

Build a picture **path**

A single row of photos carries your reader from *here* to *there*. *Continued* ▶

Build a picture path

It's out of the ordinary, attractive and easy, too—a single row of photos carries your reader from *here* to *there*.

Here's an easy way to make your message stronger. Turn your page sideways, and line up a half-dozen (or so) identically sized photos starting at the left edge. Put your copy on the right, and the reader's eye will follow the path directly to it. Like this:

BOOT SALE

BELLTRAN
SNOWBOARDING BOOTS & BOARDS

1545 East Sutterville Road
Placerville, CA 95667

Store hours: Sat. 8-9, Sun. 10-6
www.belltransnowboarding.com

Model 462

Here



Thomas Wright

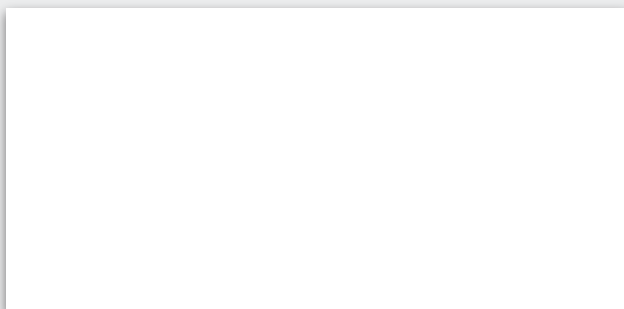
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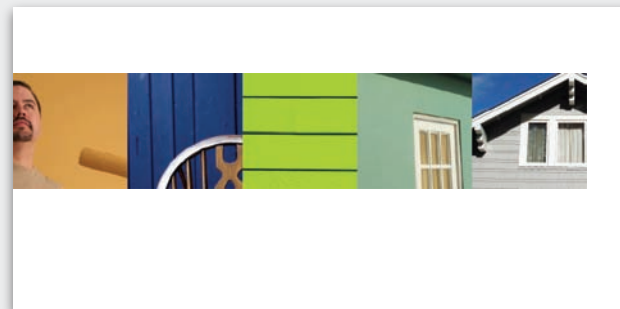
There

Our eyes naturally drift left to right. Starting on the left, the picture path picks up this natural motion, accelerates it and stops it right at your message—logo, title, sale prices, whatever you put at this end.

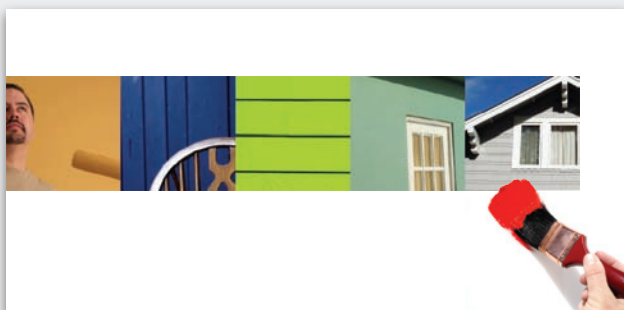
It's as easy as 1 – 2 – 3



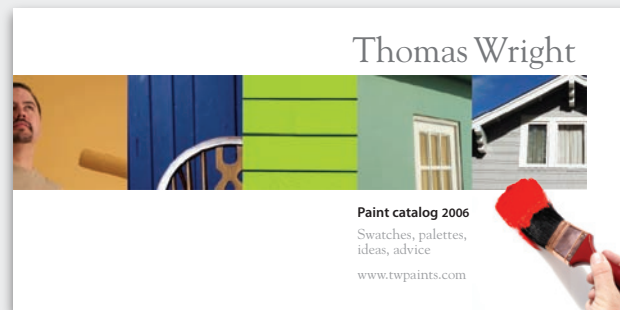
1 Use a panoramic page To get the reader moving, page and path must run the same direction. A 2:1 ratio (above) is excellent online, for small spaces (ads) and as a single printed sheet (postcard, flier, poster).



2 Make a path Arrange your photos in a single row starting at the left edge and stopping short of the right. (The short gap will hold the reader on the page.) No space between photos; you need an unbroken sweep.

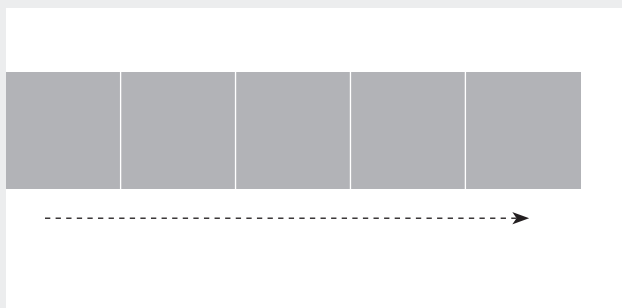


3 Set the focal point Add a focal point—typically your logo or a photo—at the end of the path. Silhouette the image for eye-catching *contrast* (freeform vs. straight); a slight overlap links the two naturally.

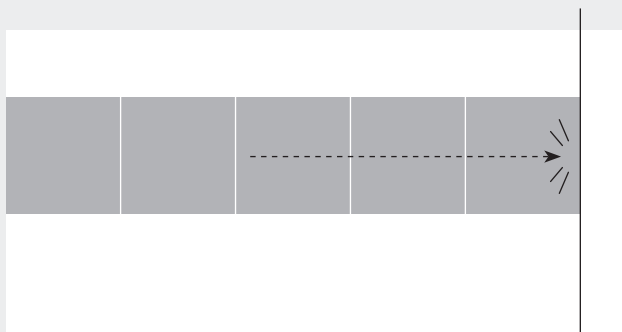
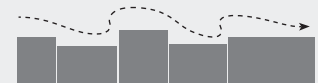


4 Add the words Place your copy near the path's end along a vertical axis. Don't upstage the images; use a conservative typeface, and let the path do the work of leading the reader to your story.

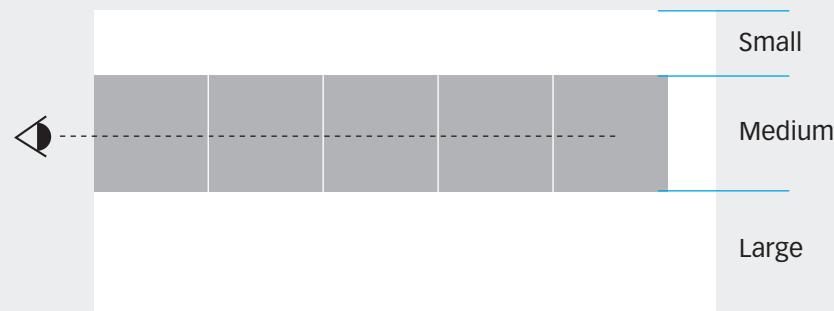
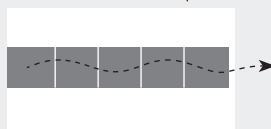
Things to watch for . . .



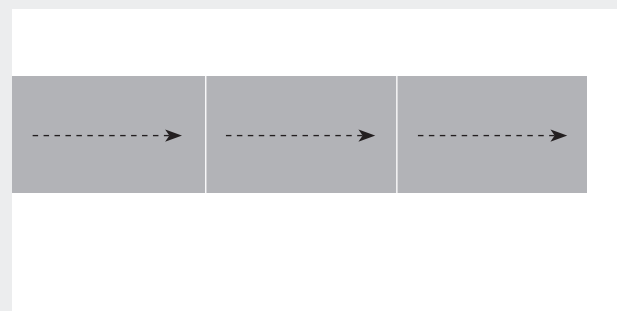
No bumps Most effective are images identical in size and shape; irregularities will slow and even stop the reader.



Use a **white gap** about this big (above) to stop the reader's movement. Too small and the eye keeps right on going (right)!



Eye level is the most natural place for the path. Avoid uniform spacing (right), which creates distracting stripes.



More is better Fewer photos slow the path's movement; their large size demands attention (a fine asset, but not here), forcing the eye to scan each individually and not the path as a whole.

Scale, crop, align

A picture path is most effective when its images are similar enough that the eye just glides along. Size, cropping and alignment are key . . .



Before Seven snowboarders—some are close up, some are far away, each is positioned differently in the frame, and some frames have different proportions. To get the images more alike, first enlarge or reduce until everyone's the same size, then crop into a similar position—in this case, everyone's centered in the square.



After The eye still sees seven different images, but now they're similar enough to "read" in a continual sweep. That's what you want. This is not the place for images that stand out and arrest your attention.

Article resources



1a

7

Paint catalog 2006
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Image row 5a-e
(left to right)

2

1b

8

5f



3a

9

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3c

10

Image row 5g-m
(left to right)

4a

4b

3b

6

Typefaces

1 (a-b) [Goudy Old Style](#) | a) 26 pt,
b) 10/12 pt

2 [Myriad Pro Semibold](#) | 10 pt

3 (a-c) [Clarendon Light](#) | a) 50 pt,
b) 20/26 pt, c) 10 pt

4 (a-b) [Clarendon Bold](#) | a) 36/24 pt,
b) 18/24 pt

Images

5 (a-m) [iStockphotos.com](#) | [a](#) [b](#) [c](#)
[d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#)

6 [Photos.com](#)

Colors

7 C0 M0 Y0 K65

8 C0 M0 Y0 K45

9 C0 M0 Y0 K30

10 C15 M100 Y100 K0

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[Print: \(Specify pages 1–7\)](#)



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Format: Landscape
Page Size: Fit to Page

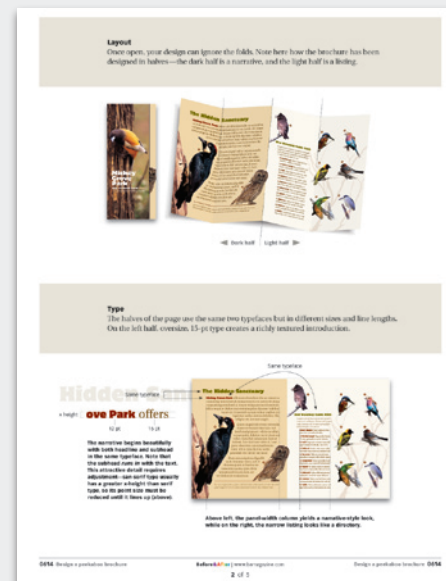


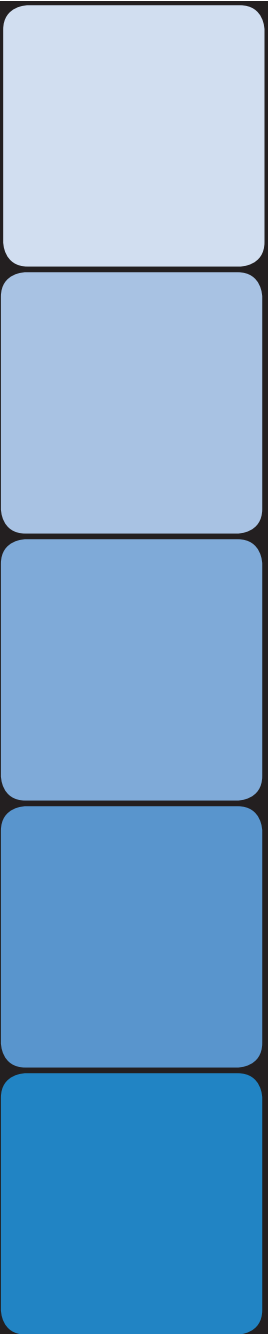
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Presentation format or
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For paper-saver format

[Print: \(Specify pages 9–12\)](#)





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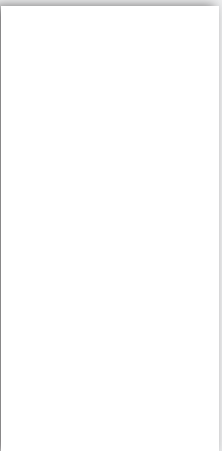
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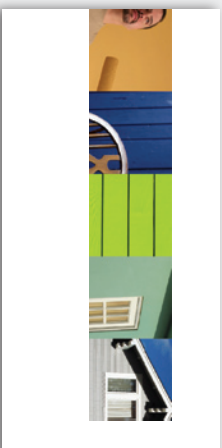
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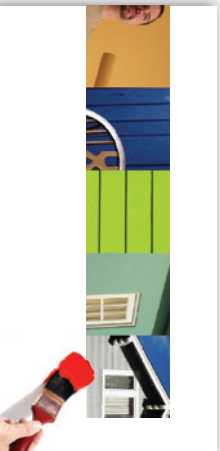
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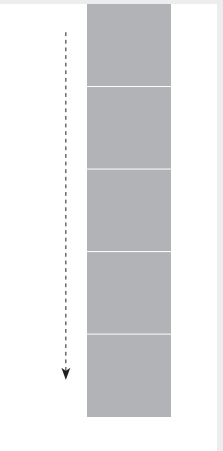


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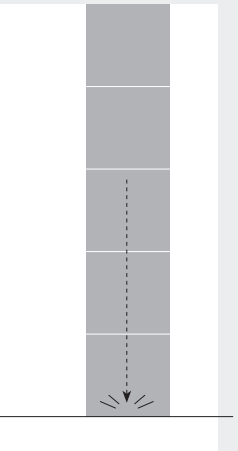


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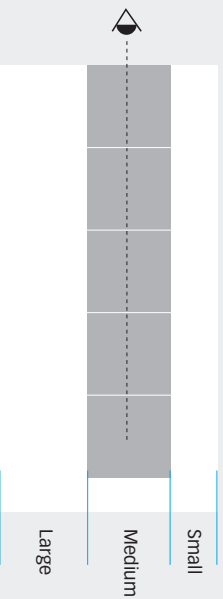
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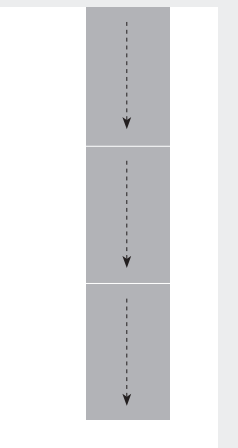
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(left to right)



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 - 6 [Photos.com](#)

- Colors**
- 7 C0 M0 Y0 K65
 - 8 C0 M0 Y0 K45
 - 9 C0 M0 Y0 K30
 - 10 C15 M100 Y100 K0

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