

## REFINING YOUR POSTS

### Avoid Resolution Reduction

DO NOT USE AN APP that drastically REDUCES THE SIZE AND RESOLUTION of your image! Process one photograph with the App being tried out, and then open it on a computer and check its size. Typical Smartphone camera resolution is over 2400 x 3600 pixels. If the result is something in the 100's (640 x 480, 720 x 480 or 853 x 480), that is way too small. Even 1920 x 1080 (the size of HD TV) is a bit too small. 1200 x 1600 pixels is the smallest size that is acceptable.

### Set Posting Resolution

Use the 'Larger' option when posting, otherwise your photos get too small. (again a question of Resolution). We do not want the photos to run outside of the blog window, however.

### Center the Photos

Center the photographs in the column. This makes the post much easier to read.

### Check the Links

After you edit your post, open your individual blog post in a browser by clicking on any photo. A new page should open with all of the photos shown as thumbnails at the bottom. It is then easy to navigate through the series by clicking on the thumbs or simply using the arrow keys. Make sure that clicking on any photograph opens the window that displays all photos in the set. Sometimes photos get added and the link is missing and they are not included in the 'individual post' page.

### Include Recipe Text

Any time you find some cool new App or Process or Settings, or find that an App is smashing your photos too small, include that information at the bottom of your post. Keep all text at the very bottom of the post. This blog should be a visual experience first and foremost.

### Create Continuity

During the shooting weeks you can add photos in a chronological order, with the newest photos at the top. Or you can arrange them by subject. But when it comes time to edit down to the final photos for the Critique, reorder the photos so their adjacencies makes some sense. Groups similar photos together. Try to establish some 'Content Bleed'.

### Add Tonality

At least half the photographs for the first critique must be toned, but please do it subtly. If the color is too strong it becomes a 'colorized' photo. We are trying to emulate the look of high-end silver prints as made by the masters.