

## Cropping Images

Images in advertisements are carefully selected and edited so that a product is advertised in the most appealing way and the advertisement reaches its target audience. Cropping images is a common technique. There are several ways in which an image can be cropped. The images below, while coming from the same photograph, may be cropped to sell different products.

1. Removing unwanted details to emphasise the subject or the part of the image that is important



An image can be made more powerful and effective if there is less for the viewer to look at.



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### 2. Changing the orientation of an image

This technique can be used to make an image more pleasing to the eye, to create a surprise for the reader or to deliberately direct the viewer's eye somewhere. Note where your eye goes when you first look at image A and then when you first look at image B.



### 3. Moving the subject out of dead centre

This technique can make an image look more interesting, and can be used as a way of emphasising particular objects in an image or as a way of adding text beside an image rather than at the top of the image.

