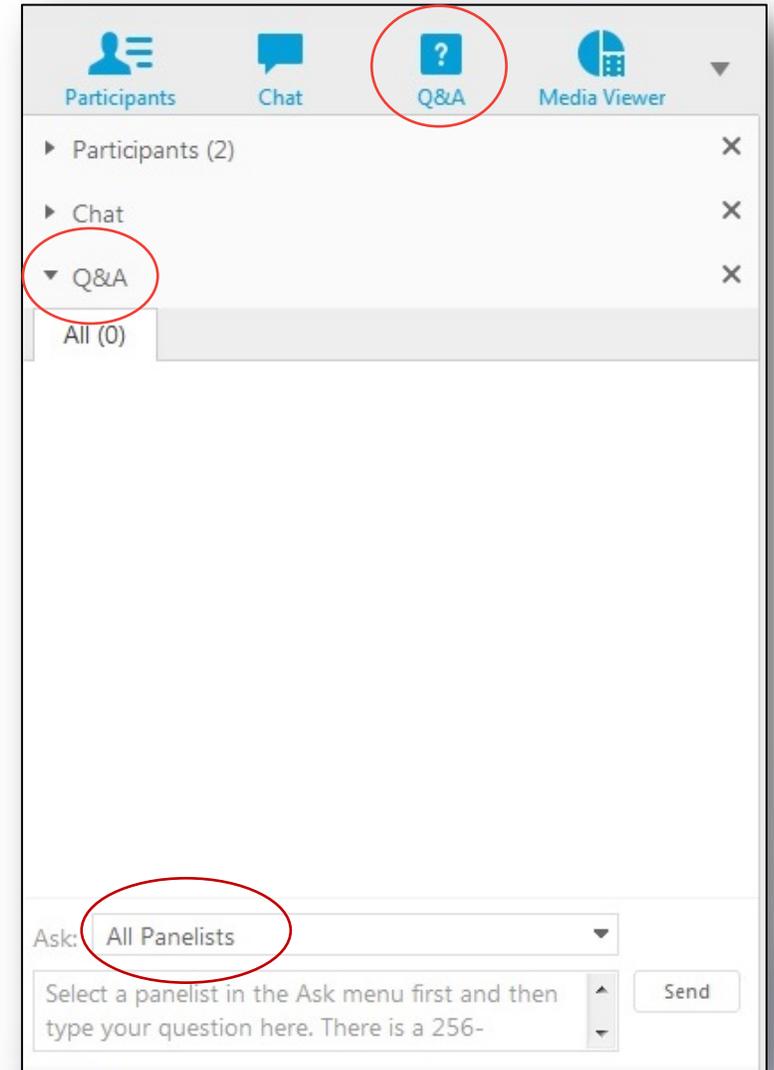
- Survey your organization or community to see which demographics you are targeting and what subject matter is priority
- Consider testing your images with a group of audiences to make sure your outreach strategy is going in the right direction

# Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

# Questions ?

- To ask a question online, use the Q&A feature located in the bottom right corner of the screen. Send to “All Panelists”
- To ask a question verbally, call in using the number on this slide and press \*1



# Thank You for Your Participation!

If you have further questions or for more information, contact us:  
[VISTAwebinars@cns.gov](mailto:VISTAwebinars@cns.gov)

Our next webinars:

**Getting to Know The Federal Hiring Process and NCE – March 9**  
**Building a Professional Network for Service & Career – March 23**  
**Creating an Effective Digital Marketing Strategy – March 28**  
2:00pm Eastern

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