

Images

Choosing Images for Print and Web Design

What Makes an Image Good?

The overall characteristics of effective imagery aren't hard to spot. “Good” images tend to have clarity in terms of both visual and psychological comprehension. They communicate.

THE SOURCE FOR THIS INFO: <http://www.htmlandcssbook.com/extras/choosing-images-for-your-site/>

What Makes an Image Good?

When choosing images, you might find they will often fall into one of two categories:

- Lifestyle Images
- Images that Promote a Product or a Service

What Makes an Image Good?

Choosing images can be both an enjoyable and a daunting experience. This guide will give you something new to consider to help make the process lean more heavily towards the former.

Lifestyle Images

Lifestyle images tend to answer questions such as:

“What does it look like?” “How is it used?”

“When would I use it?” and “Who is it for”

Lifestyle Images

Lifestyle images can be very helpful to website visitors and applications in print because they provide context.

If the information is about a place (such as a holiday destination) then an image can literally help the reader visualize the location.

If the information is about an object (such as an item of clothing) then the lifestyle image can show it in use.

Lifestyle Images

Lifestyle images also tend to try to sell an idealized view of a particular aspect of life, so the subjects of the photograph are often shot in a scenario that the visitors to the site or ad viewer would like to be in, too.

Even if the user might not ever find themselves in that place, it could be a situation that they aspire to (*hence the product or service would help them attain that*) or one that they simply respect or admire.

Lifestyle Images

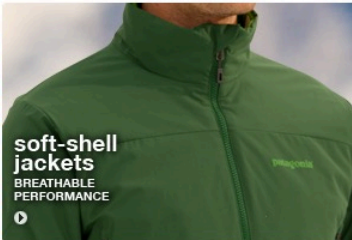
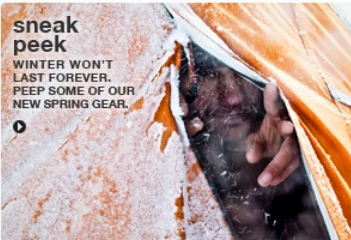
- Lifestyle images work best when they reflect the advertised brand faithfully.
- When choosing images for a website or print ad or publication, the task can be made easier by allowing the brand's values to guide you.
- If the brand is playful, then it might be fitting to opt for bright colors and light-hearted scenarios.
- If the brand is serious then you might opt for a more somber palette and realistic subject matter.



Sales, new gear and more: [Sign Up For Patagonia Emails](#)

[email sign up](#)

Visit a store: [find patagonia](#)



Lifestyle Images

This image of [Patagonia](#) outdoor clothing successfully depicts both the clothing being worn, and the setting suggests that it is suitable for those who spend time in harsher weather conditions. The shot is modern and masculine and the gritty, broken rocks evoke the rugged outdoors very effectively.

The people in this shot are also relaxed and enjoying a break, while the equipment around them indicates that they are serious about their activity.

Choose Country | US

Customer Service

- Returns, Repairs & Recycling
- Job Opportunities
- Order Status
- Contact Us
- Ironclad Guarantee
- Store Locator

The Footprint Chronicles®

- Patagonia Ambassadors
- Company Info
- Product Info
- Corporate Sales
- Team & Event Sales
- Pro Sales
- Site Map
- Corporate Responsibility
- California Transparency in Supply Chains Act Disclosure

Facebook

- Twitter
- YouTube



Voluntary Recall: Lotus Designs, Inc. is notifying consumers that the Midwater PFD, may pose a potential casualty hazard. If you own the Midwater PFD, the Fishing PFD or the Patagonia Fishing Vest please [read this important notice](#).



Ford Social Support Locate a Dealer En Español More Ford - Search

CARS CROSSOVERS & SUVs TRUCKS HYBRIDS & EVs COMMERCIAL ALL TECHNOLOGY SHOPPING TOOLS

2012 EXPLORER Gallery Features Specs Models & Options Pricing

Powerful and efficient with available 2.0L I-4 EcoBoost® engine. Learn More.

Build & Price

\$28,280 Starting MSRP

Prices for Jan 22, 2012 and ZIP

20 mpg city 28 mpg hwy

Search Dealer Inventory

Request a Local Quote

Get Updates

Like 3k

Exterior View 360 Color availability varies by model. As shown \$46,485

ECOBOOST

Best-in-class 28 highway mpg with the available 2.0L EcoBoost™** Time: 0:57 See All Explorer Features

MPG's without giving up the HP.

Available Terrain Management System™ Time: 1:26

Available Inflatable Rear Safety Belts Time: 2:14

2011 North American Truck of the Year

2012 IIHS TOP SAFETY PICK

Find special offers and incentives near you.

Learn about the new 2.0L I-4 EcoBoost® engine.

Watch adventure videos. GO DO

Request a brochure.

| 2012 Explorer | Ownership | Shopping Tools | More About Ford |
|---|--|--|---|
| <ul style="list-style-type: none"> Explorer Home Gallery Features Specs Models & Options Pricing Towing Guide Warranty Certified Pre-Owned | <ul style="list-style-type: none"> Support Service Warranty & Service Plans Accessories Store FordParts.com Make a Payment MyFord eMagazine | <p>Research</p> <ul style="list-style-type: none"> Build & Price Brochures Compare Vehicles Get Updates Certified Pre-owned <p>Price & Locate</p> <ul style="list-style-type: none"> Request a Local Quote Locate a Dealer Search Dealer Inventory Incentives & Offers <p>Financing</p> <ul style="list-style-type: none"> Apply for Credit Estimate Your Payment Trade-in Value Ford Credit | <ul style="list-style-type: none"> Corporate Racing Warriors In Pink News & Events Ford Social Global Merchandise SYNC |

[View Additional Disclosures](#)



Lifestyle Images

Here is an example of a very different kind of product (a [Ford](#) vehicle) but, as you can see, it appears to be evoking a very similar lifestyle to the Patagonia shot above. In this case, the makers might be suggesting that the vehicle is suitable for use on all kinds of roads. Even if there are a significant number of sales of this type of vehicle in urban areas, many customers are attracted to the vehicle because it can be driven in any conditions. You might also note that a lifestyle image doesn't necessarily have to have a person in it to have "personality."



Welcome to **Hamilton Island**

Like 10k

Perfectly situated on the edge of the Great Barrier Reef, amongst Queensland's 74 Whitsunday Islands, Hamilton Island offers an experience like no other: glorious weather, azure waters, brilliant beaches, awe-inspiring coral reefs, fascinating flora and fauna, fine food and wines, and activities almost too numerous to mention.

Hamilton Island also welcomes new world-class facilities with the newly opened Hamilton Island Golf Club, the architectural wonder that is the multipurpose Hamilton Island Yacht Club and a host of new or refurbished Hotels and Resorts that set the standard for Great Barrier Reef accommodation. We have put together our best Hamilton Island specials and holiday packages for you to book online right now. There is no better time to see this premier Australian Island Holiday Destination.



Book Accommodation
We have a host of gorgeous hotels on the island. 3 star to Premium luxury accommodation ranging from bungalows to luxury villas and holiday homes.

[Compare Hotels](#)

Plan your Activities
With over 60 different activities including sports, adventures, tours and unwinding at a day spa. There is a holiday activity for every interest and energy level.

[Explore Activities](#)

Food & Wine
Featuring over 20 restaurant & dining options, 6 bars and nightclubs. There is plenty to keep you entertained and your taste buds satisfied.

[View Dining & Bars](#)

Upcoming Events
From the Australian Ballet to Race Week. There is always something happening on Hamilton Island, the major events capital of the Great Barrier Reef.

[View Event Calendar](#)

Ultimate Golfing Holiday
Challenge yourself to a round of golf at the magnificent Hamilton Island Golf Club. The ultimate golfing holiday destination.

[Find Out More](#)

Book Hotels
Hamilton Island Hotels

All Properties

Arrival date: 05 Feb 2012

Departure date: 07 Feb 2012

Adults: 2 Kids: 0

[Check Availability](#)

[Book Holiday Homes](#)

[Book a Conference](#)

Family Holidays

Family Holidays
Kids stay and eat FREE!

Holiday Packages

Romantic Escape Package
Accommodation, twilight sail, romantic dinner at one of 3 restaurants and sparkling wine on arrival. From \$1540 twin share

[Learn more](#)

Recommend on [f](#) [t](#)

Lifestyle Images

This lifestyle image is promoting a holiday destination off the coast of Australia called [Hamilton Island](#).

Although it is a beautiful location all by itself, by including a family in the photograph the designer is helping visitors to the website imagine themselves relaxing and having fun on the beach.



PARIS

[Welcome](#)
[ACCOMMODATIONS](#)
[PHOTOS & VIDEOS](#)
[SERVICES & AMENITIES](#)
[DINING](#)
[SPA](#)
[DESTINATION](#)
[OFFERS](#)
[MAKE A RESERVATION](#)

Located mere steps from the Champs-Élysées, with private terraces that command all Paris, lovingly restored 18th-century tapestries and a defining spirit of elegance and charm, Four Seasons Hotel, George V, Paris redefines luxury service in the City of Light.

May we help you plan your stay with us?

- » [Meetings & Events](#)
- » [Directions & Maps](#)
- » [Family](#)
- » [Fitness Facilities](#)
- » [Conference Planning](#)
- » [Wedding Venues](#)



When will you be staying with us?

CHECK IN: **01/21/2012**

CHECK OUT: **01/22/2012**

How many guests?

2 ADULTS 0 CHILDREN (0-18 yrs)

[MULTIPLE ROOMS](#) | [CORPORATE/PROMO CODE](#)

FIND ROOMS

Lifestyle Images

The first photograph shown on the homepage slideshow for the [Four Seasons](#) hotel in Paris could have been an exterior shot of the hotel itself or an interior shot of a suite (as is often the case with accommodation sites). Instead, the designer opted to firstly show a lifestyle image portraying the excitement and romance of visiting this enchanting city.

ABOUT
FOUR SEASONS HOTEL, GEORGE V, PARIS

31, avenue George V, 75008 Paris, France • Tel. 33 (0) 1 49 52 70 00 • Fax. 33 (0) 1 49 52 70 10 [VIEW THE MAP](#)



1/11

Presidential Suite

[VIEW ALL PHOTOS](#)



Four Seasons Hotel George V, Paris, an eight-storey landmark 1928 building, offers 244 luxury hotel guest rooms, an exquisite art collection and [decadent fine dining](#) just off the Champs-Élysées. With unmatched Four Seasons service, it's an experience you will not forget.

[LEARN MORE ABOUT OUR ACCOMMODATIONS](#)

REVIEWS AT A GLANCE

FROM tripadvisor

What can I say, everything is just PERFECT.

They have wonderful service, beautiful rooms and the staff is kind and friendly without any pretensions. A wonderful experience...just do it.

Definitely coming back!

[SEE ALL REVIEWS](#)

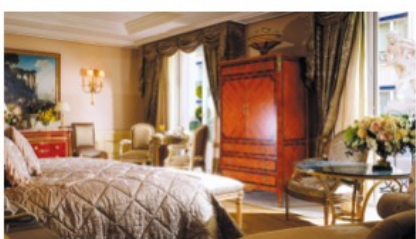
TRIPADVISOR

TWITTER

FACEBOOK

Lifestyle Images

The **About** page is where the site visitor can get more information about the interior of the hotel.



ROOM RATE

The best available unrestricted rate.

[BOOK NOW](#)

SERVICES & AMENITIES

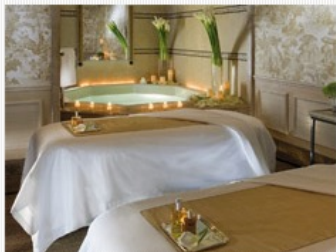
- Health Club
- 24-hour Business Centre
- Pool and Whirlpool
- Saunas and steam rooms
- Internet access in meeting rooms
- Babysitting Services
- Family Activities

[SEE ALL SERVICES & AMENITIES](#)

Lifestyle Images

The details about the hotel venue continue by scrolling below the feature header of the bedrooms on the **About** page as a visual menu with enticing interior shots where you can click and select articles for more information about each featured item.

FIVE-STAR HIGHLIGHTS



« THE SPA

Our luxurious hotel Spa is reminiscent of Marie Antoinette's boudoir.

[» LEARN MORE](#)



« A FEAST FOR THE EYE

Showcasing exquisite tapestries, paintings and objets d'art.

FINE DINING »

Explore the menu creations that have earned Le Cinq restaurant two Michelin stars.

[» LEARN MORE](#)



« UNMATCHED SERVICE

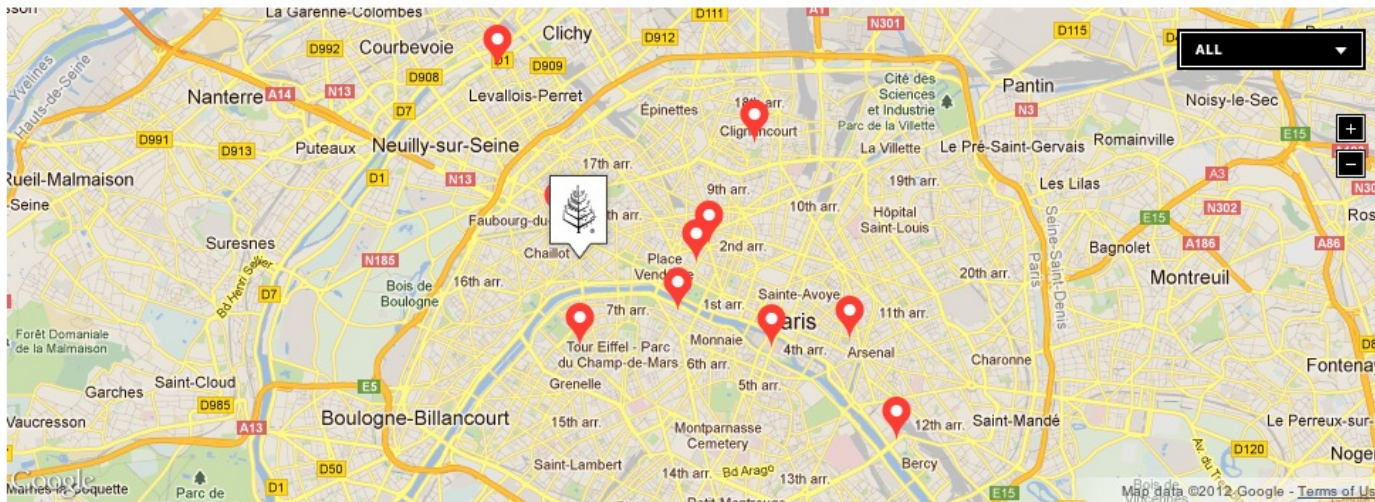
Our skilled Paris hotel staff always seek to make your visit comfortable and memorable.



ABOUT
THE DESTINATION

Sparkling, incomparable and unforgettable, Paris has it all. Immerse yourself in 2,000 years of history, delightful art and architecture, high-fashion and fine-dining. With winding, whimsical streets, the best way to experience the city is to explore it on foot.

[READ MORE](#)



FURTHER READING



[World Class Champagne](#)

Sommelier Thierry Hamon of Four Seasons Hotel, George V, Paris makes Champagne recommendations and pairing fine dining suggestions.

[City of Light Fashion](#)

Paris makes its fashion statement with a variety of events and shopping opportunities.

Lifestyle Images

The **About** page continues with information about how to get to the hotel and where it is located within the city of Paris.



MEMORIES IN MANY TONGUES

› SEE THE STORY



MICHELIN-RATED CHEF BRIFFARD

› SEE THE STORY



A FEAST FOR THE EYES

› SEE THE STORY



Four Seasons Hotel George
V Paris
31, avenue George V
75008 Paris

Tel. 33 (0) 1 49 52 70 00

Fax. 33 (0) 1 49 52 70 10

› DIRECTIONS AND MAP

HOTEL

Accommodations
Photos & Videos
Services & Amenities
Dining
Spa
Destination
Offers

INQUIRIES

About Four Seasons
Press Room
Gift Cards
Residences
Careers
Contact Us

CONNECT » Facebook » Twitter

MAKE A RESERVATION

CHECK IN: 01/21/2012



CHECK OUT: 01/22/2012



2



ADULTS

0



CHILDREN
(0-18 yrs)

Multiple Rooms
Corporate/Promo Code

FIND ROOMS



Lifestyle Images

The **About** page ends with credentials of the staff, testimonials and other human-interest stories.

The footer serves to provide the address and contact information and a typographic menu along with social media links.

A quick link to make reservations is included in a footer bar as a CTA.

The hotel logo is displayed at the bottom of the page/

Promoting a Product or Service

Product images have a tough job to do.

They are competing with our memories and expectations of evaluating products in the flesh. For this reason, they need to provide us with as much of the sensory information that a two-dimensional image is capable of mustering as possible.

Promoting a Product or Service

Promoting a Product or Service

In real life, we can observe a product from multiple angles.

Depending on its size and weight we can pick it up.

- With one grab for a tennis racket we can see how the grip feels, know the weight of it, pretend to serve and hear its swish. In short, we can interact with it. This helps us to visualize ourself using the product.
- Where clothes are concerned, we can try them on and see how they look on our body, with our weight, height, and coloring. We can examine the texture and feel of the material, see how it moves as we move.
- With food, we can inhale the aromas.
- With gadgets we can press the buttons. We can explore.

Promoting a Product or Service

To mimic this behavior in images alone is difficult, but here are some tips for achieving this:

- Use multiple images showing the product from multiple viewpoints
- Add close-up images of products, or allow them to be viewed at a large size
- Show the product in the context in which it is likely to be used
- Be sure to include images of any variations in color and size etc.

Back to Collection

HOME > HOUSE & HOME > BEDDING > QUILTS



Lapping Waves Quilt, 2010

STYLE # 093866

★★★★★ Be the first to write a review.

\$998.00

Shown In: Multi



ONE SIZE size guide

Quantity

Add to Bag

Add To Wish List Send To Friend Like 1

DETAILS

Vertical scallops rise behind appliqued gull-like shapes, as rays of screenprinting shine brightly nearby. This heavyweight quilt is a handmade, one of a kind creation by Fred Shand, with a handwritten label on the back naming the artists who screened, painted, sewed and quilted it, the techniques they used and where they are located.

- One of a kind
- Cotton, linen
- Spot clean
- 92" x 99"
- Imported

you may also like



OPEN IN NEW WINDOW | VIEW LARGER | SHARE

Product Images

This example shows a quilt from a shop called [Anthropologie](#). As you can see, little thumbnail images within the product description allow the visitor to view the quilt in a variety of ways.

[Back to Collection](#)

HOME > HOUSE & HOME > BEDDING > QUILTS



[OPEN IN NEW WINDOW](#) | [VIEW LARGER](#) | [SHARE](#)

Lapping Waves Quilt, 2010

STYLE # 093666

★★★★★ Be the first to write a review.

\$998.00

Shown In: Multi



ONE SIZE ▼ size guide

Quantity ▼

Add to Bag

[Add To Wish List](#) | [Send To Friend](#) | [Like](#) 1

DETAILS

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- One of a kind
- Cotton, linen
- Spot clean
- 92" x 99"
- Imported

you may also like



Product Images

One of these viewpoints shows the quilt in situ on a bed.



Product Images

The large version of the image is very large indeed. This is helpful in order to evaluate different aspects of the product such as its quality and texture.



Christmas Shop

A fabulous festive extravaganza.

NEW Limited Edition

The curtain rises on a dramatic new range.

NEW for Men

Warm, winter outfits, ready for action.

Coat them in Mini

Practical, cosy, fun: coats that aim to please.

NEW for Johnnie b

Winter coats for girls on the go.

Sign up and be the first to hear about our offers, sales and news:

Email address [+ Sign up](#)

Join the Community of Boden

Join us Follow us

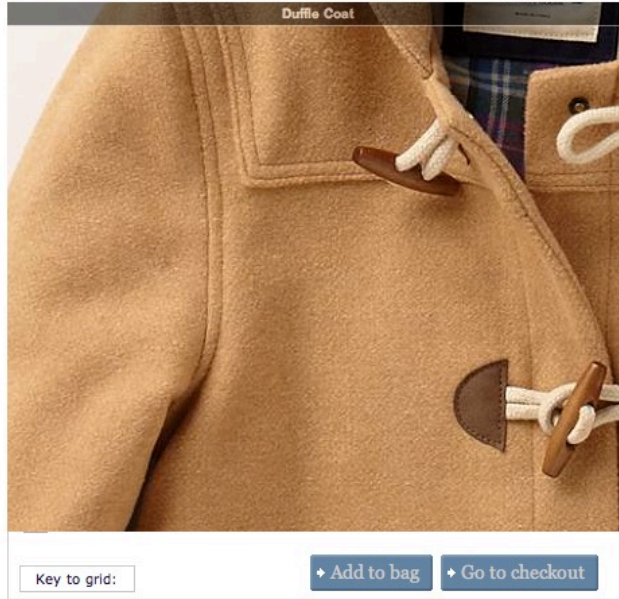
Request a catalogue

Recommend friends

Gift cards

Product Images

With products that can be worn, it is very helpful to see real people actually wearing them. In this image for Boden we can see a range of their collection at a glance, and then explore further to see the garments in detail.




Key to grid:

Sign up and be the first to hear about our offers, sales and news:

Email address

Join the Community of Boden 

Join us  Follow us 

 Request a catalogue

 Recommend friends

 iPad app coming soon

Product Images

With products that can be worn, it is very helpful to see real people actually wearing them.

In this image for Boden we can see a range of their collection at a glance, and then explore further to see the garments in detail.

MUNGO & MAUD

DOG & CAT OUTFITTERS



WHAT'S NEW . . . S

DOGS

- [Dog Bags](#)
- [Dog Beds](#)
- [Dog Blankets](#)
- [Dog Bowls](#)
- [Dog Clothing](#)
- [Dog Collars](#)
- [Dog Grooming](#)
- [Dog Harnesses](#)
- [Dog Household](#)
- [Dog Leads](#)
- [Dog Tags](#)
- [Dog Toys](#)
- [Dog Treats](#)

CATS

HUMANS

GIFTS

IN STYLE

SALE

FIND US

[Sign up to newsletter](#)



DOG CLOTHING: Keep your dog warm and looking effortlessly stylish with our range of dog clothing. Choose from finest quality Merino wool dog pullovers or embellish your dog's look with sumptuous cashmere cable knit. And for those rainy days, shelter your dog with the Mungo & Maud lightweight and water repellent quilted dog coat. Ensure your dog is fabulous even when the weather is not.

CASHMERE PULLOVERS



Cashmere Pullover Hazel
£129.00-£135.00



Cashmere Pullover Grey
£129.00-£135.00



Cashmere Pullover Pink
£129.00-£135.00

Product Images

This example is from a shop called [Mungo & Maud](#), which sells upscale clothes and other products for dogs. It portrays the item being modelled which is important for any kind of attire, be it human, canine, or other.

Images to promote services are different. With images to promote services, the messages we need to portray are less material, less physical. They are more psychological. The user will be asking, "Can this company provide this service in a way that is reliable, capable, trustworthy?" They will be looking for reassurance.

MERINO PULLOVERS



Striped Merino Pullover
Grey
£75.00-£79.00



Striped Merino Pullover
Lime
£75.00-£79.00



Armadillo Pullover
Chocolate
£79.00-£85.00



Armadillo Pullover Grey
£79.00-£85.00

PUFFER/QUILTED COATS



Beetle Dog Coat Mole
£120.00-£135.00



Beetle Dog Coat Navy
£120.00-£135.00



Quilted Dog Coat Chocolate
£97.50-£114.00

Product Images

Continued screenshot of webpage.



Quilted Dog Coat Grey
£97.50-£114.00

[Back to top](#)

[CONTACT](#) | [ABOUT](#) | [PRESS](#) | [SIZING](#) | [WHOLESALE](#) | [DELIVERY & RETURNS](#) | [TERMS & CONDITIONS](#) | [PRIVACY POLICY](#)

MUNGO & MAUD

in one munch

dogs

- Dog Bags
- Dog Beds
- Dog Blankets
- Dog Bowls
- Dog Clothing
- Dog Collars
- Dog Grooming
- Dog Harnesses
- Dog Household
- Dog Leads
- Dog Tags
- Dog Treats
- Dog Toys

cats

- Cat Beds
- Cat Blankets
- Cat Bowls
- Cat Collars
- Cat Household
- Cat Toys

humans

- Bags
- Blankets
- Books
- Clothing
- Walking Accessories

gifts

- New Puppy
- Gift Registry
- Wish List
- Sale

instyle

For the Weekend

what's new...s

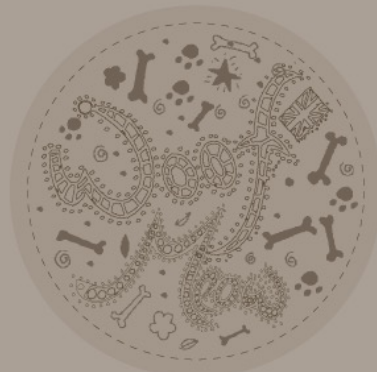
- New Arrivals
- News

about us

- Contact Us
- About
- Find Us
- Press
- Wholesale

pertinent

- Sizing
- Delivery & Returns
- Terms & Conditions
- Privacy Policy
- Wholesale
- Credits



Product Images

Continued screenshot of webpage.

99 million covered.
83 years strong.
38 local companies.
Connected by 1 Association.

Learn why Blue Cross and Blue Shield is a smart choice for healthcare insurance.



Shop for Health Insurance

Find Your Local Blue Company and Request a Quote Today

Enter Zip Code

Already a Member?

Find a Doctor or Hospital

Spotlight on The Blues



Finding a Doctor or Hospital is Now Easier

Check out the new [Blue National Doctor and Hospital Finder](#). Improved step by step searching, patient hospital reviews, and easy to understand ratings and quality measurements.



Building Tomorrow's Healthcare System

BCBSA has a comprehensive action plan to improve healthcare quality and rein in costs. Read our proposal: [The Pathway to High-Quality Affordable Care in America](#).



Blue Distinction

Looking for quality specialty care? [Learn more](#) or use our [Blue Distinction Center Finder](#) to help you find hospitals with demonstrated experience.

Take advantage of member-only resources and savings on health-related products.

Blue365 Healthy Discounts

Read the latest BCBSA headlines, national policy news and press releases.

Healthcare News

Learn how the Blue Cross and Blue Shield System delivers unmatched value.

Why BCBS?

- About the Association
- About the Companies
- Careers
- Press Center
- Healthcare Partners

- Employers
- Suppliers
- Healthcare Fraud
- Notices
- Site Map

The Blue Cross and Blue Shield System consists of [38 independently operated Blue Cross and Blue Shield member companies](#), a [Federal Employee Program](#) and an [Association](#), which serves the collective needs of the Blue Cross and Blue Shield Plans.



Product Images

Companies tend to focus on the best aspects of the services they provide.

Note this example for [Blue Cross Blue Shield](#) health insurance. The photography featured on their website shows healthy, happy, vibrant people in the outdoors and not those who are sick or injured and cooped up in hospitals or waiting rooms.



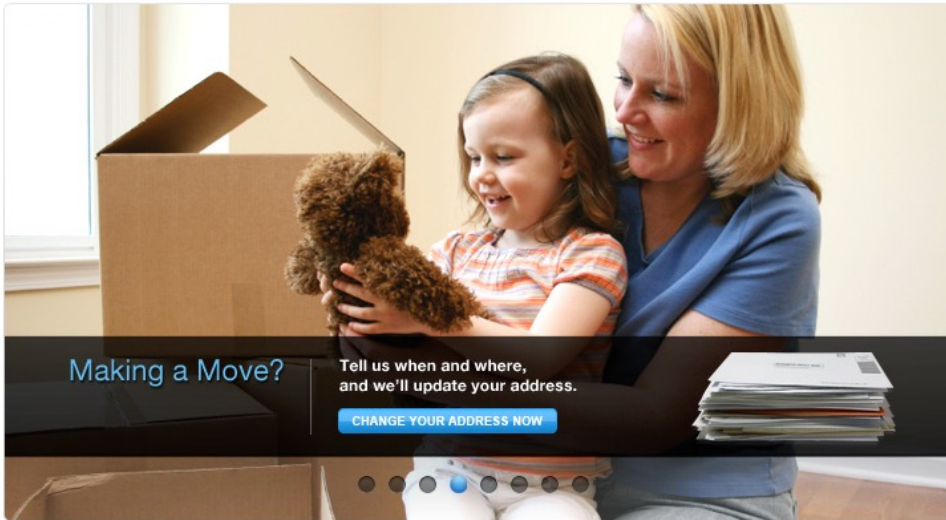
Search USPS.com or Track Packages

Quick Tools

Always a Click Away
Roll over the tools menu across the site to access quick, handy tools.

- Track & Confirm
- Find Locations
- Calculate a Price
- Look Up a ZIP Code™

Ship a Package Send Mail Manage Your Mail Shop Business Solutions



Print a Shipping Label

What you need:

- A standard printer
- Regular paper
- An envelope or package

What to do:

- Choose a shipping service.
- Add extra services.
- Print the label.
- Attach it to your mail.

[Get Started](#)

New Prices
January 22, 2012
[Learn More >](#)

Return your "returns"
from home.
[Learn more >](#)

Village Post Office
We've expanded access to our products & services >

Product Images

The homepage of the [United States Postal Service](#) features this image to complement its address redirection service. It shows a mother unpacking boxes and finding her child's teddy bear.

I'm not sure moving is always this relaxed, but this choice of photograph suggests that their service helps make a move more stress-free, and promotes feelings of safety and wellbeing, as well as confidence in the service that is being offered.

People and/or Animals

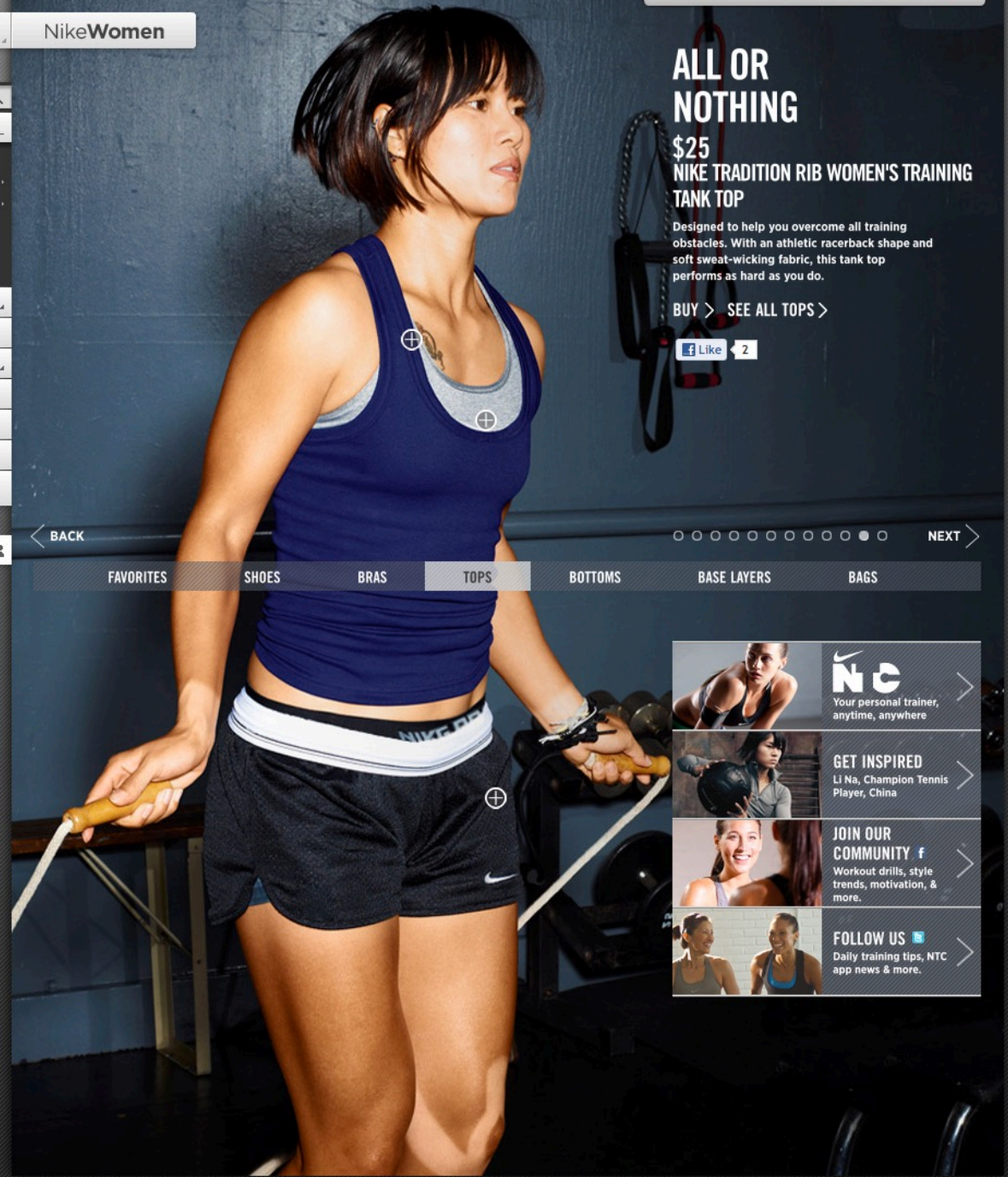
When an image contains a face,
there are a few things you might like to keep in mind.

People and/or Animals

Direction of Gaze: When observing another individual, humans are naturally inclined to follow the direction of their gaze. Perhaps this is an evolutionary measure tapped into our survival. In any case, we can use it to our advantage when combining images with information. If you take note of your eye movements in the next two examples, you will see that your eye is drawn to different areas.

- SEARCH
- SHOP
- Look Book
- Shoes
- Clothing
- Gear
- Bra Guide
- Pant Guide
- NIKEiD
- NTC
- ATHLETES
- BLOG
- FACEBOOK
- TWITTER
- EMAIL SIGN-UP

LOGIN



ALL OR NOTHING

\$25
 NIKE TRADITION RIB WOMEN'S TRAINING TANK TOP

Designed to help you overcome all training obstacles. With an athletic racerback shape and soft sweat-wicking fabric, this tank top performs as hard as you do.

BUY > SEE ALL TOPS >

f Like 2

- BACK
- FAVORITES
- SHOES
- BRAS
- TOPS
- BOTTOMS
- BASE LAYERS
- BAGS
- NEXT

- NTC**
Your personal trainer, anytime, anywhere
- GET INSPIRED**
Li Na, Champion Tennis Player, China
- JOIN OUR COMMUNITY**
Workout drills, style trends, motivation, & more.
- FOLLOW US**
Daily training tips, NTC app news & more.

People & Animal Images

This screenshot from the [Nike Women](#) website demonstrates how by following the direction of the person's gaze, your eye can automatically be directed towards the most important information on the page.



BLAZE YOUR TRAIL

\$50 NIKE PRO HYPERWARM WOMEN'S TIGHTS

Focus on your performance, not the weather, thanks to insulated Dri-FIT fabric and a seamless construction that minimizes chafing. Layer under your favorite shorts or wear them alone for a leaner look.

BUY > SEE ALL BOTTOMS >

Like 16

BACK NEXT

FAVORITES SHOES BRAS TOPS **BOTTOMS** BASE LAYERS BAGS

- NTC**
Your personal trainer, anytime, anywhere
- GET INSPIRED**
Hope, Professional Soccer Player, USA
- JOIN OUR COMMUNITY**
Workout drills, style trends, motivation, & more.
- FOLLOW US**
Daily training tips, NTC app news & more.

People & Animal Images

Here is a screenshot from the same website in which the head is in the same rough location, but the face is cast downwards slightly.

This subtle change results in the user most likely noticing the buy button (and also the Facebook "like" button) before scanning up to read the headline.

AMERICAN BIRD CONSERVANCY [DONATE NOW](#)

HOME | SUPPORT ABC | ABOUT US | ABC PROGRAMS | BROWSE BY TOPIC | NEWS & REPORTS | INTERACTIVE | CONTACT US

ABC's Mission

American Bird Conservancy conserves native birds and their habitats throughout the Americas.

Learn more about ABC >

[Renew or Join \\$40, 4 Minutes](#)

[eNewsletter Subscribe Now](#)

Mobile version of ABC web site

Follow Us: [Social Media Icons]

Latest NEWS Publication Shows Solutions to Halt Bird Building Collisions

HURRY!

There's still time to fix some of the bird conservation issues before the end of the year...

Cats Indoors
The Campaign for Safer Birds and Cats. There are more than 90 million pet cats in the U.S. [more...](#)

Birds & Wind Turbines
Wind energy production affects birds primarily through direct mortality from collisions [more...](#)

International Projects
ABC operates the most comprehensive and effective threatened bird conservation program [more...](#)

Conservation Birding
Conservation Birding web site that allows birders to find lodges that contribute to bird conservation in the Americas. [more...](#)

Take Action
You can directly help change the outcome of important bird conservation issues [more...](#)

Hawai'i Program
ABC's Hawai'i program seeks to stop the tide of extinction among Hawai'i's unique avifauna. [more...](#)

American Bird Conservancy on Facebook
5,146 people like American Bird Conservancy.

Featured Donor
blue moon FUND

Home About ABC Contact Us Privacy Policy [Staff Login](#)

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People & Animal Images

This phenomenon is not just true of human subject matter. We tend to follow the direction of any kind of face whatsoever.

In this screenshot from the [American Bird Conservancy](#) website, our gaze is directed towards the donation button in the top right corner.

Recent Victory

Recent news on how ABC is making a difference for birds

Learn more >



Renew or Join
\$40, 4 Minutes

eNewsletter
Subscribe Now

Mobile version
of ABC web site

Follow Us

Latest NEWS [Publication Shows Solutions to Halt Bird Building Collisions](#)

HURRY!



There's still time to fix some of the bird conservation issues before the end of the year...

- ABC Interactive
- American Bird Conservancy BirdTape
 - Winter Bird-Feeding Frenzy
 - Wandering Albatross Courtship Display
 - Controversy and Challenges of Conserving the Northern Spotted Owl
 - Endangered Hawaiian Forest Birds: The 'Alikiki
 - Endangered Hawaiian Forest Birds: The Palila

- Cats Indoors**
The Campaign for Safer Birds and Cats. There are more than 90 million pet cats in the U.S. [more...](#)
- Birds & Wind Turbines**
Wind energy production affects birds primarily through direct mortality from collisions [more...](#)
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Featured Donor

People & Animal Images

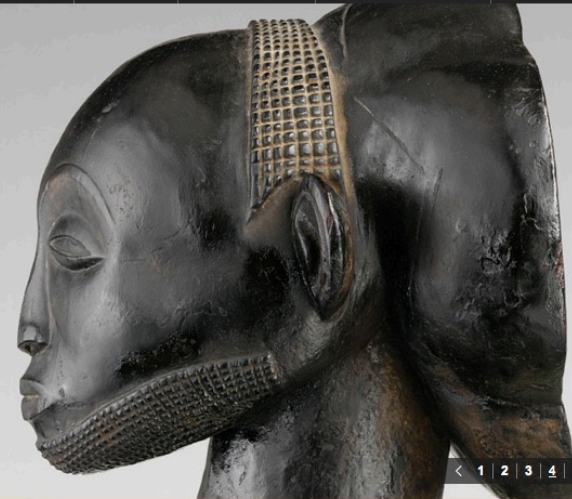
And here is the same website again. This bird is clearly pointing us in the direction of the logo and the headline below it.



Heroic Africans

Legendary Leaders,
Iconic Sculptures

September 20, 2011–January 29, 2012



[View More about This Exhibition >](#)

Visit >

Hours (Main Building)

Tuesday–Thursday: 9:30 a.m.–5:30 p.m.
Friday and Saturday: 9:30 a.m.–9:00 p.m.
Sunday: 9:30 a.m.–5:30 p.m.
Monday: Closed (except Holiday Mondays)

Admissions

Fee includes same-day admission to the Main Building and The Cloisters museum and gardens. There is no extra charge for entrance to exhibitions.

[Buy Tickets Now](#)

Membership

Join today for unlimited admission to the Museum and other benefits.

Events >

In the next 7 days:

- Benefit Events (3)**
- Concerts and Performances (11)**
- Events at The Cloisters (6)**
- Family Programs (31)**
- Films (2)**
- Lectures and Panels (5)**
- Membership Events (23)**
- Programs for Visitors with Disabilities (6)**
- Studio Programs (28)**
- Sunday at the Met (3)**
- Talks and Tours (179)**
- Teen Programs (Ages 11–18) (4)**

[View all events >](#)

Now at the Met >

Live Audio Stream of Patti Smith's Sold-Out Concert

Posted on Friday, December 2, 2011

At 7:00 p.m. on Friday, December 2, listen to a live audio stream of Artist and Muse, Patti Smith's sold-out concert at the Met.

This Weekend's Highlights: December 2–4

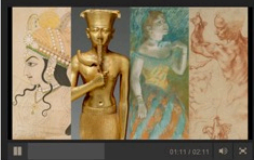
Posted on Thursday, December 1, 2011

The Met Around the World

Posted on Tuesday, November 22, 2011, by Thomas P Campbell

Today we launch a new section of the Met's website: The Met Around the World.

Met Media >



Met Kids >



Met Store >

SAVE 25% SITEWIDE!
Use code L125

December 2–4
Until 11:59 pm ET

[Shop Now >](#)

People & Animal Images

Just to prove this device really does apply to all types of faces, here is a screenshot from [The Metropolitan Museum of Art](#) which shows an ancient sculpture looking obediently at the text on the left.

Body Language

Body language doesn't just work in real life.

We are constantly “reading” other human's movements and positioning whether they appear to us in three dimensions or only two.



People & Animal Images

Both of these photographs are fashion shots from the [Levi's](#) website.

Generally speaking, in terms of body language the crossing of arms can be seen to be a defensive maneuver. In contrast, the model on the right looks more outgoing and is communicating a sense of fun.

Reflectivity

It can often help to draw in your audience when they can see their own likeness reflected back at them. It tells them in an instant that your site is relevant and that they are in the right place.

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Brands Recipes Nutrition & Family Promotions & Coupons



Holiday Classics


For many families, traditions rule around the holidays. Let kids help prepare and serve these festive foods that are sure to be family favorites for years to come.

Discover products, holiday recipes, coupons and promotions from Kellogg.





[View the collection.](#)

◀ 1 2 3 4 5 ▶

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Get savings, news and offers from Kellogg. [Sign up or log in now.](#) Search Entire Site



Brands Recipes Nutrition & Family Promotions & Coupons



Wake Up Wonderful

Waking up to a wonderful breakfast is a tasty way to start the day. Discover delicious breakfast products and recipes from Kellogg to help your family have a flavor-filled morning.

Find wonderful breakfast recipes, coupons and promotions from Kellogg.

[View the collection.](#)

◀ 1 2 3 4 5 ▶

Contact Us | FAQs | Where to Buy | Español | 

Get savings, news and offers from Kellogg. [Sign up or log in now.](#) Search Entire Site

Brands Recipes Nutrition & Family Promotions & Coupons



Fast & Flavorful

Meals and snacks made in little time can still have loads of flavor. With a little help from Kellogg, find quick and simple recipes the whole family can savor.

Enjoy fast and flavorful foods for less with coupons and promotions from Kellogg.




[View the collection.](#)

◀ 1 2 3 4 5 ▶

People & Animal Images

The three screenshots above are from the [Kellogg's](#) website.

The rotating slideshow samples a cross-section of the breakfast food giant's target market, making sure to visually represent families of various ethnicities.

Consistency

Ensuring that images are styled consistently across a range of images can help to give your design project a considered and professional appearance. We will explore some ways to achieve this using e-commerce stores to demonstrate key concepts.

Color

Images spanning a wide variety of subjects can be grouped together visually with a consistent use of color (and/or lighting).

terrain

FOR GARDEN

FOR GARDEN | FOR HOME | FOR YOU | ON SALE | HOLIDAY

Enter Keyword or Item # SEARCH

Home // For Garden // Blooming & Bulbs

1 2 View All

FEATURES

- New Arrivals
- Holiday Terrariums
- Gifts for the Gardener
- Grand Entrance

SHOP BY CATEGORY

- Outdoor Furniture
- Outdoor Living
- Planters
- Terrariums
- Garden Structures
- Garden Essentials
- Blooming & Bulbs**
- Vintage

BULLETIN POSTS

- Most Recent
- Inspiration
- Resource
- Spotlight



\$68.00 Winter Heather



\$58.00 Rosemary Tree



\$68.00 Mophead Hydrangea



\$64.00 Phalaenopsis Orchid



\$58.00 Lemon Cypress Cone



\$78.00 Vintage Hydrangea



\$58.00 Flowering Oregano



\$124.00 Mediterranean Trio



\$40.00 Drop Glass Tillandsia Kit



\$18.00 Amaryllis 'Red Pearl'



\$18.00 Amaryllis 'Papillo'



\$18.00 Amaryllis 'Jewel'

People & Animal Images

By far, the most popular way designers achieve consistency when displaying a variety of products is to “cut them out” (also referred to as “die-cutting,” a term borrowed from the print vernacular for trimming paper to a specified shape or referred to as silhouettes, a photographic and artistic technique). These images are displayed on a white background.

terrain

FOR GARDEN

FOR GARDEN | FOR HOME | FOR YOU | ON SALE | HOLIDAY

Enter Keyword or Item # SEARCH

Home // For Garden // Blooming & Bulbs

1 2 View All

FEATURES

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Blooming & Bulbs

Vintage

BULLETIN POSTS

- Most Recent
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- Resource
- Spotlight



\$68.00
Winter Heather



\$58.00
Rosemary Tree



\$68.00
Mophead Hydrangea



\$64.00
Phalaenopsis Orchid



\$58.00
Lemon Cypress Cone



\$78.00
Vintage Hydrangea



\$58.00
Flowering Oregano



\$124.00
Mediterranean Trio



\$40.00
Drop Glass Tillandsia Kit



\$18.00
Amaryllis 'Red Pearl'



\$18.00
Amaryllis 'Papillo'



\$18.00
Amaryllis 'Jewel'

People & Animal Images

This has several advantages, not least of which is the ability to add to an array of products over time or via several locations with no visual markers to differentiate these factors.

As shown here, the [Terrain](#) gardening supplies store displays all their products on a white background.

FLEURS



Petite Assiette Creuse
ASCFLR1



Assiette Creuse
ASCFLR3



Petite Assiette
ASPFLR0



Assiette à Dessert
ASPFLR1



Assiette Plate
ASPFLR3



Saladier Fleurs à Bulles
CPBFLR3



Plat
PLTFLR1



Petit Plat
PLTFLR2



Plat Moyen
PLTFLR3

People & Animal Images

Of course, the background needn't be white, as shown in this screenshot from the [Astier de Villatte](#) website.



People & Animal Images

To create a cohesive directory of team members for its website, [Digital Media Stockholm](#) shot (or post-processed in image-editing software) the photographs in black & white and did away with any background detail.

This can be a very effective way to make disparate-looking portraits come together to emphasize the collective nature of a group of people.

Context

The same setting or backdrop creates both visual and psychological consistency by evoking a singular place and/or time.

RESTORATION HARDWARE

FURNITURE LIGHTING BATHWARE BATH LINENS BED LINENS WINDOWS FLOORS HARDWARE DÉCOR OUTDOOR GIFTS SALE baby&child

BEDROOM

- Wood Beds
- Upholstered Beds
- Metal Beds
- Nightstands
- Dressers
- Armoires
- Daybeds
- Trunks
- Shop Bedrooms

BEDS

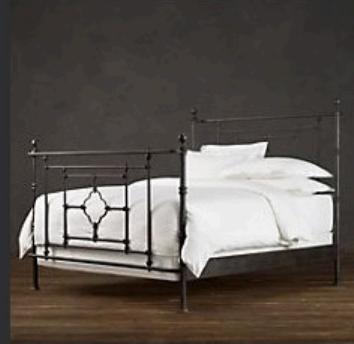
CLASSICAL PANEL AND SLEIGH DESIGNS WITH HANDCRAFTED ARTISAN DETAILS. FINE HARDWOODS, UPHOLSTERY AND IRON.



NEW 19th. C. Campaign Iron Canopy Bed
Special \$795 - \$995



19th C. Campaign Iron Bed
Final Sale \$525 - \$825



NEW 19th C. Quatrefoil Iron Bed
Special \$575 - \$895



19th C. Belgian Iron Bed
Final Sale \$555 - \$795



French Académie Iron Bed
Special \$495 - \$845

People & Animal Images

The [Restoration Hardware](#) website takes a different approach, not using a singular color as in the products above but rather using a consistent backdrop to provide consistency.

FIND A STORE

FIND THE STORE NEAREST YOU.

CUSTOMER SERVICE

- FREQUENTLY ASKED QUESTIONS
- SHIPPING & DELIVERY INFORMATION
- RETURN POLICY
- CONTACT US
- RH CREDIT CARD

GIFTS & SALES

- GIFT REGISTRY
- GIFT CERTIFICATES
- BUSINESS SALES & GIFTS
- TRADE SALES
- CONTRACT SALES

OUR COMPANY

- ABOUT US
- CAREERS
- PRESS
- PRIVACY POLICY
- SITE MAP

clothes

shoes & bags

jewellery & accessories

for your home

christmas

home > clothes > dresses > fit & flare

EXPLORE









- new arrivals
- our favourite dresses
- winter whites
- sequin + shine
- those we fancy
- occasion dresses

SHOP BY CATEGORY

dresses

- column
- knitted
- fit & flare**
- printed
- block colour
- tops & tees
- shirts & blouses
- knitwear
- coats & jackets
- skirts
- denim & trousers
- shorts
- sleep & lounge
- lingerie
- tights & socks
- sale

<< previous 1 2 3 next >> view all

| | | | |
|---|--|---|--|
|  |  |  |  |
| Flared & Cabled Knitted Dr... | Melba Dress | Gracia Dress | Brocade Paisley Dress |
| £138.00 | £328.00 | £228.00 | £328.00 |
| <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> | | | |
|  |  |  |  |
| Fluted Ponte Dress | Ihrin Shirt Dress, Purple | Audrey Tulle Dress | Unconditional Osier Dress |
| £118.00 | £118.00 | £328.00 | £158.00 |

<< previous 1 2 3 next >> view all

People & Animal Images

Here is another example from the Anthropologie website, showing that a simple backdrop setting can help to give a range of products both personality and polish.

Mood

Less tangible than color and context, but no less important, is a consistent approach to mood.

| | |
|---------------------------|---|
| NEW | |
| MAIL | |
| GIVE | |
| NOTES | |
| WRITE | |
| ORGANISE | X |
| READ | |
| EPHEMERA | |
| PRINTS | |
| HOME | |
| — JOIN OUR MAILING LIST — | |
| SUBMIT | |
| B L O G | |

SHOW ALL

NEXT ▶



Airmail Recipe Cards £10.00



Cut Out Number Calendar 2012 £17.50



Envelope Journal 2012 £24.50



Homework Pencil Box £24.50



Things Diary 2012 £6.00



SOLD REQUEST RESTOCK NOTICE?



White Tube Calendar £55.00



1950s Cotima Staples £4.00



2012 Tape Measure Calendar £18.50



2012 Wall Planner £12.75



70s Cube Calendar £45.00



Block Calendar £27.50



Calendar Desk Tidy £65.00



Cat's Calendar 2012 £27.50



Clip & Pin Collection £5.00 - £10.00



SOLD REQUEST RESTOCK NOTICE?



Daily Book 2012 £17.50



Desk drawer tidy £19.50



Key(board) Desk Brush £12.50



Linen Recipe Book £10.00

SHOW ALL

NEXT ▶

People & Animal Images

This example is from an online stationery store called [Present and Correct](#).

Although each backdrop is different, the playful composition and props provides a consistently light-hearted mood throughout.

Creativity in Images

Images that provide unique and imaginative perspectives are more memorable than those that don't.

Here are some things to consider to give your design projects the creative edge.

Composition

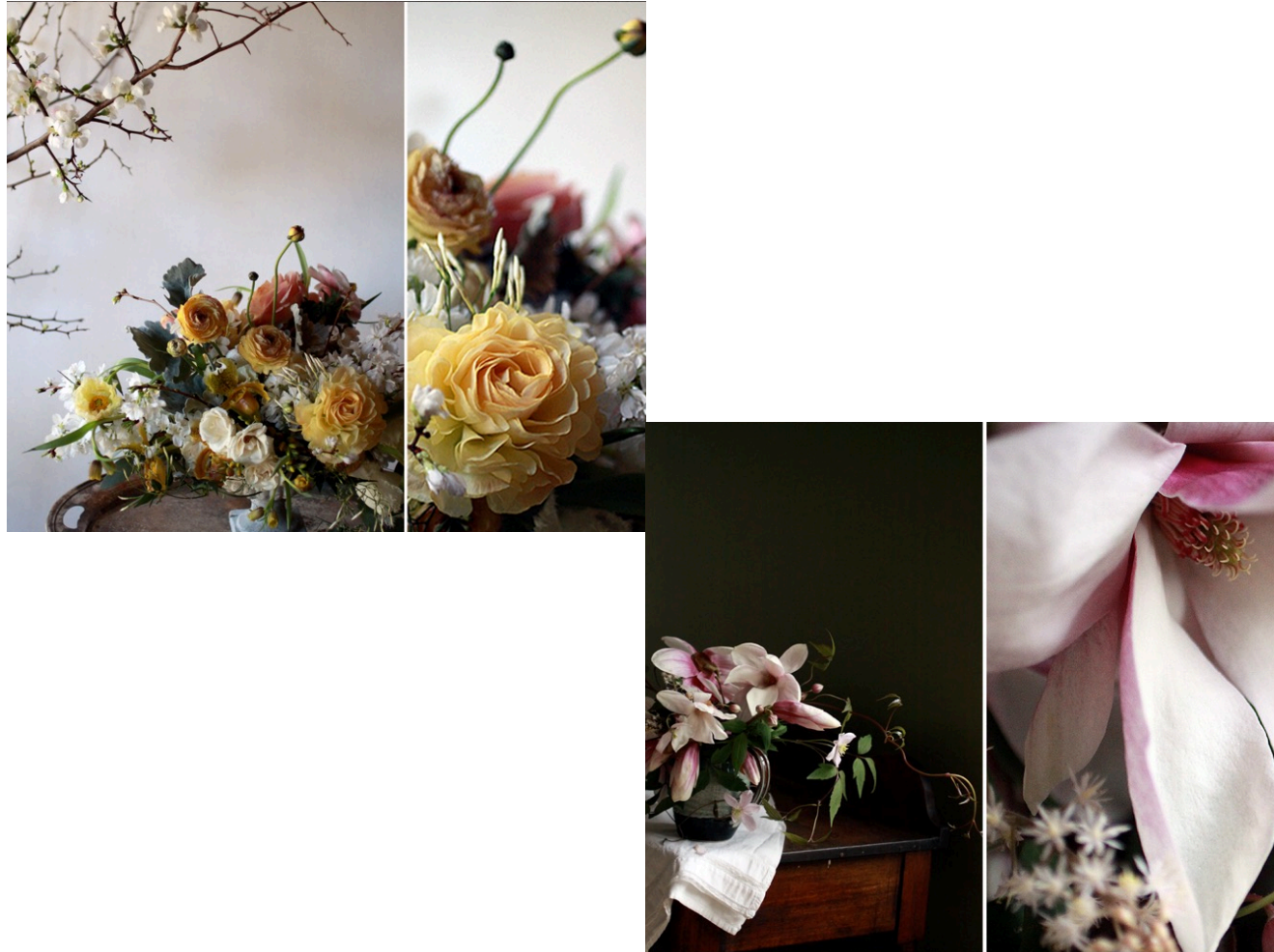
Creative composition can be achieved by several means.

Don't underestimate the power of an unusual vantage point,
an unexpected cropping or an interesting use of negative space.

Thoughtful juxtapositions and collage techniques can also provide interest.

Composition

The flower photography featured on the [Saipua](#) website utilizes interesting angles, crops and close-ups to create beautiful diptychs.



LOOKS

Baby

PRODUCTS

All products for babies

SELECTIONS

- Autumn Colors
- Winter 2011 video
- I love Bonpoint
- First day of school colouring
- Young ladies are in the place of honor
- Indian summer
- Printed Matters
- Old school
- The Cruise Collection
- A thousand and one greys

Home - Baby



Home - Baby - Look n° 3



ZOOM / ALL VIEWS

LOOK N° 3

Add to shopping bag

Any questions? Contact us

SIZE CHART

PACKAGING AND DELIVERY



Blouse Jole Poppy flowers
Sold out



Cardigan Light brown
from 107,62 €
Size



Trousers Jolly Sienna
from 92,41 €
Size



Scarf Fluorescent pink
Sold out



Socks Sienna
from 15,21 €
Size

Composition

The [Bonpoint](#) children's wear store displays their clothes in a way that not only communicates playfulness but also helps customers to visualize and coordinate whole outfits.

Lighting

The way a scene or an object is lit can tell a story all its own. Lighting can be dreamy or dramatic, innocent or sinister, gentle or harsh, and many variations besides.



Lighting

Both photographs depict bedlinen from the [Toast](#) online store. On the left, the natural daylight provides a clean and relaxed look. The bedding on the right, however, is lit carefully to create high contrast between the subject matter and the background. This lends the shot an air of drama and mystery.



Lighting

The slightly sepia tones combined with the bright, yet soft daylight gives this photograph from [Sessun](#) a nostalgic feel.



Lighting

This photograph from the same website uses a similar technique but is rosier and softer looking which evokes a dreamy, romantic mood.

Symbolism

Don't be afraid to go beyond the literal.
Objects can inspire and inform when placed
in hypothetical or unexpected settings.



gifts of the season

Our new collection of holiday gifts has something for every little one. Create a world of adventure with our canvas tent, faux fur sleeping bag and giant safari animals.

[gifts >](#) [accessories >](#)

recycled canvas play tent playroom >



for a cold winter's night

Soft, ultra-cozy and perfect for smuggling, our faux fur hat, animal hood and booties capture the look and feel of genuine fur.

[shop faux fur >](#) [shop all gifts >](#)

Symbolism

By taking this bed out of the bedroom and hanging it from trees in misty woods, the product is transformed into something magical and dreamlike. This example was shot by [Ditte Isager](#) for [Bloomingdale's](#).





Symbolism

Using a photographic collage technique, these socks (from Japanese label, [Antipast](#)) are transported to a fantasy-land filled with flowers and balloons.





Symbolism

From the same website comes these whimsical interjections of illustration. They serve both as an informative measure (*for example, to show that the sports shirt is designed for golfers*) and as a decorative element which also offers a little humor and personality..