

TIPS FOR EFFECTIVE WRITING

USE OF PHOTOGRAPHIC AND VIDEO MATERIAL

UNIVERSITY OF TWENTE.

USE OF PHOTOGRAPHIC AND VIDEO MATERIAL

"People absorb information 600,000 times faster in visual form!"

Those are big numbers, and we can benefit from this. Thus, texts that include illustrations, infographics, or illustrative videos attract more readers. Just consider your own behaviour when reading the newspaper or a magazine. First you look at the picture, then the caption, maybe the header, and only then the article itself.

Content that includes visual aspects reaches a larger audience than with text alone. And we can share visual content more frequently on social platforms. So "spreading the news" goes faster with pictures. In this style guide, we are limiting ourselves to the issue of adding photographic and video material to texts and emails. The first question that needs to be asked is, of course, 'what is the purpose of adding photographic and video material?' Does it, for example, serve to:

- provide supplementary information
- provide an example
- improve the mood
- substantiate an argument

In each of these examples, the appearance of the photographs or video clips may differ, in terms of content.

HOW DO I GO ABOUT FINDING GOOD PHOTOGRAPHS?

Before you can start thinking about where to place the photographs, however, you first have to find out where you can access good photographs. The University of Twente has two very important image databases. The advantage of using images from these two image databases is that the photographs stored there are **royalty-free**.

THE HISTORICAL IMAGE DATABASE

The historical image database holds a wide range of images from the past and present. This image database is administered by Library, ICT Services & Archive department (LISA) staff. It is a magnificent historical archive that is regularly supplemented and updated with old and more recent photographs. <http://beeldbank.utwente.nl/>

THE M&C IMAGE DATABASE AND THE UNIVERSITY OF TWENTE NEWS

The second image database belongs to M&C (*together with the University of Twente news*). The difference between the two image databases is that M&C's image database only contains photographs taken in the past **three years**. The material from those years includes photo reports of numerous events. This could include open days, information purposes, the Dies Natalis, the opening of the academic year, and special events such as the official opening of the Gallery or of the Design Lab. <http://beeldbank-mc.utwente.nl/mc/start/media-mc>

The University of Twente news image database contains many photographs that were taken for reports, magazines or of events covered by the editors.

Each year, the M&C image database is cleaned up, and the older images are transferred to the historical image database. Here, a further selection of the numerous photographs is made.

If you formulate a search query for a particular theme, and enter it in the search box, the corresponding photographs will be displayed (if available). Many of these photographs are also furnished with an accompanying text. You then have the option of downloading the photograph in various formats.

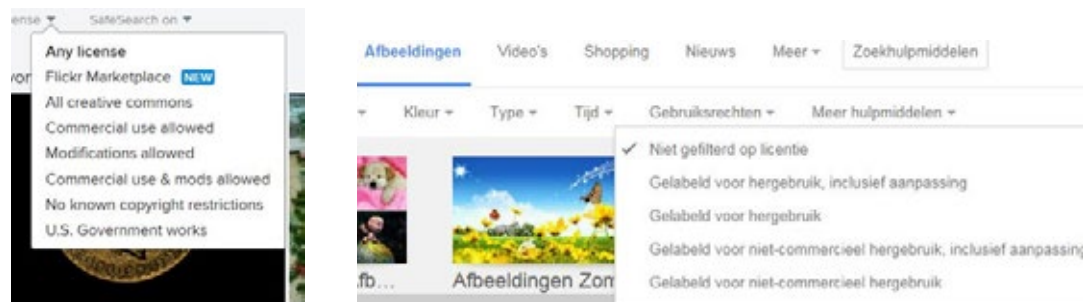
Any member of staff who has an m-number can view the photographs. Once you have made a choice, the photograph can be 'delivered' by M&C.

OTHER OPTIONS

Of course, there are many more ways of finding photographs. For instance:

- Flickr;
- Google Images;
- I.Stock photographs.

You should be aware that, in some cases, you will have to pay for this material, or that these photographs are not (or cannot be) used royalty-free. These sites have menus that enable you to limit your choice to royalty-free photographs.



When choosing your photographs, it is important to realize that photographs of **applications** in society often convey much more than micrographs (photographs taken through a microscope) or graphs taken from a scientific article. In addition, the photograph's caption should also be available as separate text that covers the topic in question.

HOW DO I KNOW WHETHER MY PHOTOGRAPH IS SUITABLE?

Photographs on the web should be as light as possible, without any loss of their original quality and without any excessive reduction in their original size. This is not just to save storage space but because large graphics files load more slowly, and visitors have little patience for this.

MINIMUM DIMENSIONS

It is very important to keep to the minimum dimensions required for the various media communications, both in print and for the web. [A summary of all the photograph sizes for University of Twente sites](#) can be found at the M&C website.

WHERE CAN I FIND DETAILS OF A PHOTOGRAPH'S EXACT SIZE?

To answer that question, open the directory in your computer that contains the photograph. Select the photograph (with a single click of the left mouse button), and you will see details of its dimensions and various other items of information displayed at the bottom, in the grey status bar. The screenshot below shows what you will see.

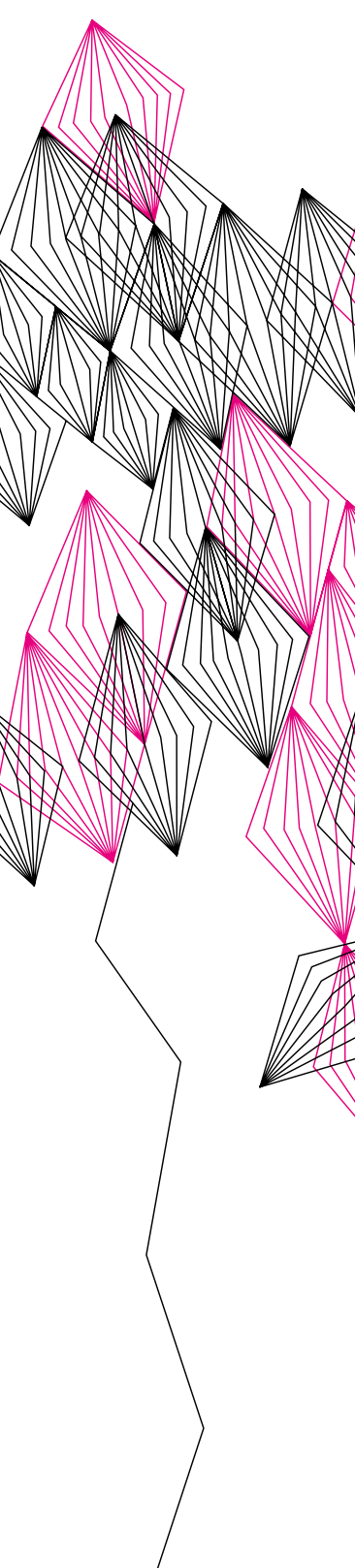


The photograph of the arboretum and the Horststoren building, as shown above, is 2592 pixels wide. Photographs for the header at the University of Twente's website, for example, must be at least 1660 pixels wide, but you can also upload them as 3000 pixel-wide images, if you have them in that format. That makes for better photographs on special screens. Thus, this photograph satisfies the requirements of the University of Twente's website.

HOW CAN I CROP/RESIZE MY PHOTOGRAPH?

You will often need to resize or crop photographs for the web, or when inserting the photograph into a text file. Photographs can also be edited to create special effects.

Two ways of resizing your photographs are discussed below.

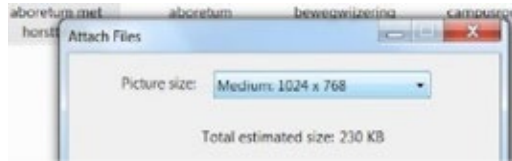


1. MAILING PHOTOGRAPHS TO YOURSELF

The first way to resize the photographs is to email them to yourself using Outlook. This involves the following steps. Click a photograph (or several at once) using the right mouse button in Windows, then select send to and then mail recipient. Outlook then asks whether you want to resize the photographs. Once you have done this, you will immediately have a version that is suitable for the web, without being able to influence on the exact dimensions. You do not even need to send the mail.

Drag the photographs in the attachment to your computer, or use save as with your right mouse button, to save them to your computer. You can see that the photograph of the arboretum and the Horsttoren building (from the example shown above) has now been resized from 2592 x 3872 pixels to 1024 x 768 pixels.

2. USING EDITING SOFTWARE TO CROP PHOTOGRAPHS



The other way to resize your photograph is to trim it to the correct size. In the world of photography, this is known as 'cropping'. If you are familiar with **Webhare** application, you can use this to crop your photographs. Alternatively, you can use **Windows** (picture viewer), or **Photoshop**. There is, of course, a wide range of image-editing software that can be used to crop photographs. There are plenty to choose from, in any case.

We will not discuss such editing software in detail here. However, M&C's services catalogue contains details of numerous [courses](#) and [tips](#) on how to use such materials.

https://www.utwente.nl/mc/diensten/websites_socialmedia/cursussen/

https://www.utwente.nl/mc/diensten/websites_socialmedia/fotos_videos/foto/

IMPORTANT

Whatever editing software you decide to use, one thing is very important. When you crop a photograph, this changes the image size and, thus, the number of pixels. Be sure to check that your photograph still has the correct (requested) dimensions. So, when saving the file, it can be important to keep the original file. Any changes made after cropping can be saved under a different name, using the 'save as' function.

HOW DO I EMBED A VIDEO CLIP IN A MESSAGE?

In addition to photographs, there is also always the option of adding visual information in the form of video clips. In most cases, this will not require you to use any editing software.

Video material is ideal for images that are intended to evoke a certain mood. The University of Twente uses the Vimeo and YouTube channels. The University of Twente's central videos can be found at vimeo.com/utwente and youtube.com/universityoftwente.

EMBEDDING A VIDEO CLIP IN A MESSAGE

For details of how to add a video clip to a message, or embed it in the message, go to: [embedding a video clip with your message](#) at M&C's website: https://www.utwente.nl/mc/diensten/websites_socialmedia/fotos_videos/video/

INTERESTED IN MORE TIPS?

- [Style guide: tips for effective writing](#)
- [Style guide: tips for email traffic](#)
- [Search-engine-friendly writing](#)
- [House style, templates and downloads.](#)

www.utwente.nl/tips-for-effective-writing