THE BIG PICTURE

- TIPS AND TRICKS TO UPGRADE YOUR CONTENT'S VISUALS
PHOTOS AND USER EXPERIENCE
POSITIVE IMPACTS ON UX

- Increased engagement
- Stronger visual connection
NEGATIVE IMPACTS ON UX

- Bad artistic quality
- Slow loading times for large files
- Disconnected content: image ≠ story
WHAT MAKES A GREAT PHOTO?
GREAT PHOTOS =

- Genuine moments
- Storytelling
- Non-Institutional
- Aesthetics: clear subject, clean lighting, cropped well
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 Asthetics:
    1. Clear subject
    2. Clean lighting
    3. Cropped well
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
THAT’S A GREAT PHOTO, AND I’MMA LET YOU POST IT
BUT OPTIMIZE IT FIRST.
WANT A DETAILED GUIDE?

- txwes.edu/photos
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