

## Four more shops




# Picture your presentation

Photographs give your audience an emotional connection to your words.

*Continued* ▶

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Better than charts and bullet points, photographs will give your audience an emotional connection to your words. Here's how.



We *love* data! Fifty-two base hits, 23 abandoned children, Class 3 hurricane. We track data, we analyze it, we graph it—and we cheerfully present it to snoozing audiences everywhere. What's funny is that data alone has no value. Only in the context of real life does it have meaning. And real life is conveyed best not with data but with *story*. So put away your text and graphs.

To tell a story, you need the help of photos. Photos communicate on many channels.

They wordlessly *draw the audience into your world*, make emotional connections, and prepare your listeners for what you have to say. Let's see how.



It's easy to find generically happy images, but the unseen sadness that everyone bears will rattle your audience's soul. When pitching a program like the proposed shelter above, think *first* not in terms of dollars or "social units" or other statistical data but about *who you're helping* and *why*, then find an image to express it.

## You are the show

The first thing to understand is that *you are the show*; your audience has come to hear you, not read slides. Use a slide to fill your listeners' minds with an image, then fill in the details orally. It's fun!

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We're off to a pretty hot start this year. We acquired Trax in January for \$6.4 million, and it immediately improved both companies. The creative staffs . . .



### After

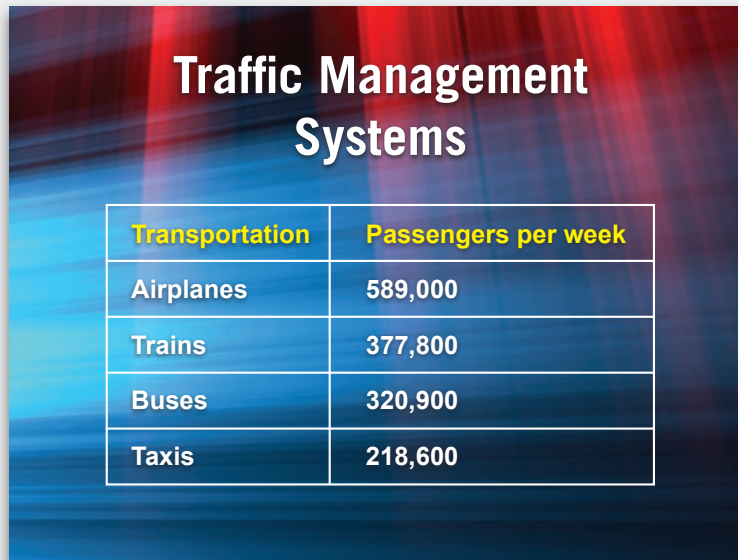


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### Before



Transportation	Passengers per week
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### After



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**Meaningful Difference**

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**What makes you different?**

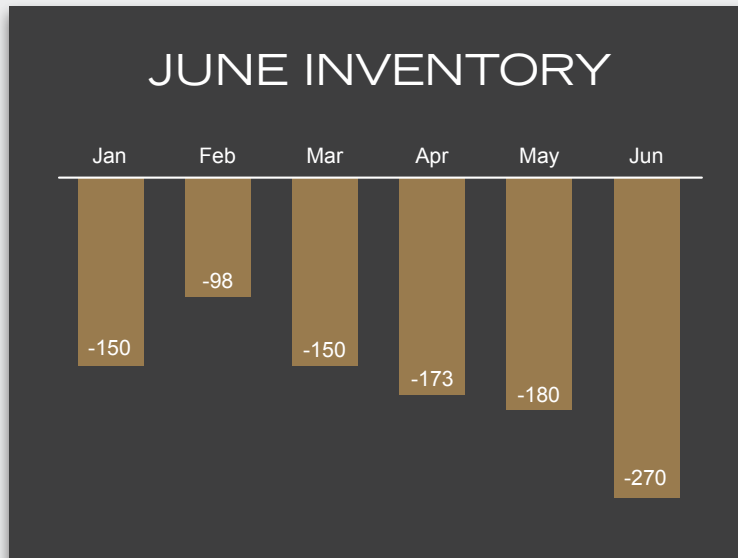


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## Find beauty

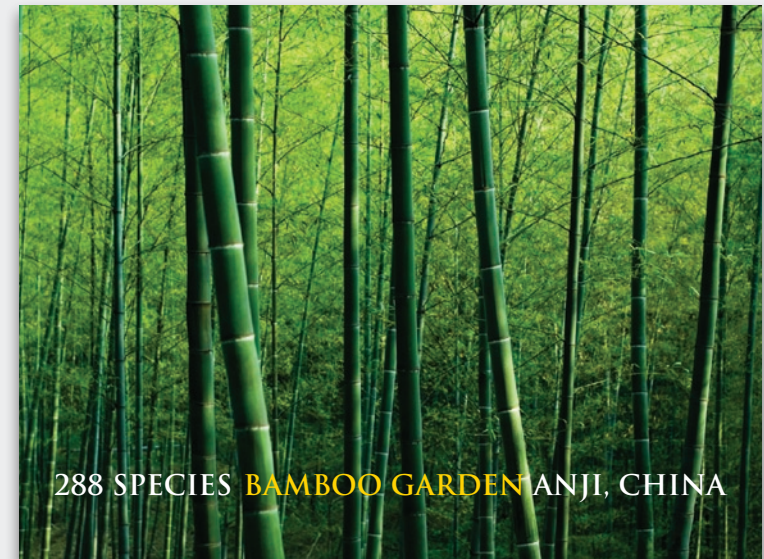
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How does one find good photos? The artistic part is up to you, but iStockphoto's *Search with CopySpace* function can help with composition. Enter a keyword, specify what part of the photo you want left blank for words, and click . . .

The image shows a screenshot of the iStockphoto Advanced Search interface. A callout box titled "Search with CopySpace™" highlights a 3x3 grid of squares. The top-left square is green, and the others are grey. Below the grid are "Sensitivity" controls (four squares) and a "Clear" button. A dashed arrow points from the green square to a grid of search results. The results are arranged in a 3x3 grid:

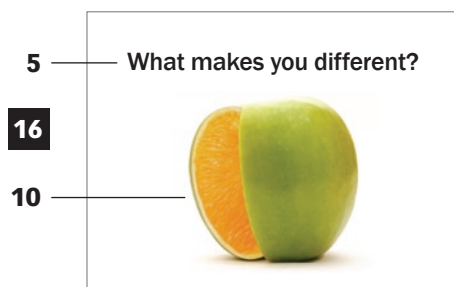
- Top row: Yellow tulip, Woman with rose, Speed limit 55 sign.
- Middle row: Corn on cob, Ticket booth, Red barn in field.
- Bottom row: Buddha statue, Rock climber, Question mark.

Below the screenshot, a search button "Advanced Search Need help?" is shown. To its right is a 3x3 grid where the top-left square is green. Below that is another 3x3 grid where the top-left square is grey and the other two in the top row are green. Dashed arrows point from these grids to the corresponding photos in the search results grid.

### Green is blank

In iStockphoto (you'll need an account; it's free), call up Advanced Search, then in *Search with CopySpace* click grid squares to specify areas of the photo to remain blank; clicked squares turn green. Enter a keyword (near upper left in the window)—try "face"—and watch what happens (right). It's cool.

## Article resources



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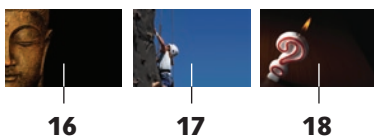
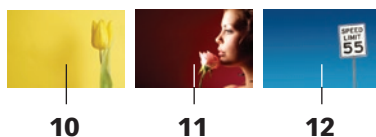
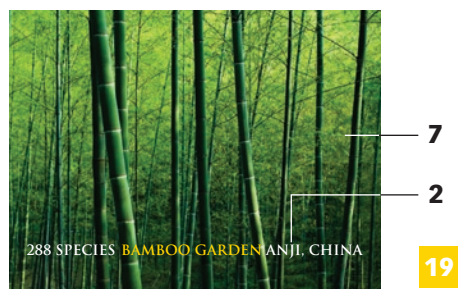
- 16** C0 M0 Y0 K100
- 17** C0 M0 Y0 K80

### Images

Images: iStockphoto

- 6 (5012748)
- 7 (855854)
- 8 (4289321)
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- 17 [3083861](https://iStockphoto.com/3083861)
- 18 [3089010](https://iStockphoto.com/3089010)

### Colors

**19** C0 M15 Y100 K0

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**John McWade** Publisher and creative director

**Gaye McWade** Associate publisher

**Dexter Mark Abellera** Staff designer

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

### For presentation format

[Print: \(Specify pages 1–13\)](#)



### Print

Format: Landscape  
Page Size: Fit to Page

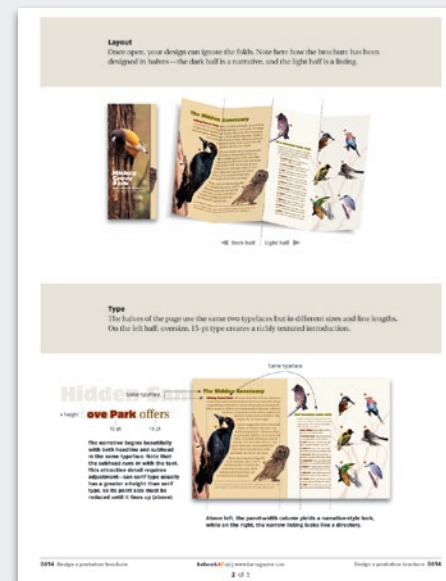


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 15–21\)](#)





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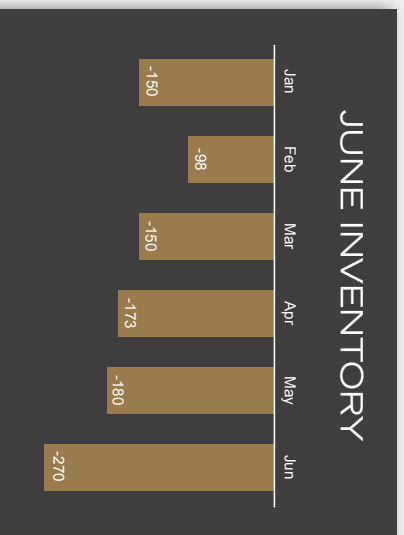
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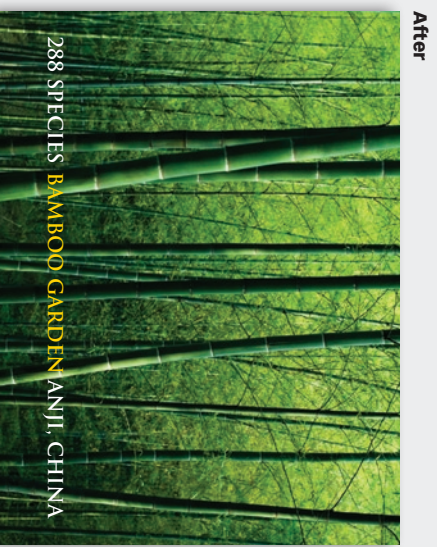
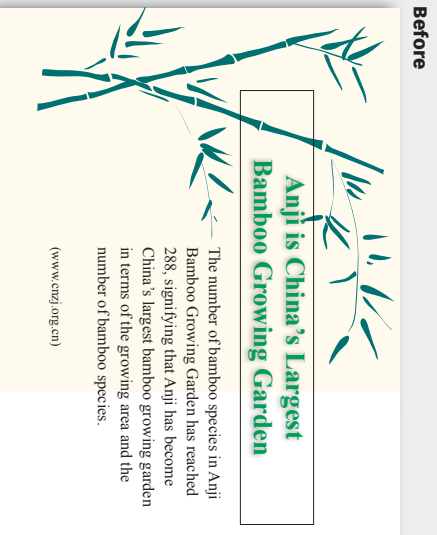
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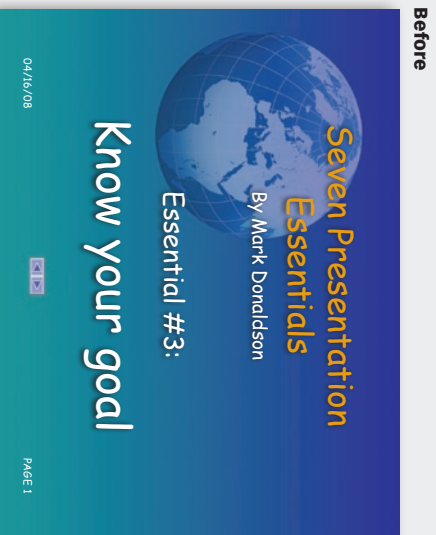


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**Before**




SPCA PET ADOPTION PROGRAM



1,220 dogs adopted in 2007.

**After**



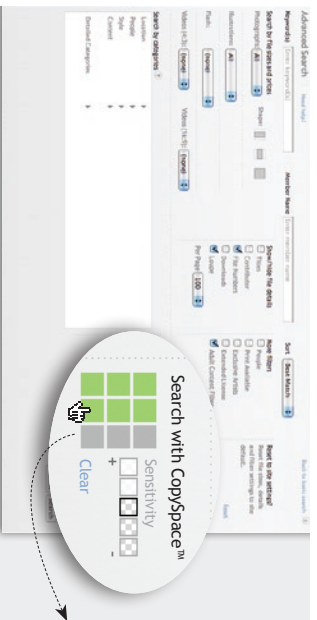
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Advanced Search

Search for related photos

Advanced Search

Need help?

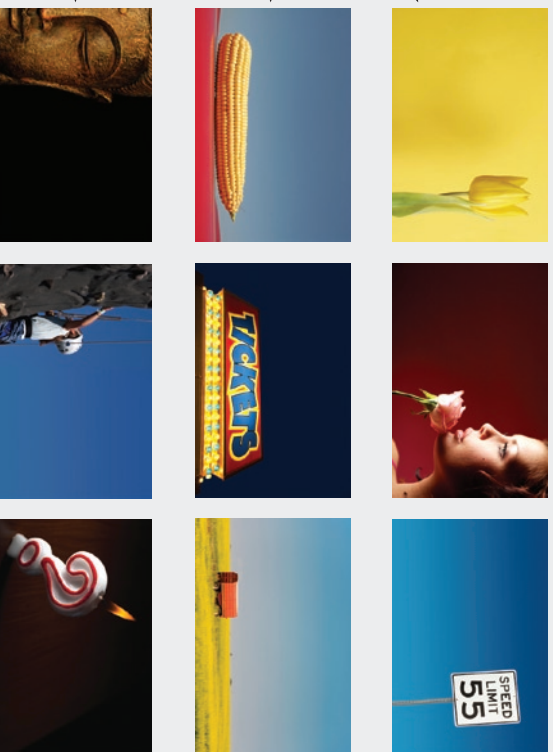
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**Search with CopySpace™**

Sensitivity

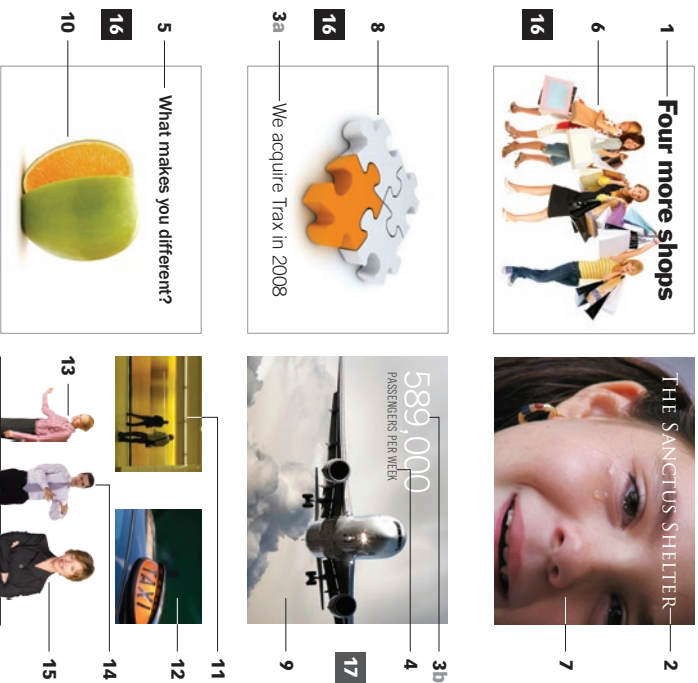
Clear



Grid of 12 search results:

- Yellow background with a tulip
- Yellow background with a corn cob
- Red background with a woman's face
- Blue background with a speed limit sign
- Blue background with a woman's face
- Blue background with a person on a beach
- Blue background with a field and a tractor
- Black background with a Buddha's face
- Black background with a ticket
- Black background with a hot air balloon

## Article resources



### Typetfaces

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- 2 [Trajan Pro Regular](#) (adobe.com/type)
- 3 **(a-b) Trade Gothic-Light** (adobe.com/type)
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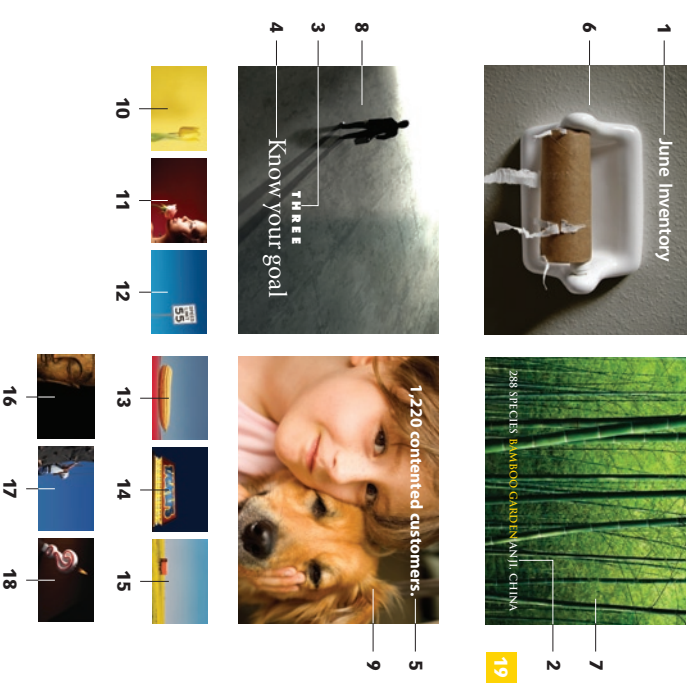
- 16** C0 M0 Y0 K 100
- 17** C0 M0 Y0 K 80

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- 6 [\(5012748\)](#)
- 7 [\(855854\)](#)
- 8 [\(4289321\)](#)
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- 19** C0 M15 Y 100 K0

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- 6 [\(4639111\)](#)
- 7 [\(4747897\)](#)
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- 10 [\(403471\)](#)
- 11 [\(5234339\)](#)
- 12 [\(3748632\)](#)
- 13 [\(3929084\)](#)
- 14 [\(4678919\)](#)
- 15 [\(3826016\)](#)
- 16 [\(3859721\)](#)
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