

MMXXVI

ENALTECED SU GLORIA • WORKSHOP

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Graphics + **Photography**

DESIGN 2 • CAMERON SEMON

WELCOME BACK

Same rules, now with photos.

Everything from Design 1 still counts. Now we add photos, phone screens, and your own work.

Photos

Picking, cropping, and editing them for graphics.

Social media

Sizes, small screens, and standing out in a feed.

Critiques

Real designs from this room, fixed together.

Today's plan

#	Part
1	Using photos in your graphics
2	Photos for social media
3	Live critiques
4	Practice and questions

THE ONE IDEA FOR TODAY

**The photo sets
the feeling. The
words still have
to be read.**

PART ONE

1 Photos in graphics

Choosing, cropping, and color

Pick a photo with a job

Fits the message

Worship night? Show people worshipping, not a sunset.

Has room for words

Look for sky, a wall, or a blurry background.

Sharp and well lit

Blurry or dark photos look careless.

Your own people

Real faces from your church beat stock photos.

Leave room for the words



Subject in the middle: the words fight the face.



Subject to one side: the words get the empty space.

Crop with a purpose

Use the thirds

Put the subject on a third line, not dead center.

Get closer

Cut what doesn't help. Empty floor and ceiling can go.

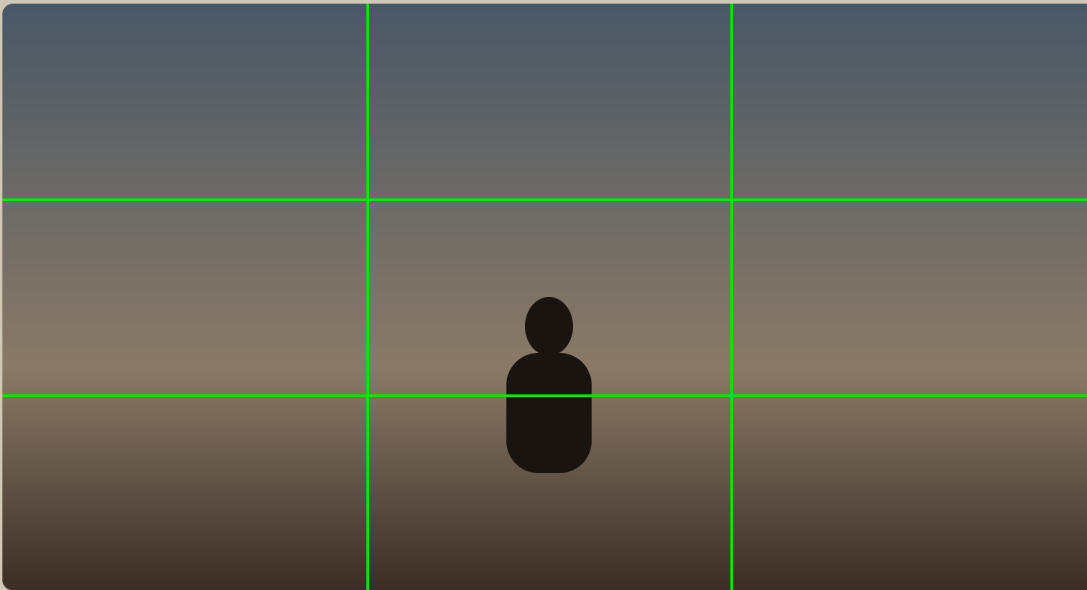
Don't cut at joints

Crop between them, not at the neck, wrist, or knee.

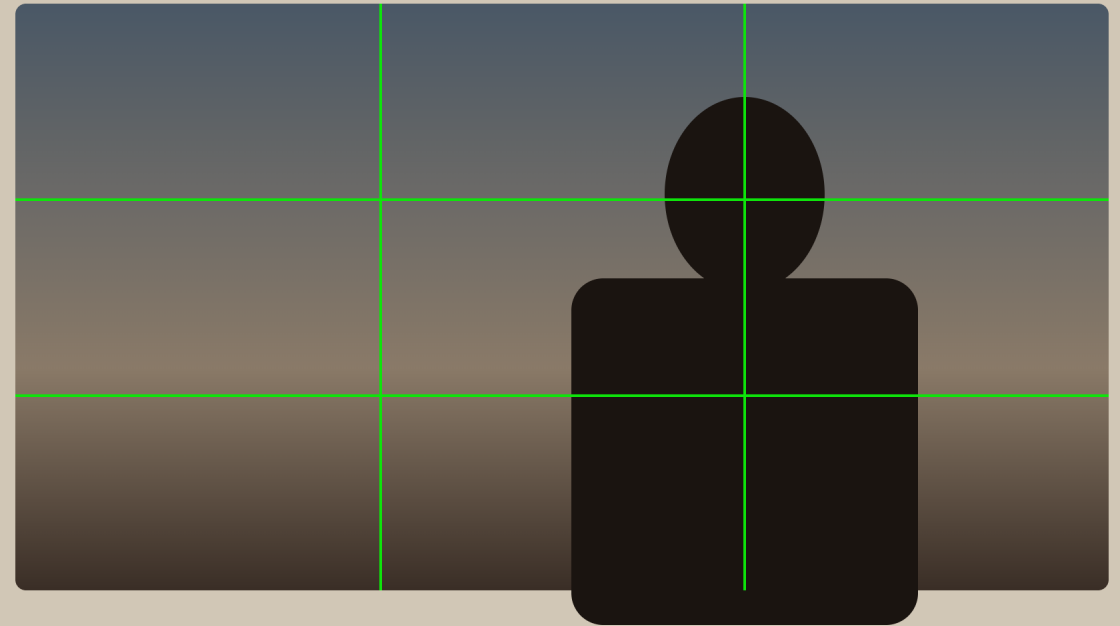
Give them look room

Leave space on the side the person is facing.

Same photo, better crop



Too wide: the subject gets lost.



Closer, on a third: the eye knows where to go.

Check the size first

Where it goes	Aim for at least
Screen slide	1920 × 1080 pixels
Social post	1080 pixels wide
Printed flyer	300 ppi at the printed size
Banner or big sign	100 to 150 ppi at full size

Edit in this order

1 • Light

Fix brightness first. Lift dark faces.

2 • White balance

Skin should look like skin, not blue or orange.

3 • Contrast

A little more helps photos hold up on screens.

4 • Saturation

Go easy. Orange skin is the first sign of too much.

5 • Match your look

Use the same edit on every photo in a series.

Four ways to add text



Title

Darken it

A black layer
at 30 to 50%
over the
whole photo.



Title

Fade one side

Black to clear,
right where
the words sit.



Title

Blur it

Soft
background,
sharp words.



Title

Color block

A solid bar in
one of your
brand colors.

PART TWO

2 Social media

Photos and graphics for small screens

THE JOB OF A SOCIAL POST

**Stop the thumb.
People scroll fast
on a small screen.**

Three sizes to know



Square

1080 × 1080

Works almost anywhere.



Portrait

1080 × 1350

Takes up more of the feed.



Vertical

1080 × 1920

Stories, Reels, and status.

Keep words off the edges



Stories and Reels

The top and bottom get covered by the profile, captions, and buttons. Keep text in the middle.

Feed posts

The profile grid trims tall posts. Keep the important parts away from every edge.

Design for a phone

Fewer words

One short headline. Put the details in the caption.

Bigger than you think

If it looks right on your computer, it's too small.

Thick, simple fonts

Thin script disappears at phone size.

Check it on a phone

Send it to yourself before you post it.

The arm's length test



Thin script and a paragraph: gone.



Three words, big and bold: easy.

Stand out in a feed

Contrast

Feeds are busy. Bold color and clean space get noticed.

One focal point

One face, one word, or one object. Not five.

Faces

People slow down for eyes looking back at them.

A set people know

Same colors and fonts, post after post.

REAL EXAMPLE • THIS CONFERENCE

A feed that looks like family

- Same colors every time
- Same fonts
- Same layout: logo, message, date
- Only the photo and words change

Photos change. The frame stays the same.



Before you post, check this

Check	Ask yourself
Size	Is it the right shape for where it's going?
Words	Can you read it at arm's length?
Edges	Is anything important too close to the edge?
Photo	Is it sharp, bright, and on message?
Set	Does it look like your other posts?
Spelling	Are names, dates, and times right?

PART THREE

3 Live critiques

Real designs, practical fixes

Kind, specific, useful

1

Look

Three seconds.
What did you see first?

2

Squint

What still stands out?
Is it the right thing?

3

What works

Name it,
so it stays.

4

One fix

The single change that helps the most.

What we'll look for

Fundamental	Question
Hierarchy	Is the most important thing the biggest?
Alignment	Do things line up on one edge?
Contrast	Can you read every word easily?
Type	One or two fonts, each with a job?
Photo	Does it fit the message and leave room for words?
Space	Is there room to breathe?

[Design name]

DROP THE DESIGN HERE

WHAT WORKS

[]

ONE FIX

[]

[Design name]

DROP THE DESIGN HERE

WHAT WORKS

[]

ONE FIX

[]

[Design name]

DROP THE DESIGN HERE

WHAT WORKS

[]

ONE FIX

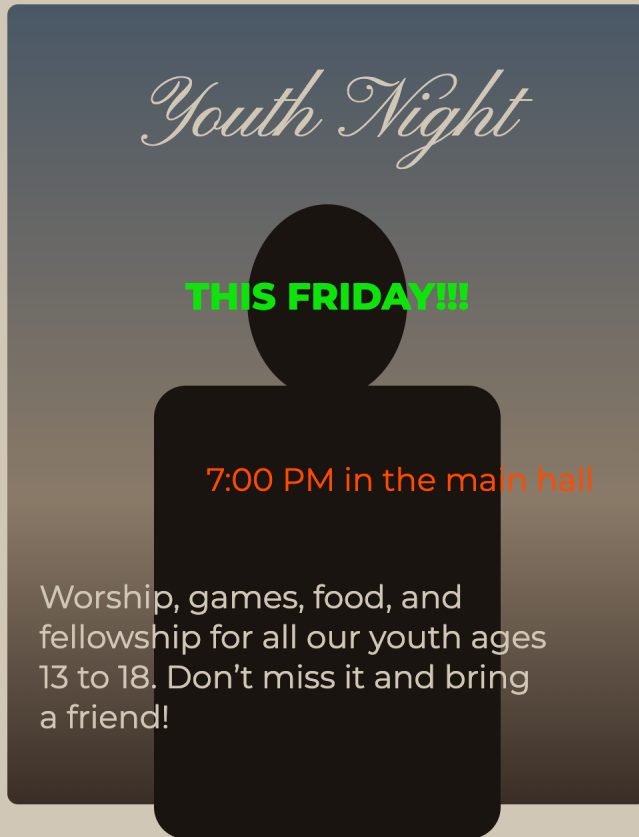
[]

The fixes we use most

If you see this	Try this
Everything is the same size	Make one thing much bigger
Words are lost on the photo	Darken, fade, or move them
Too many fonts	Cut down to two
Things are scattered	Line them up on one edge
Photo looks dark or blue	Fix light, then white balance
Too many words	Keep the must-know, move the rest

YOUR TURN • 5 MINUTES

Fix this post



1. Find the one message.
2. Pick a crop with room for words.
3. Make the headline big enough for a phone.
4. Choose one way to put words on the photo.
5. Trade with a partner and critique.

RECAP

Take these home

1

Photos

Pick it for the message, crop on a third, edit lightly.

2

Social

Right size, few big words, look like a set.

3

Critiques

Say what works, then one clear fix.

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Gracias
Questions?

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