THE BIG PICTURE

► TIPS AND TRICKS TO UPGRADE YOUR CONTENT'S VISUALS



▶ TXWES.EDU/WEB



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





GREAT PHOTOS =

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











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









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





WANT A DETAILED GUIDE?

► TXWES.EDU/PHOTOS



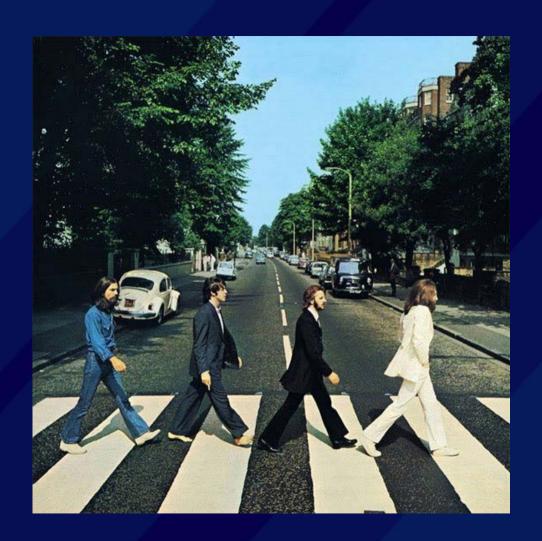
AWESOME MUSIC METAPHOR

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



ALBUM ARTWORK

