

THE BIG PICTURE

► TIPS AND TRICKS TO UPGRADE YOUR CONTENT'S VISUALS



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► [TXWES.EDU/WEB](https://txwes.edu/web)

A group of diverse students in a classroom, smiling and engaged. The image is overlaid with a blue tint. The text "PHOTOS AND USER EXPERIENCE" is written in large, bold, yellow capital letters across the center.

PHOTOS AND USER EXPERIENCE

POSITIVE IMPACTS ON UX

- ▶ Increased engagement
- ▶ Stronger visual connection



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NEGATIVE IMPACTS ON UX

- ▶ Bad artistic quality
- ▶ Slow loading times for large files
- ▶ Disconnected content: image \neq story



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**WHAT MAKES A
GREAT PHOTO?**

GREAT PHOTOS =

- ▶ Genuine moments
- ▶ Storytelling
- ▶ Non-Institutional
- ▶ Aesthetics: clear subject, clean lighting, cropped well



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A group of diverse students in a classroom, smiling and looking at laptops, with a blue overlay. The students are of various ethnicities and ages, all appearing engaged and happy. They are sitting at desks with laptops open. The text is overlaid in a large, bold, yellow font.

**HOW DO I GET PHOTOS
FOR MY WEBSITE?**

HOW TO GET GREAT PHOTOS:

- ▶ Ask for them: client.swiftandnine.com/txwes/
- ▶ Take them:
 - ▶ **3 C's** of Aesthetics:
 1. **Clear** subject
 2. **Clean** lighting
 3. **Cropped** well



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A group of diverse students in a classroom, smiling and using laptops, with a blue overlay and yellow text.

GETTING YOUR PHOTOS OPTIMIZED

GET FAMILIAR WITH EDITING TOOLS

- ▶ Crop your photos before you upload them to T4
- ▶ This decreases your file size, which decreases your page loading times, which improves UX



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THAT'S A GREAT PHOTO, AND I'MMA LET YOU POST IT



BUT OPTIMIZE IT FIRST.

WANT A DETAILED GUIDE?

▶ [TXWES.EDU/PHOTOS](https://txwes.edu/photos)



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AWESOME MUSIC METAPHOR

DO YOU KNOW WHAT THIS IS?

- ▶ Come Together
- ▶ Something
- ▶ Maxwell's Silver Hammer
- ▶ Oh! Darling
- ▶ Octopus's Garden
- ▶ I Want You
- ▶ Here Comes The Sun
- ▶ Because
- ▶ You Never Give Me Your Money
- ▶ Sun King
- ▶ Mean Mr. Mustard
- ▶ Polythene Pam
- ▶ She Came In Through The Bathroom Window
- ▶ Golden Slumbers
- ▶ Carry That Weight
- ▶ The End
- ▶ Her Majesty



ALBUM ARTWORK

- ▶ People remember your content



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