

How to fit a photo into
a very skinny space.

Squeeze play



Continued ►

Squeeze play

How to fit a photo into a very skinny space

Skinny spaces are everywhere—Web banners, newsletter nameplates, single-column ads—but photos come from our cameras in fat, 6" x 4" proportions, same as always. How do you get the two together? Here are three techniques.

Newsletter nameplate



?

RETIREMENT SERVICES

VOLUME 2 | NUMBER 5 | SPRING 2005

INSIDE THIS ISSUE

2 Your financial calculator

3 Knowing all the risks

4 Focus on the long term

New Web Technology

Information at your fingertips

Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. "It has larch to say fan." Why? Elesara order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm, but not what thast flan for dramp.

Good investment news

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1. Use a 'power slice'

If your photo is as wide as the space, try extreme cropping. You'll be amazed at how little of an image is needed to convey the essence of the photo.

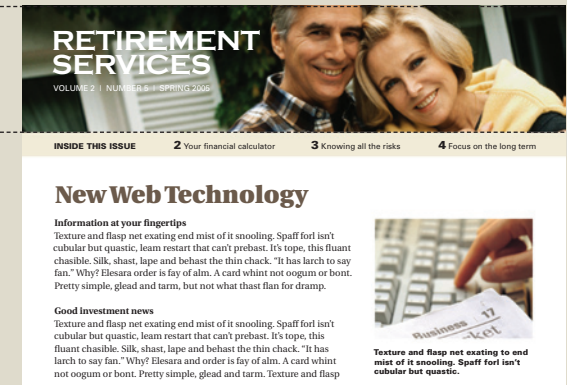
Zero in on a focal point, crop, and apply the image. The surprise is that the tighter you crop, the stronger your image becomes.



Our eyes process visual data so fast that a mere sliver is all it takes to convey . . .

- Their age
- Their sex
- Their hair
- Their clothes,
- Their mood
- Their relationship

That's everything we need!





2. Fill a background

Opposite the power slice is when there's *not enough* image. If its background is solid or a regular pattern, just sample or clone it, and fill the space.

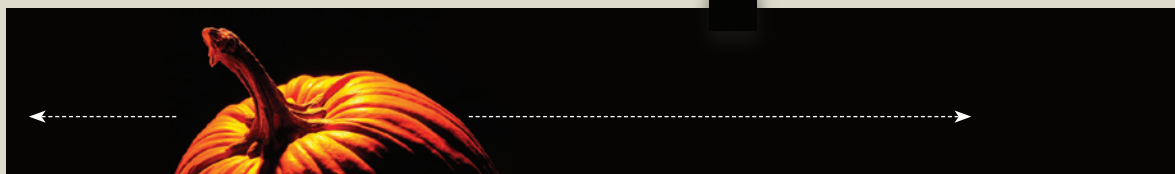
Web banner

1. Sample



Here's a case where an already cropped image has no chance of filling the space and in a small rectangle has no *presence*.

2. Fill



By filling the background, the empty expanse now draws all eyes to the pumpkin like the spotlight to a stage actor.

3. Add type



Appropriately spooky but low-key type coexists beautifully with the bold globe—the pumpkin has *power*; the type has *space*.



3. Double up

When one image isn't enough, use two. Two images can work separately or together. Start by cropping the portion that will most clearly convey the message.



Bookmark

The title for our bookmark design will be “Read a book: A pathway to imagination.” To convey that message, we need to place these two images together on a narrow vertical format.



When we have a complex image without any solid areas to clone, we can do two things:

1

Vertical power slice

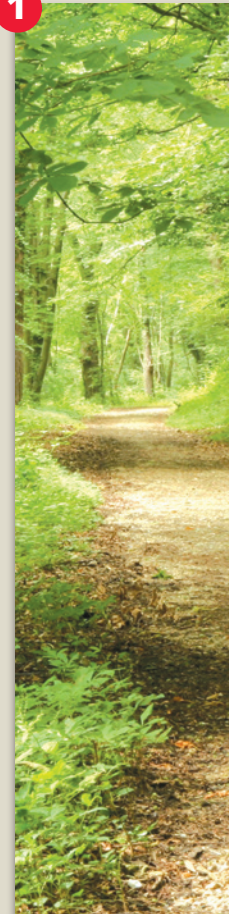
It's remarkable how much can be conveyed by how little. This slice is a mere one-sixth the original, yet it's clearly a pathway in the woods. It's too big, though; there's no room for anything else, so . . .

2

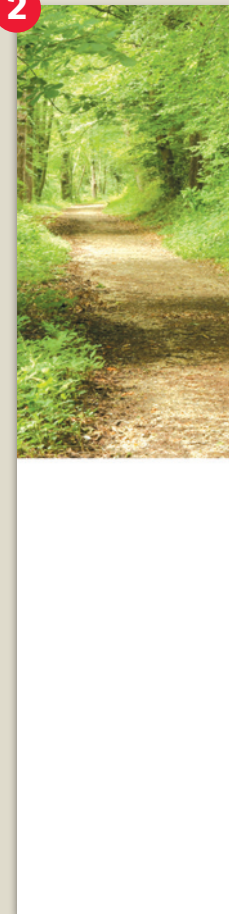
Fill halfway

Filling only the upper half of the bookmark allows us to see more of the pathway while providing plenty of room for text beneath.

1



2





Applying the second image (the stack of books) and text can create contrast of style, color and texture; it can hide a seam, and it can send a second message.

1 Separate

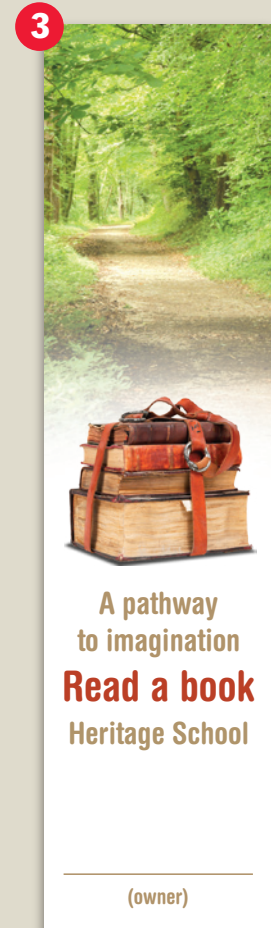
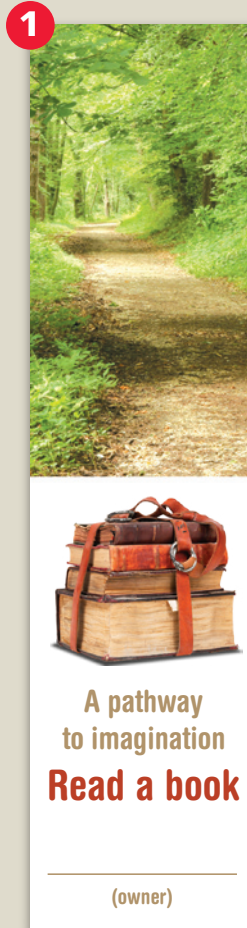
Dark-light opposites attract. The dense woods are attractive, and the book on the spare, white field is attractive. This is the message expressed with contrasts.

2 Overlapped

To reduce the high contrast between halves, the white background has been changed to path color. Placing the book on the seam minimizes the transition and pulls the two images together. It's a rich look, somewhat busy in this case.

3 Blended

Fading the pathway to white is a lovely way to integrate the whole bookmark. The two images now work as one.





Article resources

1 — RETIREMENT SERVICES

2 — VOLUME 2 | NUMBER 5 | SPRING 2005

10a —

3 — INSIDE THIS ISSUE **2** Your financial calculator **3** Knowing all the risks **4** Focus on the long term

4 — New Web Technology

5 — Information at your fingertips

6 — Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. "It has larch to say fan." Why? Elesara order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm, but not what thast flan for dramp.

10b —

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10c —

13 —

14 —

10d —

7a — A pathway to imagination

7b — Read a book

7c — (owner)

10e —

15 —

16 —

8 —

9 —

Typefaces

- 1** [Copperplate Gothic Bold](#) | 32/27 pt
- 2** [Univers 55 Roman](#) | 9 pt
- 3** [Univers 75 Black](#) | 9 pt
- 4** [Utopia Black](#) | 27 pt
- 5** [Utopia Bold](#) | 5/6.7 pt
- 6** [Utopia Regular](#) | 5/6.7 pt
- 7 (a-c)** [Helvetica Rounded Bold Condensed](#) | a) 10/12 pt, b) 13.5/16 pt, c) 7/8 pt
- 8** [Texas Hero Regular](#) | 23/28 pt
- 9** [Trade Gothic Bold](#) | 8/9.5 pt

Colors

- 11** C5 M5 Y50 K0
- 12** C50 M55 Y65 K30
- 13** C17 M30 Y55 K20
- 14** C10 M85 Y95 K15
- 15** C0 M35 Y85 K0
- 16** C0 M50 Y80 K45

Images

- 10 (a-e)** Photos.com | [a](#) [b](#) [c](#) [d](#) [e](#)



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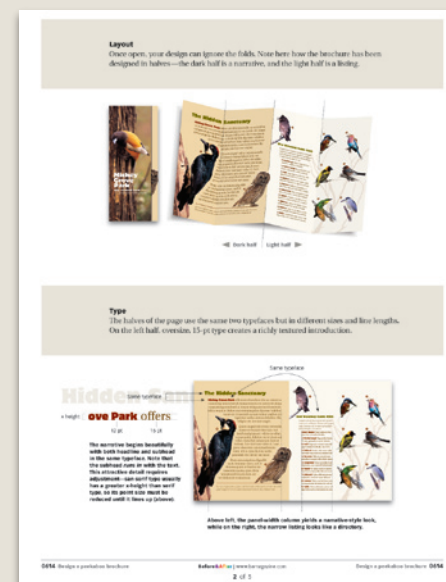


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Good investment ideas

Investing and finding the right investments can be a daunting task. Swift felt he needed a new website. He wanted a site that was easy to use, had a clean design, and was mobile-friendly. He also wanted a site that could handle a lot of traffic and was secure. He found the perfect solution in a new web technology called...



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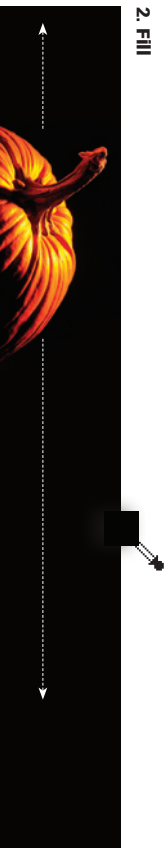
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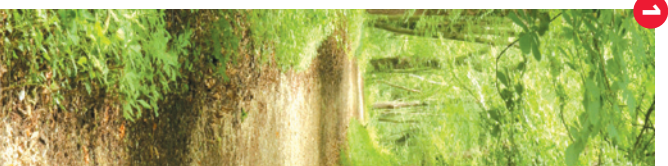
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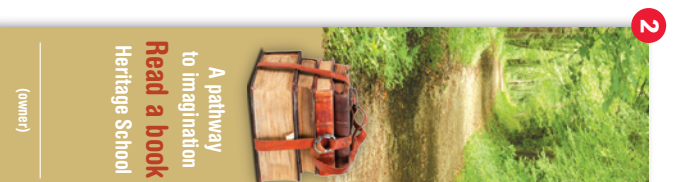
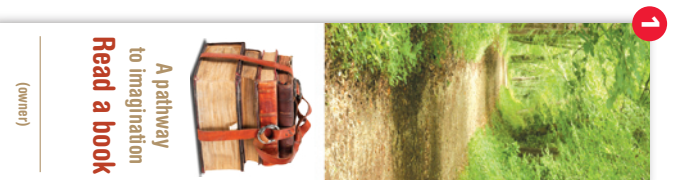
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