

Important Image Guidelines when shooting for your Portfolio

Images taken with your phone should be provided at full size. This gives the viewer an opportunity to zoom in and see detail. What is full size? In pixels this would be anywhere from approx. 2500 x 1900 to 4000 x 3000. If you have photos on hand that are only 1000px, this will work fine; it just won't provide the viewer with as much zoom-ability.

Image thumbnails in the gallery grid will be square. This is very important to know. The software will crop a rectangular photo to fit into a square. On an iPhone (IOS7 or later), you can set your photo to be square; it is the option to the right of the default "photo". On Android and earlier iPhones, and actual cameras, you have to plan for the square thumbnail.

There's a very simple trick to shooting a vertical or horizontal object to assure it will not be chopped off in the square cropping. When shooting a vertical piece, hold your camera horizontally and position it within the frame. Then without moving in or out, turn the phone vertically and shoot. Do the opposite for a horizontal piece.



Position your camera so your vertical object fits in a horizontal format.



Now rotate your camera or phone and shoot a nice vertically centered image. It will look great as a vertical image with some breathing room around it.



And when cropped to square, you won't lose anything!

If you center your piece without thinking about future cropping, you may end up with this disappointment. If you compare the two vertical images, wouldn't you agree that the one with the greater "breathing room" around the object looks better anyway?

