

Image Creation



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IMAGE CREATION is one of the modules of the **Training programme on (audio)visual narrative and communication**, developed in the framework of the *Com ON project – Unleash your potential for (audio)visual communication*.

Designed to respond to the needs of adult learners, and to offer them a motivating learning environment, the programme builds around four main fields: Digital Narrative, Video Creation, Image Creation and Illustrations.

You can find more information about the Com ON project and all the modules at www.comon-project.eu

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Introduction



Content description

In this module you will learn some basic knowledges and skills for understanding the language of the visual imagery and for creating, editing and sharing digital images. As well you will learn some technical and conceptual tools to understand the basics of digital imaging.

The module consists of the following units:

- 1 Visual communication, when pictures tell a story
- 2 Creating photos that show creativity and have visual impact
- 3 Basics of image creation
- 4 Tools for creation and editing images
- 5 Sharing your digital stories online

Learning Objectives

When you complete this module, you will be able to:

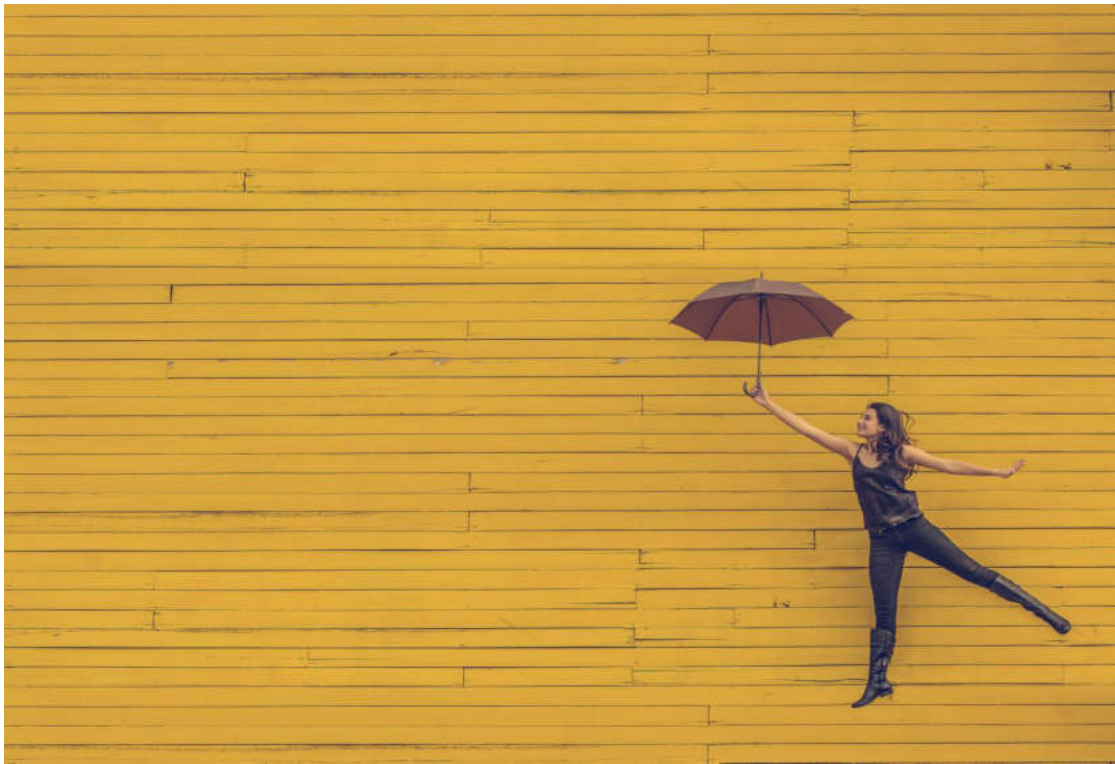
Communicate ideas visually

through the creation of digital images



Create photos that demonstrate an ability

to compose images that show creativity and have visual impact



Tell photo stories

in an interesting and engaging way

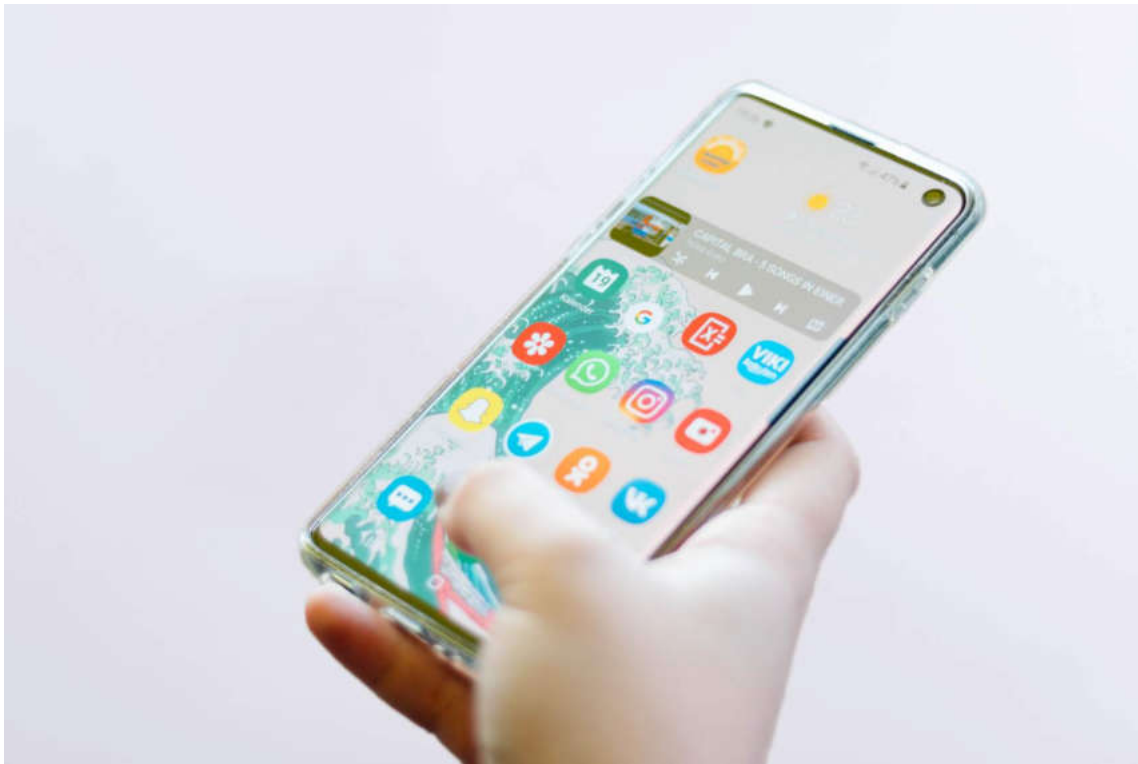


Understand and use the tools

for creation and editing images



Share your visual ideas online



The **duration** of this module is estimated in 2 hours.

It includes the navigation through all the content, the realization of the proposed activities and the quizzes for each section.

Besides this timing, you can spend as much time as you want exploring each of the tools and possibilities introduced in the module.

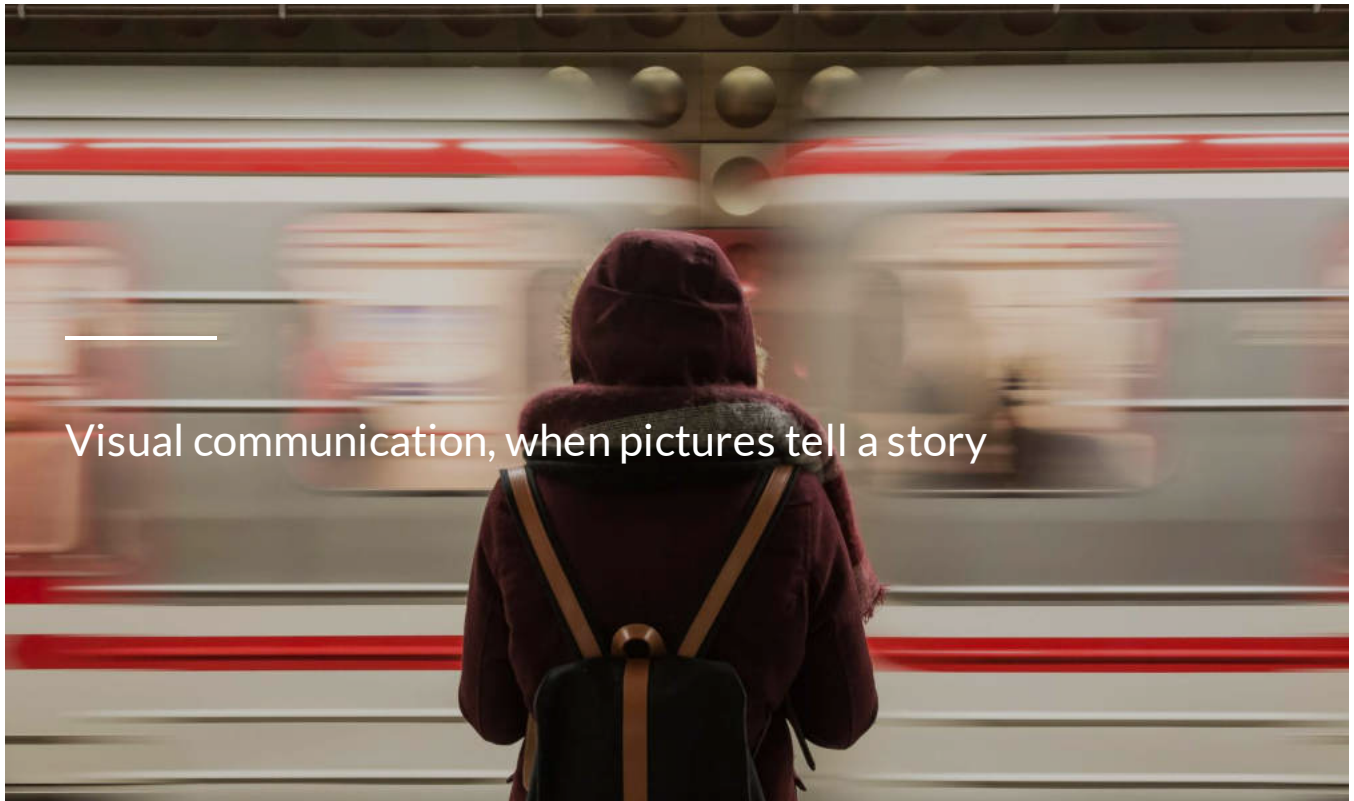
Remember: Practice will help you improve your skills and competences and take better pictures!



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Visual communication, when pictures tell a story



A picture is worth a thousand words! Seeing is believing!

You probably know these popular sentences!

Actually visual communication is the **earliest method of communication used by humans** (since prehistoric times!).

Today, visual communication is extremely developed and designed to perform several tasks at once. Communication with visual images is progressing thanks to the development of new information and communication technologies.

Visual communication is one of the key components of modern media and social media.

Thus, the perception of information during visual communication is the “reading” of the **visual code**.



Visual communication in general can be defined as communication using imagery. This is the most important way people communicate and share information.



Trough visual communication the information can be represented in different forms – graph, map, chart, diagram, sign, typography, multimedia elements like images, infographics, videos, gifs and many others.

Communicating visually, people use the **visual language**, which can be defined as *a system for communication with different visual elements*.

Actually using visual language means communicating ideas with images rather than words, or in combination with words.



With the rise of visual content on social networks, the need for storytelling with images becomes more and more natural.

It is often known as **digital storytelling**.

In the next unit we will focus on some tips, when working with digital images, that may help to open the creativity and those way to provoke visual impact of the digital story.

ACTIVITY

ACTIVITY

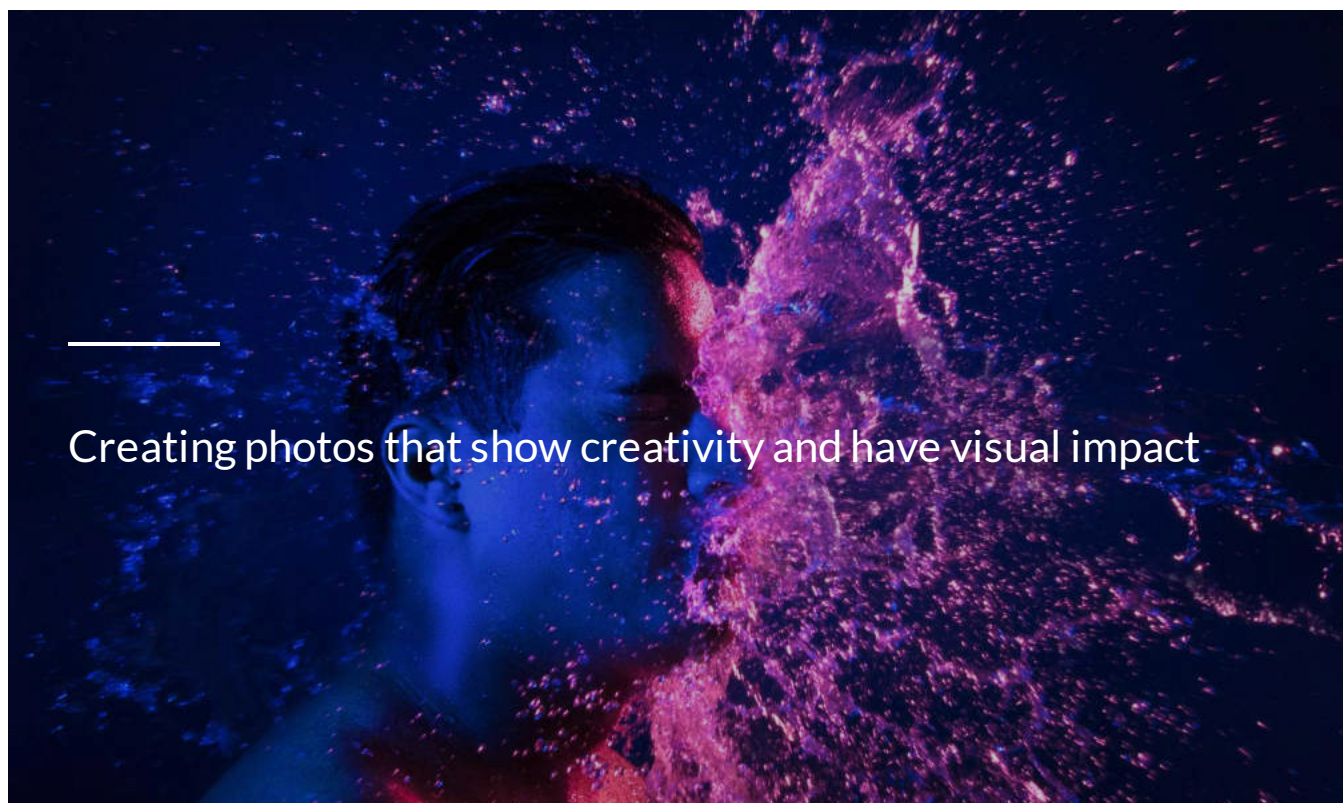
Follow the hyperlink bellow and read the article:

“Do Your Pictures Tell a Story?”

<https://www.nationalgeographic.com/travel/intelligent-travel/2013/05/03/do-your-pictures-tell-a-story/>



Creating photos that show creativity and impact



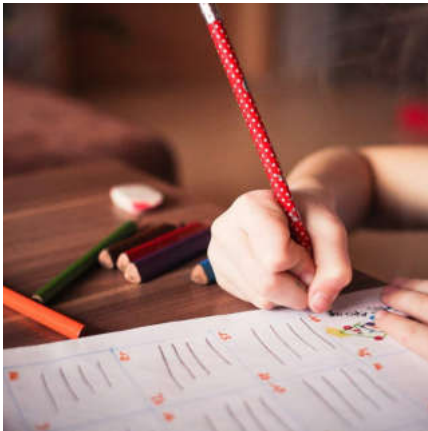
Creating photos that show creativity and have visual impact

Let us say our task is to tell a visual story of a friend or parent or child...

At first sight, we may think that the most important is a single portrait.

In many cases it works!

But very often the person's story could be found in the **details**!



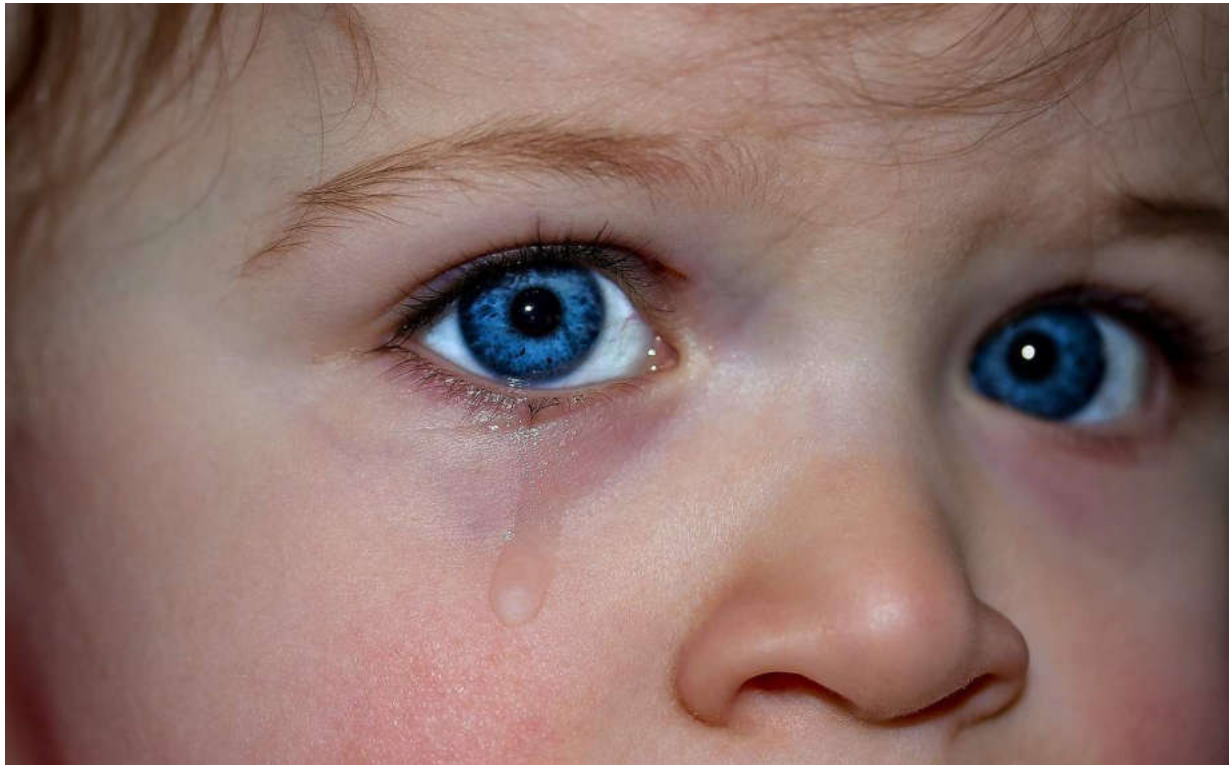
For example the hand with the favorite thing, or wide angle portrait surrounded by a few things, connected with his/her life.

Follow this link and you will find very good examples and ideas:

<https://digital-photography-school.com/shooting-details-tell-visual-story/>

CONTINUE

The **emotions** and **details** are very important in the storytelling. Actually, stories come alive in the emotions and details, but some times very often we forget about this. Instead, our stories are becoming boring simply just telling the facts chronologically!



Indeed emotions play an important role in the storytelling. In this sense we may primary think that capturing people and faces is the best option...

It could be, but have in mind that the emotion could be communicated as well with many other options – full body, body language, environment, small detail etc.

The images should evoke strong emotional feeling in the viewer's psyche.



CONTINUE

Lighting and composition are integral part in the storytelling although are ignored some time. Lighting plays a huge role in perceiving the world around us. Through lighting, the shape and color of the objects are known, the impression of volume and space is impressed.

Capturing the same frames with different light creates unique images and enables you to enhance the impact of the photo by highlighting different elements or parts of objects.



CONTINUE



We may not be aware of this, but each time we approach the camera near our eye, we make decisions about the **composition**.

To put it briefly, the composition is the way we choose to arrange the elements of the photo we are about to make.

There are some

In most cases composing is intuitive, but in the

general principles that can help make our pictures more interesting and attractive.

process of shooting, there are some **elementary rules** to bring balance to our pictures.

The **composition** of the frame and the **lighting** are closely related. With the means of lighting, as well as with the help of the composition of the frame, the viewer's attention can be so arranged that he can see the elements of the story.



ACTIVITY

ACTIVITY

Follow the hyperlink bellow and inspire yourself, reading the article: “Unusual and Interesting Composition Ideas”:

<https://expertphotography.com/photography-composition-ideas/>

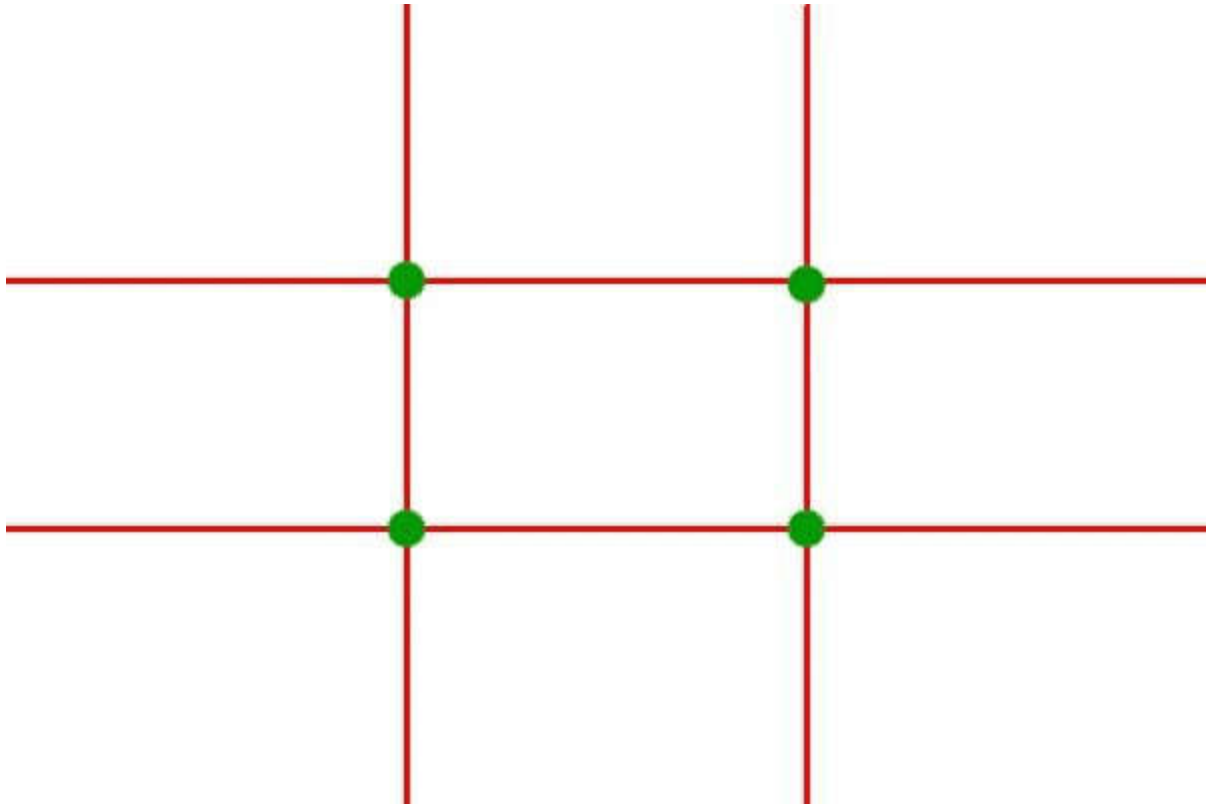
Now take your digital camera and make some unusual pictures!





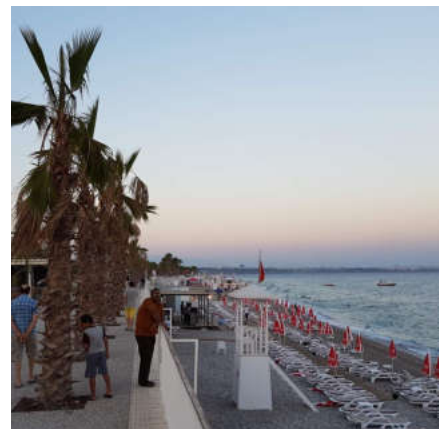
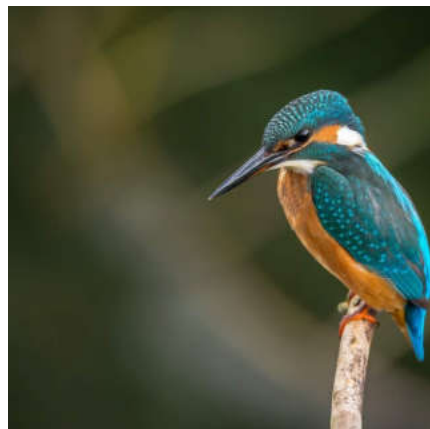
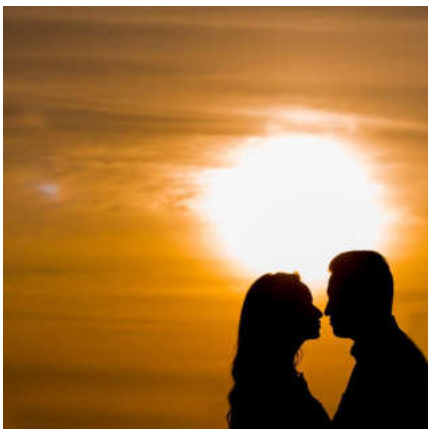
CONTINUE

The **rule of thirds** is a principle that helps you show your picture in order to get the best effect.



The image is divided into **nine squares**, that are created by overlaying four lines over what you see.

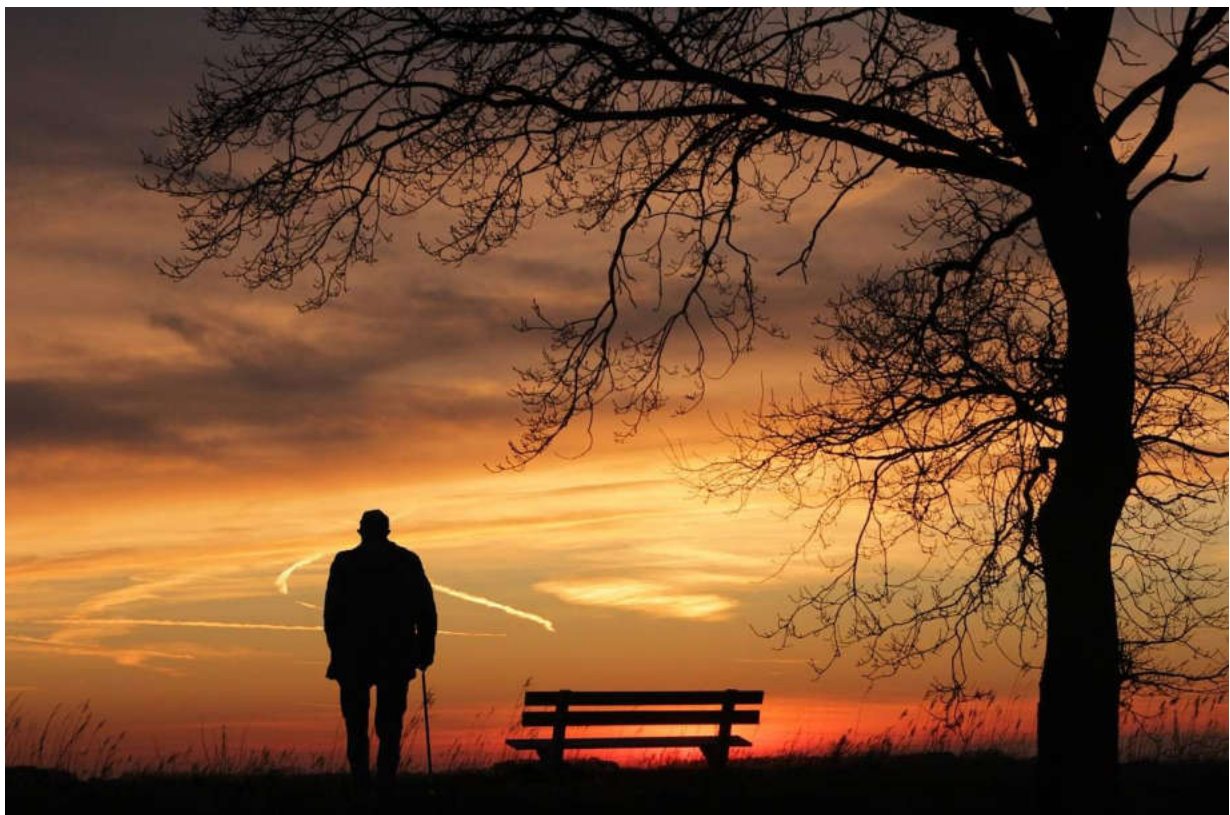
Note where the four lines cross. The rule of thirds assumes that these intersections are the best places to place the most important elements of the composition. By doing this, you will generally get a more engaging and interesting image.



The object does not necessarily have to be located exactly at the intersection point.

It's enough to be close to that point so your image is dynamic and well-composed.

Try out several different compositions to find the one you like the most.

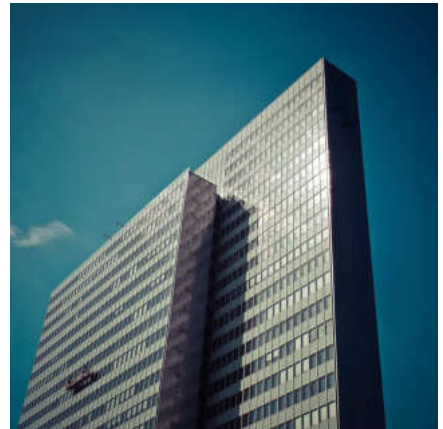


CONTINUE

Where to place the line on the **horizon** in your composition?

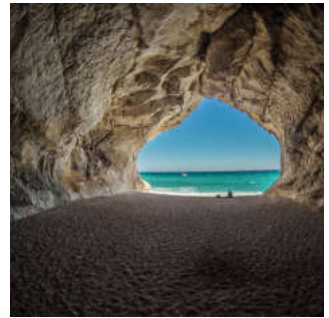
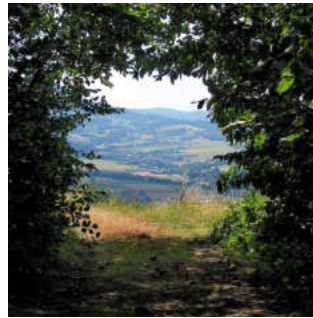
Most photos look better if the horizon is located **above or below the middle of the frame** (not exactly in the middle of the image).

An exception is the taking of the **reflection**. In this case, placing the horizon in the middle may be appropriate because it creates the same elements at the top and bottom of the image – the scene above and the reflection below it.



CONTINUE

Find a **framework**



One of the easiest ways to create a depth is to **find a natural frame** to include in your photo. By positioning your subject in the middle and finding an appropriate frame that takes up almost the whole frame or part of the foreground, you will attract the viewer's attention much easier.

CONTINUE

The colors and tonality play as well important role.

The colors may provoke different mood and emotions. Here are some overall description:

Colour 1

Red



Anger, embarrassment, passionate, and lustful.

Colour 2

Blue



Shyness, sadness, and calmness.

Colour 3

Yellow



Cowardice, happiness, or caution.

Green



Disgust, envy, sickness, friendly, or greedy, relaxing.

Colour 5

Grey



Depression and emotionless.

Colour 6

Black



Cold or mournful.

The tonality of the photo affects the viewer emotionally.



Dark tonality - the shadows, the black color often associate with the night, seem mysterious.



Light tones - white and shades of light colors are associated with sunlight and a good mood.

CONTINUE

Take **advantage of the composition**

☐

When shooting people and animals, it is best to watch them in the frame.

☐

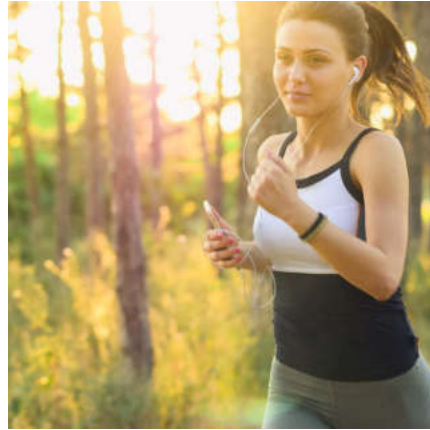
If the photo has an effect, leave more space on the side of the frame where the action is directed.

☐

This looks more natural and gives the viewer the feeling of movement and storytelling in the picture.

☐

Position the object so that the most open space in the image is in the direction it looks at.



CONTINUE

But...
BREAK THE RULES



Sometimes, even though we **break all rules**, the resulting photo is attractive enough. The rules are therefore to be violated!!!

Do not be conservative, make your own rules to make your digital stories unique and different!

Read some inspiring articles...

How to Tell a Story with Portraits by Using Creative Composition

<https://digital-photography-school.com/tell-story-portraits-using-creative-composition/>

Photo by Pawel Janiak on Unsplash



Breaking the rules? Read How to Break the Rules of Photography Composition for Creative Results

<https://expertphotography.com/break-photography-composition-rules>

Photo by Dylan Alcock on Unsplash



Lesson 4 of 10

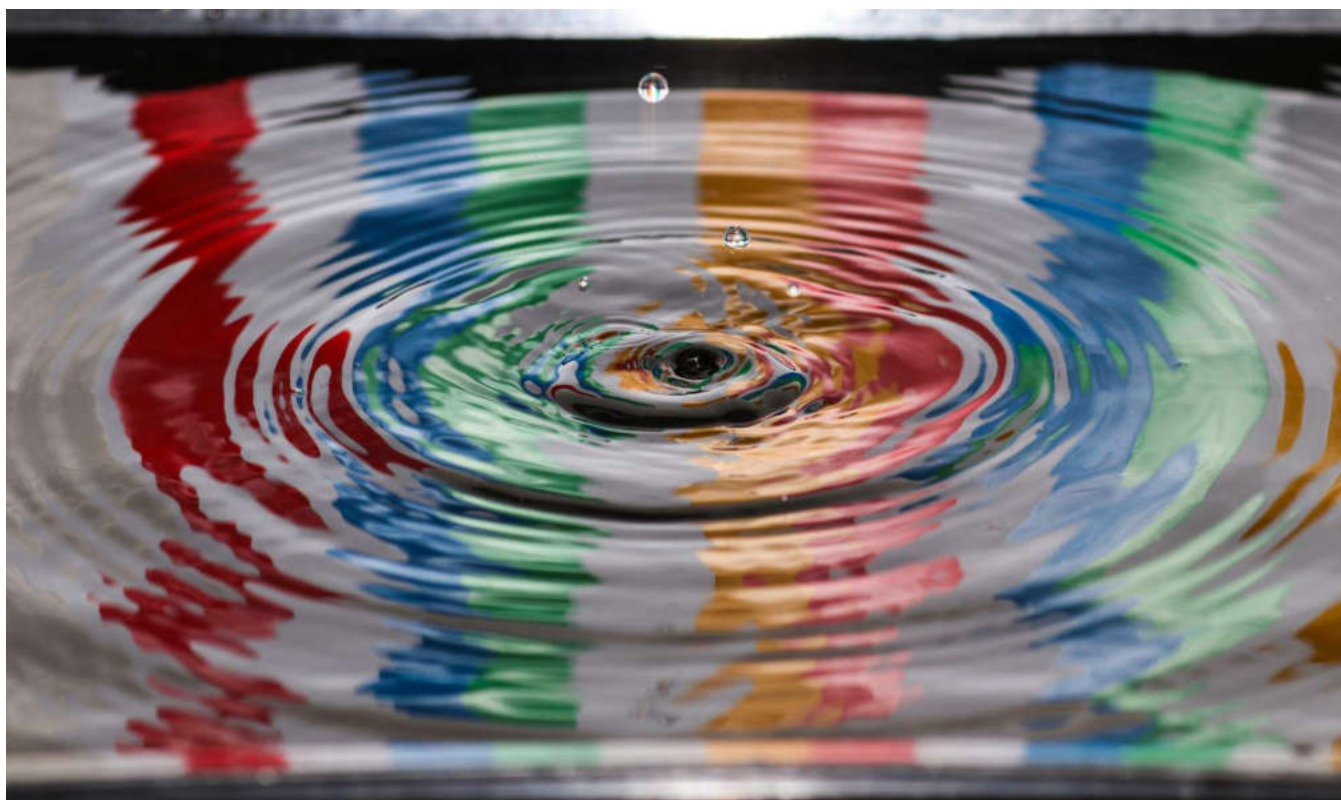
Quiz n° 1

Ready? Let's go!

Questions

01/03

Which tonality of the photo may express sadness ?



-
- ☐ Red
 - ☐ Yellow
 - ☐ Blue

Questions

02/03

The rule of thirds is a principle for better?



- ☐ Image composition
- ☐ Lighting
- ☐ Color tonality

Questions

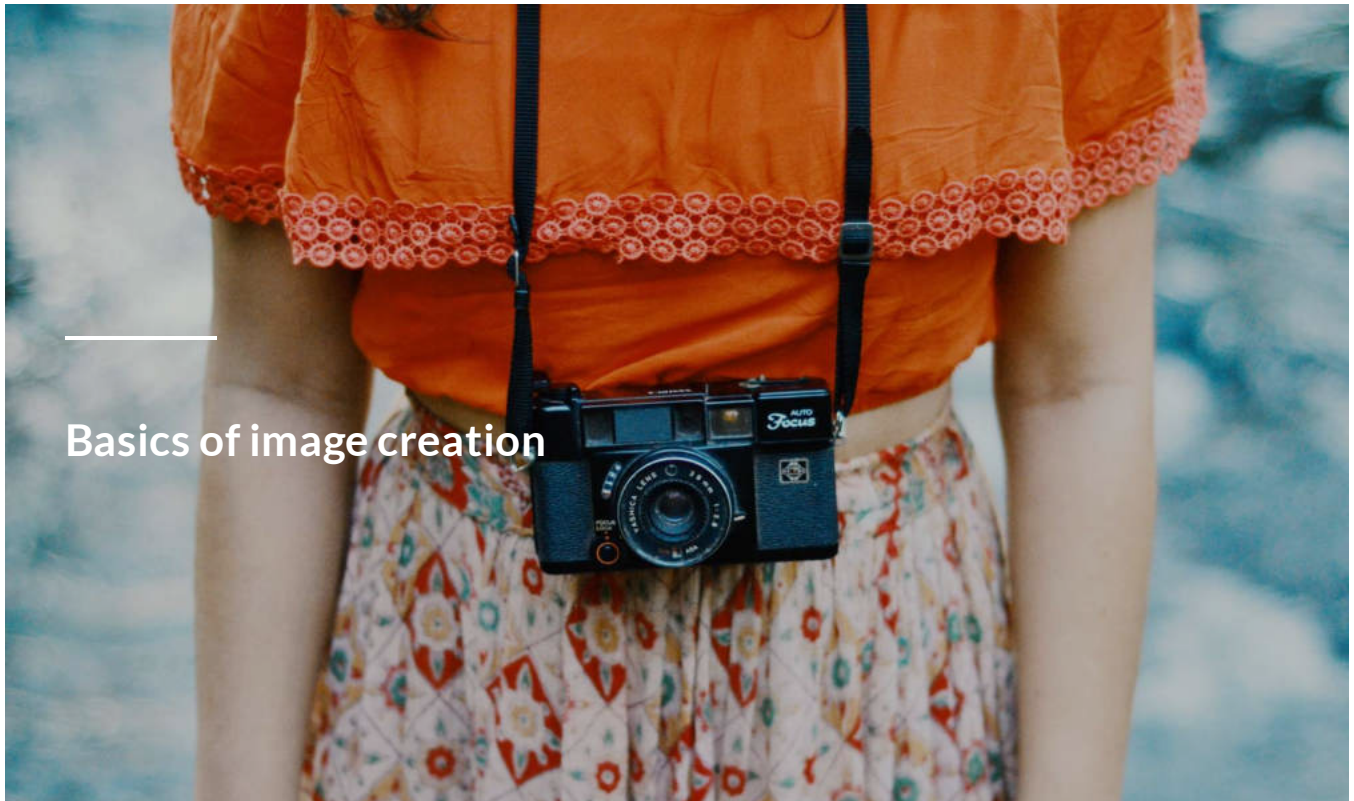
03/03

Where is better to place the horizon line?



- ☐ Always in the middle of the frame
- ☐ Always below the middle
- ☐ Always above the middle
- ☐ Above or below the middle

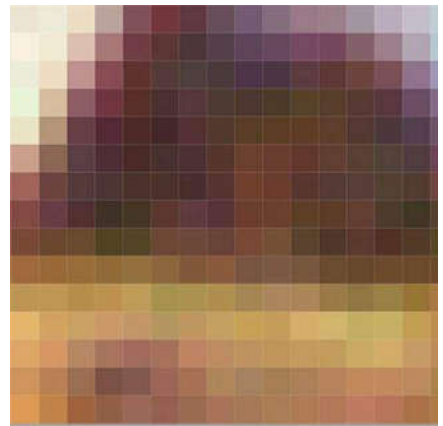
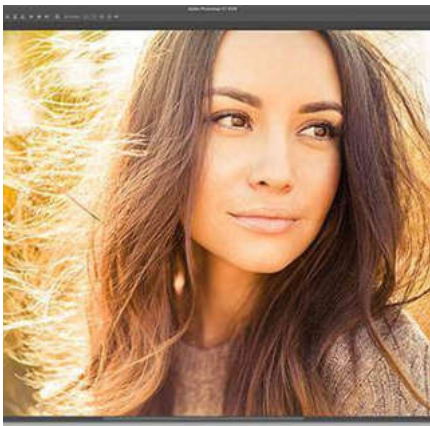
Basics of image creation



Very shortly an image is a visual representation of something. A **digital image** is an electronic version of an image.

Digital Images are composed of digital elements called **pixels**.

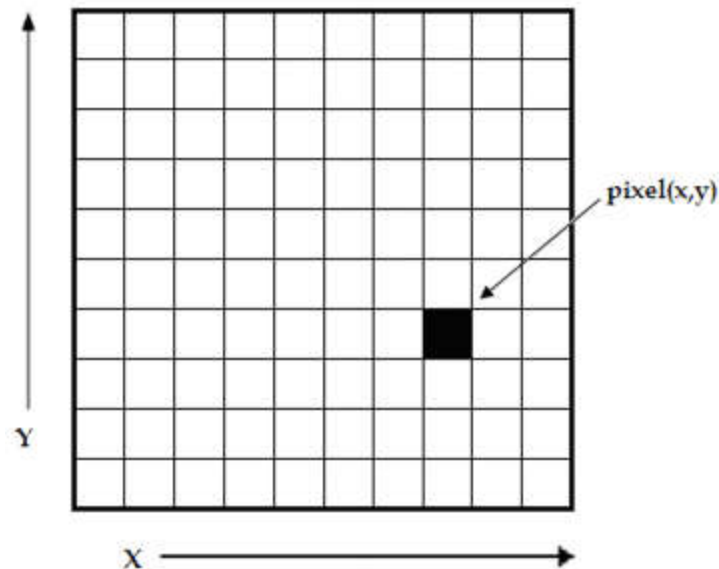
- They are the tiny building blocks that make up all digital images.
- Pixels are bundles of digital information about the color of a specific spot in the image.
- They are organized into a grid to convey the image.
- They record information about its color and size.
- These pixels of color are organized into a grid in meaningful ways to make images.
- Patterns of dots produce the effects of consistent color.



When we **zoom** in closer, we may see these individual pixels, that form the picture.

When we zoom out, the individual pixels are once again too small to notice, and we're back to seeing the illusion of a detailed photo!

The term pixel is also used for the image sensor elements on a digital cameras.



Typically, pixels are **organized in an ordered rectangular array**. The size of an image is determined by the dimensions of this pixel array. The image width is the number of columns, and the image height is the number of rows in the array.

Image size refers to the width and height of an image, in pixels. It also refers to the total number of pixels in the image.

Image size is not to be confused with the size of the real world representation of an image. Image size specifically describes the number of pixels within a digital image.

The width and height of an image, in pixels, are known as its pixel dimensions.

For example 1024 pixels (px) and a height of 768 pixels, or 1024x768.

Of course this could be measured with inches,

centimeters and other measurement types.

CONTINUE



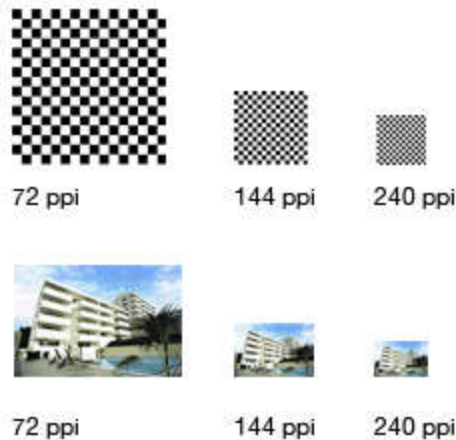
Resolution of a Digital Image

Resolution refers to the number of pixels in an image.

Camera and image resolution is measured in Pixels Per Inch or PPI.

The more pixels a camera has, the more detail it can capture and the larger pictures can be without becoming blurry or "grainy."

The higher the resolution - the smaller the point and the better the image.



Resolution is sometimes identified by the width and height of the image as well as the total number of pixels in the image.

For example, your new camera has a resolution 3904×2598 (W x H) pixels, which can be termed as $3904 \times 2598 = 10,142,592$ pixels. If this number is divided by 1 million, the figure thus attained will come out to be 10.1 megapixels (one megapixel is equivalent to one million pixels). Hence, the resolution of the image can also be described as 10.1 megapixels, or 10.1 MP.

CONTINUE



A photograph of a white door with a black handle and lock, set in a white wall. To the right of the door is a large, stylized letter 'P' painted in orange with a thick purple outline. The wall is white and the ground is a darker grey. The text 'Image files' is overlaid in white on the top left of the image.

Image files

There are two main type of image files: **Raster/Bitmap** and **Vector**.

The main **difference** between bitmap and vector is that the bitmap graphics use pixels to represent images while the vector graphics use basic geometric shapes to represent the images.

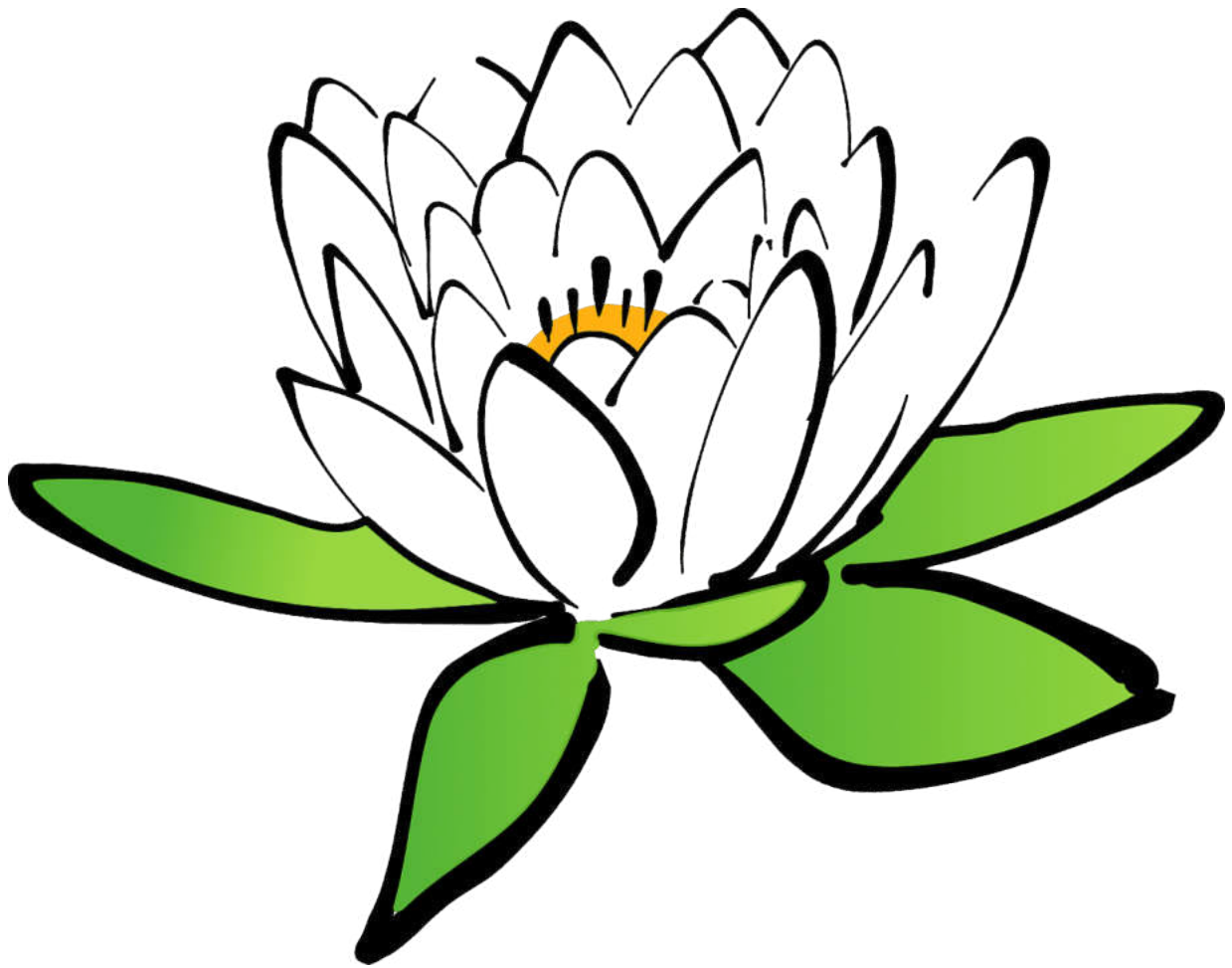
Raster images are created with pixel-based software or captured with a camera or scanner. They are more common in general such as jpg, gif, png, and are widely used on the web.



When using a raster program you paint an image and it's similar to dipping a brush in paint and painting. You can blend colors to soften the transition from one color to another.

Vector graphics are created with vector software and are common for images that will be applied onto a physical product. Also used in CAD, engineering, and 3D graphics.

When using a vector program you draw the outline of shapes: and it's similar to creating an image with tiles of all different shapes and sizes. e.g. an eye shape, a nose shape, a lip shape. These shapes called objects display one single color each.



Raster vs Vector



Resizing

Bitmap images are resolution dependent, so they are not resizable without reducing the picture quality. Vector images are resolution independent, so they are resizable without reducing the picture quality.

File types

JPG, .GIF, .PNG, .TIFF, .PSD are some bitmap file types while .PS, .EPS, .SVF, .AI, .CDR, .SVG are vector file types.

File Size

The file size of a vector image is comparatively less than that of a Bitmap image.

Editing

It is possible to edit bitmap images to some extent, but not as vector images. On the other hand, it is possible to edit vector images without reducing the quality.

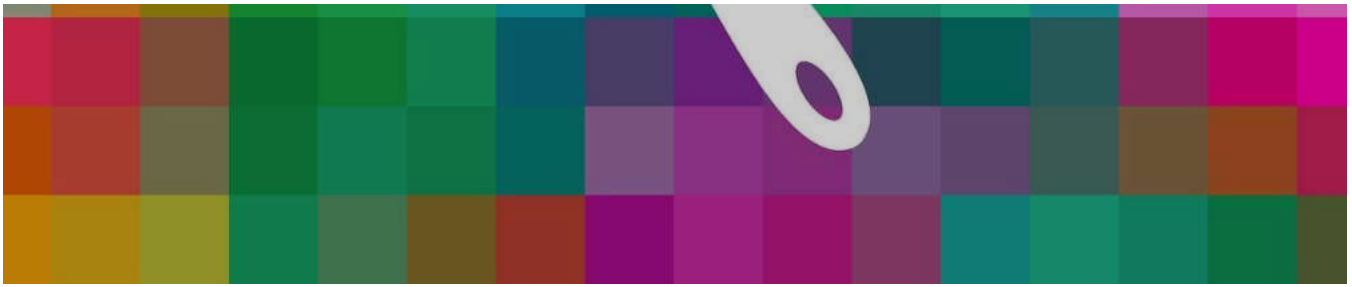
Applications

The bitmap is suitable for photographs to create realistic graphics and images with a wide range of colours and with effects, they are the most common type of graphic used, and are widely supported on digital systems and on the Internet and World Wide Web, whereas the vector graphics is suitable for, logos, illustrations, technical drawing in CAD, Engineering, and 3D graphics. icons, clipart, and abstract images.

CONTINUE

A hand holding a paintbrush, painting a grid of colorful squares. The grid is composed of many small squares in various colors like green, blue, orange, red, and purple. The paintbrush is white with a blue band and is shown in the process of painting one of the squares.

Raster Image Creation



In this Module we will pay attention to the Raster Image Creation.

CREATE

CONVERT

You can create a bitmap graphic from scratch using the tools provided by graphics software — specifically a category of graphics software referred to as paint software.

Examples of paint software are Adobe Photoshop, Apple Photos, Microsoft Paint, GIMP and many others.



CREATE

CONVERT

You can use a scanner to convert a printed image into a bitmap graphic. A scanner divides an image into a fine grid of cells and assigns a digital value for the color of each cell.

As a scan progresses, the values are transferred to a digital device and stored as a bitmap graphics file.



Bitmap Basics

In a digital camera, the lens focuses light from the image onto a small image sensor

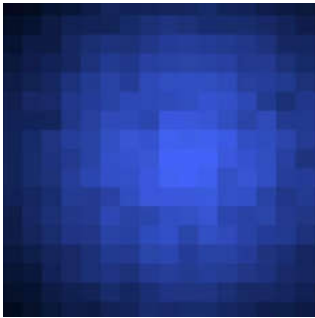
Photosites correspond to pixels; the more pixels used to capture an image, the

called a **CCD** (charge-coupled device).

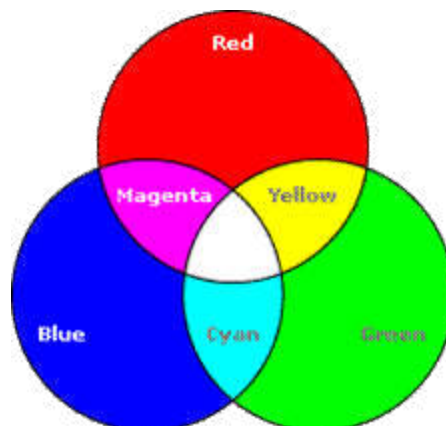
higher its resolution.

A CCD contains a grid of tiny light-sensitive diodes called photosites.

Cameras, scanners, and graphics software offer a big choice of bitmap formats, such as BMP, RAW, TIFF, JPEG, GIF, PNG etc.



Bitmap Data Representation



Color and resolution are key elements in bitmap data representation.

Today's color display devices represent color using the **RGB color model**.

The RGB color model is used to **describe colors** obtained from sources emitting light. It uses the combination of red (R - Red), green (G - Green) and blue (B - Blue) lights with different brightness ratios to obtain each color in its spectrum.

The RGB model is **closest to human perception** because there are receptors in the human eye that respond to these colors. The three colors are called additive (summation) and when overlapping, white is obtained.



ACTIVITY



ACTIVITY

Visit the site <https://pixabay.com> with stunning free images & royalty free stock. Choose Photos and Vectors, explore and see how both Bitmap and Vector images looks like!

You may download one picture from every type and paste them into your favorite application – Power Point, Word, Graphic editor, scale to bigger size both pictures and see how it affects the quality!

Quiz n° 2

Ready for the quiz?

Good luck!

Questions

01/03

Photo images are resolution independent?



-
- ☐ True
- ☐ False

In the RGB color model, when we mix Green and Red in the same brightness, we receive?



Yellow

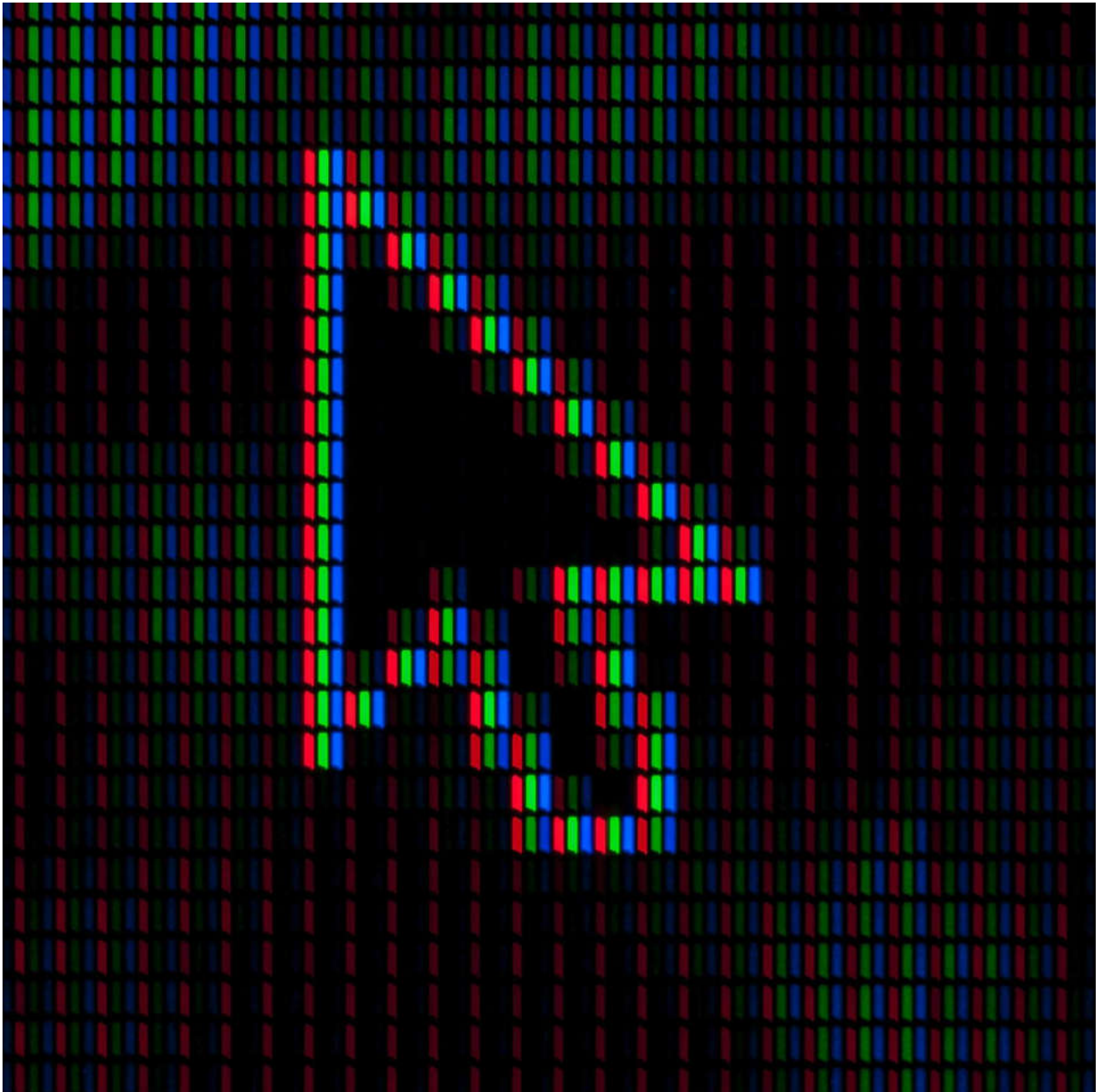


Blue



White

On what depends the size of the digital image?

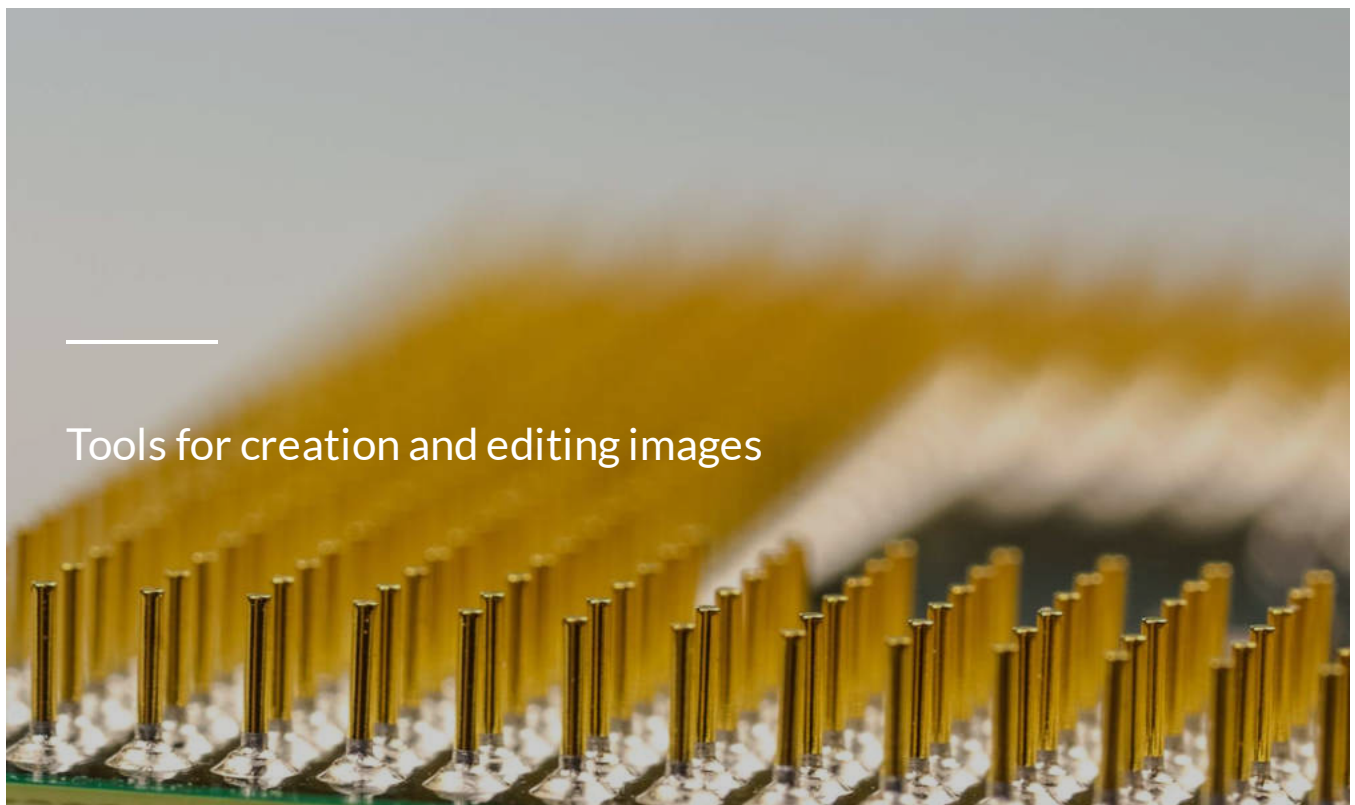


-
- ☐ Colors of the pixels
 - ☐ Number of pixels



Form of the pixels

Tools for creating and editing images



One of the most popular and convenient ways to create a digital image is to use a **digital camera**.

There are on the market many different wonderful models varying from the complex **digital single-lens reflex camera** (DSLR) with many interchangeable lens

You might even be able to use your **smartphone**. Today, many manufacturers are including

to point-and-shoot camera simpler and more-pocket sized camera with one lens.

wonderful cameras on phones with all sorts of special features.



All digital cameras use a **digital sensor**, which captures a picture by turning light into electrical signals. The signals are stored as tiny data dots or bits that, when downloaded onto a computer, are turned into pixels.



Some time we underestimate the capabilities of cameras on our smartphones. After all, a few of us understand something more about the cell phone's camera than how many megapixels it is.

In fact, by slightly changing the settings, shooting angle and lighting, using some interesting image editing applications, we could snap more interesting and beautiful pictures that capture the essence of the moment and tell the story.

The camera of the smartphone has more features than you thought, but some time the pictures you make with your smartphone or tablet seem to be missing something...?

Some objects going too bright and others getting lost in the shadows. If you are shooting in artificial lighting and the colors look strange. Actually these are not problems, but rather regularities with almost all digital photography devices.

Simply learn how to use the camera in your smartphone or tablet to get started. As a result, your pictures will greatly improve.

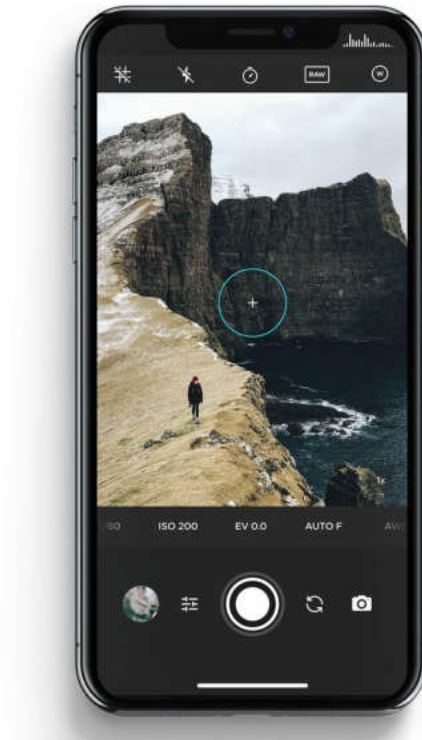


Many cameras let you change a color photo to black and white or apply a sepia tone. Also, you can often adjust color saturation, image contrast, and brightness, and apply special-effects filters.

Here are some things you need to learn about your camera to be more pleased with your work with it.

Tip 1

Auto / Manual settings



Learn the settings of your smartphone's camera!

Do not rely on the automatic mode of your phone. Of course, touch screen focusing is required, however, you can improve overall image quality by changing the other settings in the shooting mode.

Although different phones have different settings, it is important to be able to control focus, exposure, white balance and ISO.

Tip 2

Focus



Very often the smartphone focuses before or after the subject. But you may “correct” it just touching the display!

Have in mind that every lens has it`s own minimal focus distance – the distance to the object on which may focus.

If your phone refuses to focus, just move a little away from the subject on the photo or switch to Macro photo mode.

Exposure



In photography actually you capture the light! That is why we should take care about the amount of light required for our digital pictures. This **amount of light, hitting the digital sensor** is called exposure.

If the light is not enough our picture will be too dark, or underexposed.

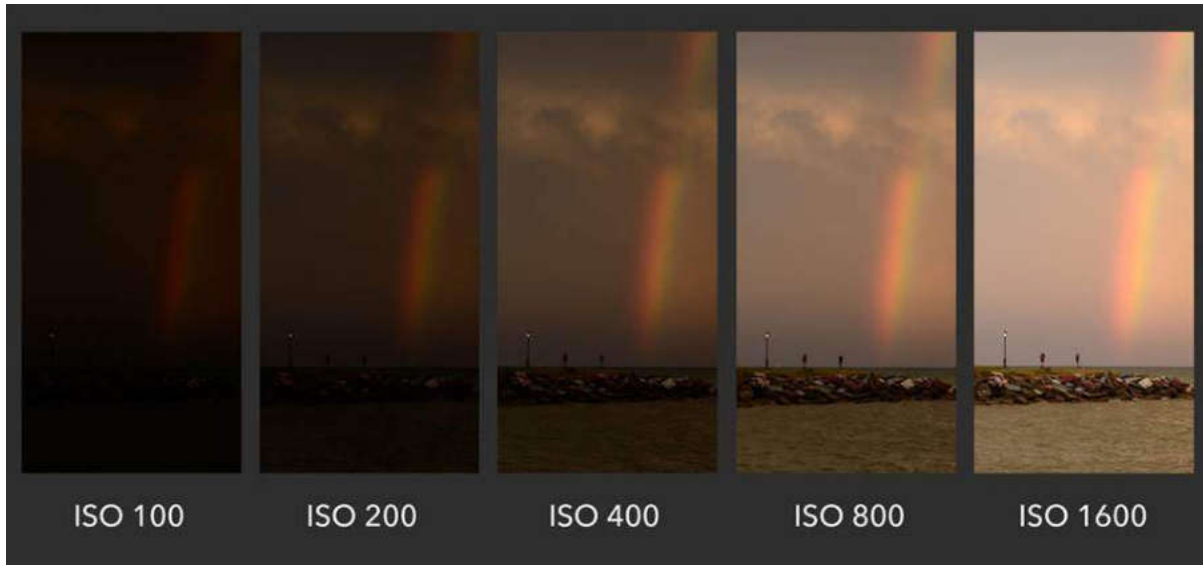
If the light is too much our picture will be too bright or overexposed.

On what depends the exposure?

- On the size of the lens hole.
- On the speed of the shutter that opens and closes, those way letting the light to touch the sensor.
- On the light sensitivity of the digital sensor, called ISO.

Tip 4

ISO



It decides how sensitive is the digital sensor of the camera to produce you an image with the required clarity.

It may vary from 25 to 3200.

If the ISO is lower, the image sensor is less sensitive and the image is smoother with less digital noise.

If the ISO is higher, the image sensor is more sensitive and the image has more digital noise and multi-colored speckles in the shadows and in the midtones.

When the camera is in AUTO mode, it selects the optimum ISO setting as per the conditions. Some smart phones allows the user to change the ISO setting manually.

Tip 5

White balance



In very general it is **adjusting the colors**, so the picture looks more natural!

The light, which always looks white for the naked eye, but actually accepts different colors depending on the source, has a "color temperature" that varies from cool blue to hot yellow.

Usually, the cameras on the phones themselves can adjust the white balance, but on the new models this can also do you, which allows you to modify the balance of colors to select preset white balance settings for typical conditions, such as cloudy, daylight, etc., and this way get more realistic ones.

Experiment with this feature to check the impact it affects your photos because its impact is different for different mobile devices.

HDR



HDR is a photo term for an image with a dynamic range larger than in ordinary photos.

The dynamic range is the difference between the brightest and the darkest elements of the image. Although the ultimate goal of HDR is to create more impressive photos, this is not a feature that should always be used for each picture.

The best advice on using HDR photos is simply taking a picture of the same scene with and without this setting and then judging which one you like the most.

When is recommended to use HDR?

Landscapes – Lighting is one of the most important aspects of good photography, but in the open, sunlight can produce too much contrast. HDR can balance these inconsistencies.

See this video (in English) <https://www.youtube.com/watch?v=enGQIFUO7EM>

In low light – If the picture is too dark as a whole or too dark in specific areas, you can use HDR to increase the overall brightness level.

When is recommended not to use HDR?

When shooting subjects moving

High contrasting subjects

Sight with bright colors

Tip 7

Zoom – optical, digital



Now all smartphones have the zoom function. But unlike the professional, where this is achieved by a combination of lenses and the quality is maintained when zooming in and out and is called optical zoom, in the phones it is achieved with a digital zoom.

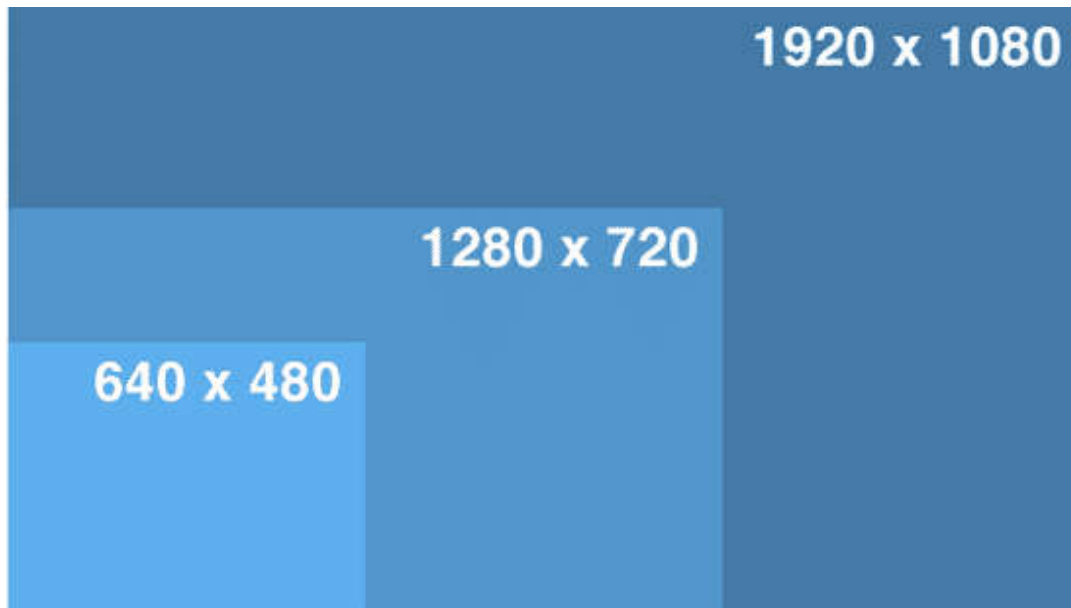
Avoid to use the Zoom function if possible!

Better get closer to the subject, thus **avoiding the digital zoom because it will reduce the image quality** and perhaps the picture will become blurry. If you have to shoot something close, it is much better to get close to the subject, but if that's not possible, shoot without zooming, and then edit the photo later with special software.

Some new camera phones have optical zooms that can be used because it does not increase the subject shot by expanding the pixels.

Tip 8

Resolution



It depends on how much detail your photo will contain and how many increases it may take later.

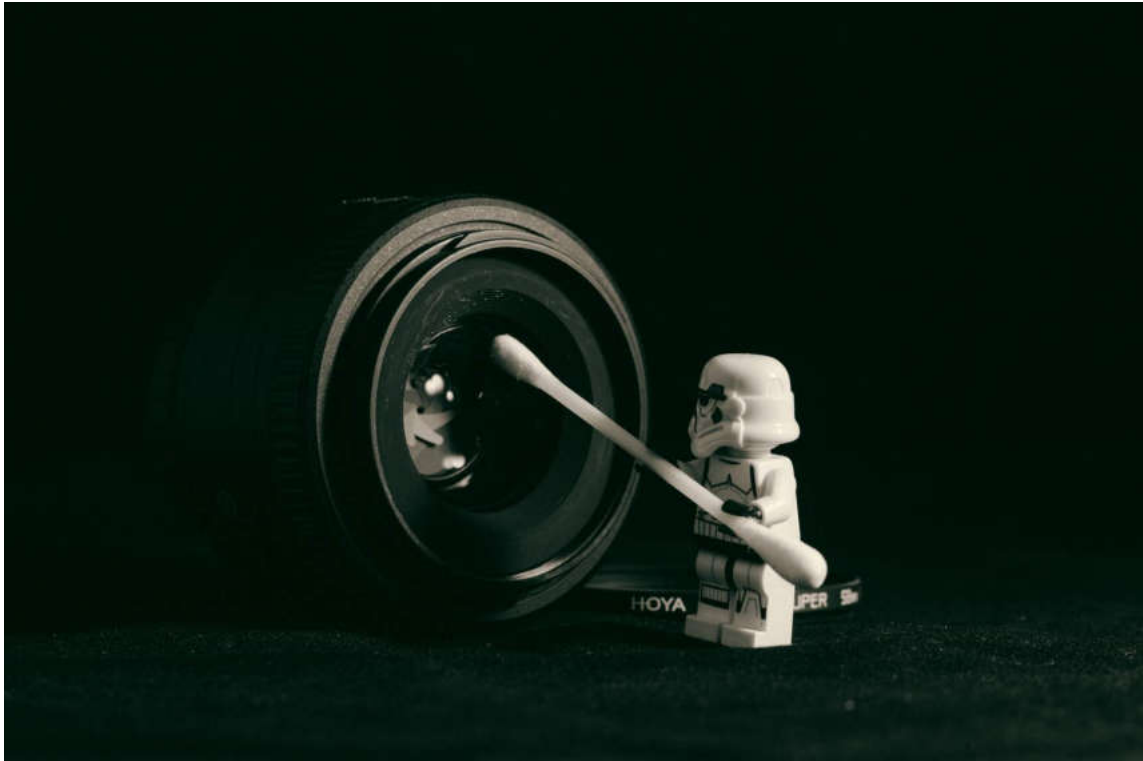
Most new phones allow you to select the resolution you want before taking a picture.

Keep in mind that the larger the picture, the larger the file size.

If you want to print photos later, use higher resolution, but if you want to share on line, use lower.

Tip 9

The lens



Clean the lens to make sure the lens is free from dirt and fingerprints. You probably keep your smartphone in your pocket or purse where the lens can easily get dirty.

Therefore, it is best to wipe the lens with a cloth before taking a picture. Use a microfiber cloth or cloths to clean the lens without scratching it.

Tip 10

Stability



The key method of reducing blur is to know how to keep your smartphone steady.

If you hold your hands off or away from your body, the picture will be more unstable. Moving the elbows to the sides of the body can give a little more stability.

But if you do not want even minimal trepidation, you need to get a tripod.

Experiment as much as possible!



Of course, these guidelines are just the starting point to start with.

Remember that each rule has exceptions.

Do not be afraid to go out of the frame if this helps to make a better picture.

CONTINUE



In some cases, even we captured the best digital moment, there could arise some problems with the picture – low light, not the best composition, dark or overexposed picture...

Do not panic!

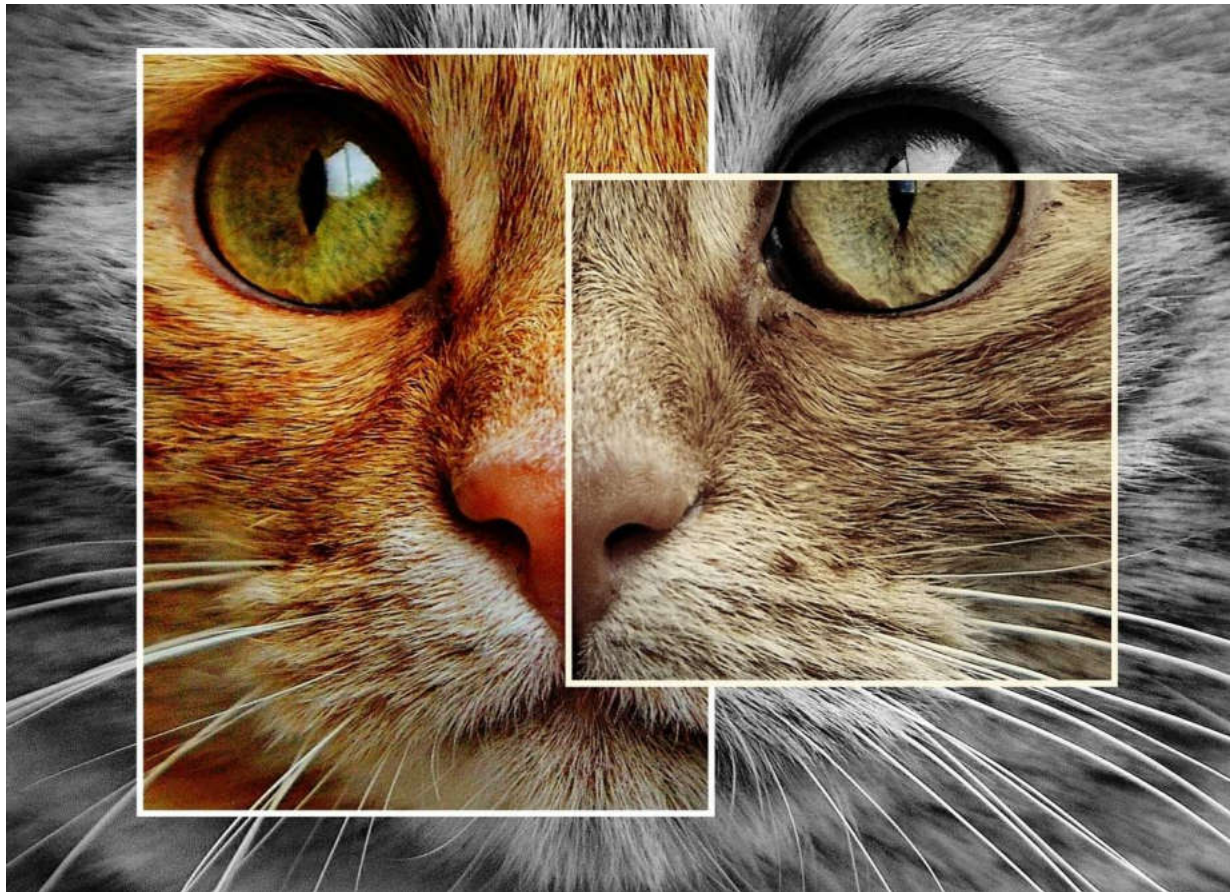
Now is the moment when the **image editing and correction** begin!

There are so many **software programs** for creating and editing images on the market. You can find free ones, and others that require paid licence to be used.



- Some are for professional use from professionals in the graphic and design field and others are for non professionals and beginners.
- Some are for creating images, some for editing images and some for both.
- Part of them are for local use on computer, another part is for online/ web use.
- Many of these programs are developed for computer use and /or for smartphones as well.
- There are many examples and lessons online as text and video, that may help you to decide what exactly to use.

We will just mention shortly some **typical editing features**



Cropping

Noise reduction

Color adjustment tools

Customisable brushes

Gradients

Resizing

Collage creation

Retouching

Framing

Different kind of filters

There's plenty for the more advanced user, too, including layer masks, bezier curves, cloning and masking tools

And many, many more...

CONTINUE

To point just some popular **free image editing software**

GIMP

PAINT.NET

Superb free photo editor, and comes with a huge array of professional-quality functions for fine-tuning snaps and creating your own artwork from scratch.

It includes layers, highly customizable brushes, filters and automatic image-enhancement tools, and support for a huge number of plugins (some pre-installed, and others available to download separately).

<https://www.gimp.org/>



GIMP

PAINT.NET

It's a quick, easy to operate free photo editor that's ideal for trivial tasks that don't necessarily justify the sheer power of GIMP.

<https://www.getpaint.net/>



And of course you may find on the net many more!

You may also try some **free online image editing tools**

Pixlr

<https://pixlr.com/>

BeFunky

<https://www.befunky.com/features/photo-editor/>

Canva

<https://www.canva.com/photo-editor/>

Fotor

<https://www.fotor.com/>

PicMonkey

<https://www.picmonkey.com/photo-editor>

Google Photos

<https://photos.google.com/>

PhotoCat

<http://www.photocat.com/>

Photopea

<https://www.photopea.com>

And many, many more... Try to search on the Internet!

ACTIVITY



ACTIVITY

Now is the time for some image editing and corrections!

Go to <http://www.photocat.com>, and start with editing your own photo, retouching or creating a collage!

You may try another on line editing tool too!

Lesson 8 of 10

Quiz n° 3

Let's go for the next quiz!

Questions

01/03

May we use zoom every time?



- ☐ Yes
- ☐ Never
- ☐ In some cases, when the camera has quality one

When we take a picture how to improve it?



☐ Using image editing software

☐ Never

Questions

03/03

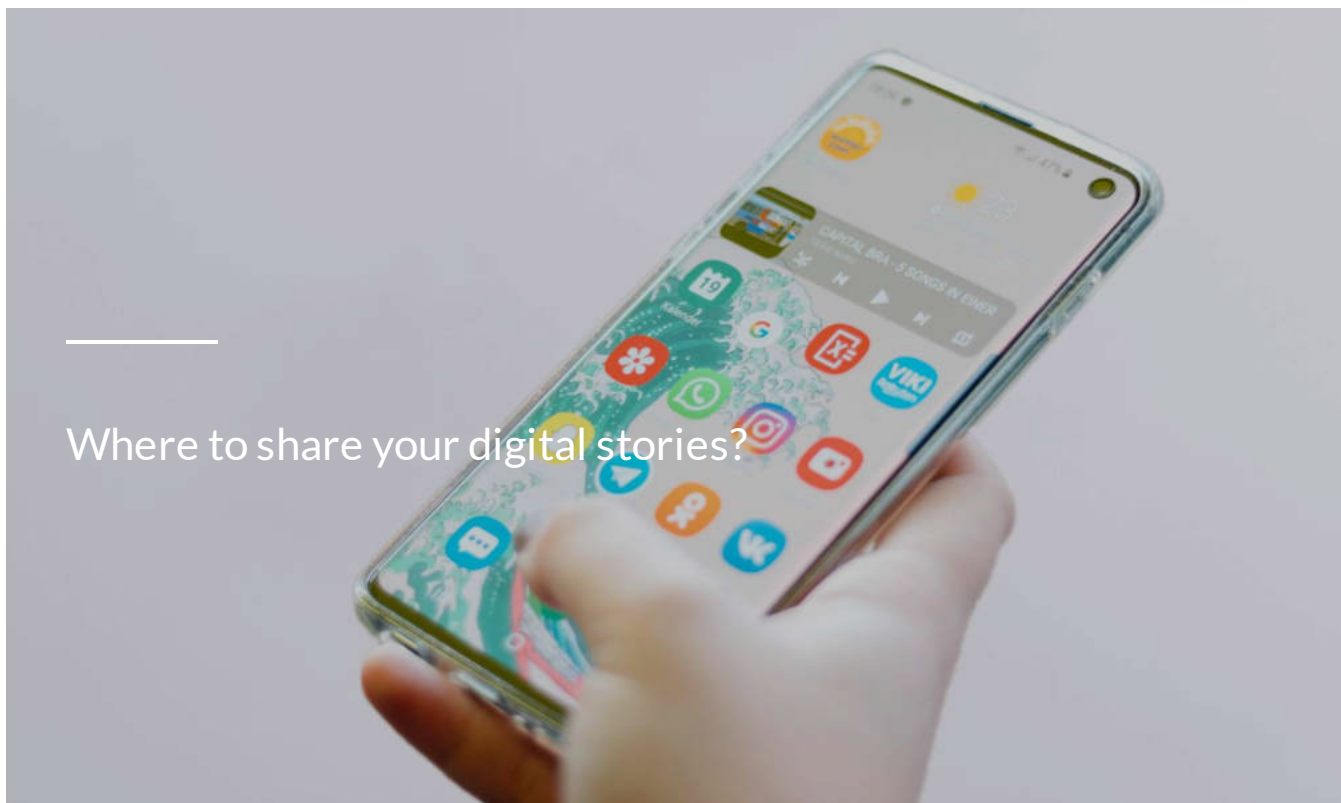
When we should NOT use HDR?



-
- ☐ Always
 - ☐ Never
 - ☐ When shooting subjects moving

Sharing your digital stories online

Where to share your digital stories?





Personal website

Personal blog

Facebook

Instagram

Flickr

Google Photos

Apple Photos

Other...

Facebook might be the default platform for sharing photos, but that doesn't mean it's the only free and easy to use option out there. Here are some other solid photo sharing options to make it easy to share photos with friends and family the way you want to.

The biggest thing to keep in mind while so many options is to think not about selecting the one with the absolute best features, but about picking the one that will be the easiest for your friends and family to use.

FACEBOOK

INSTAGRAM

FLICKR

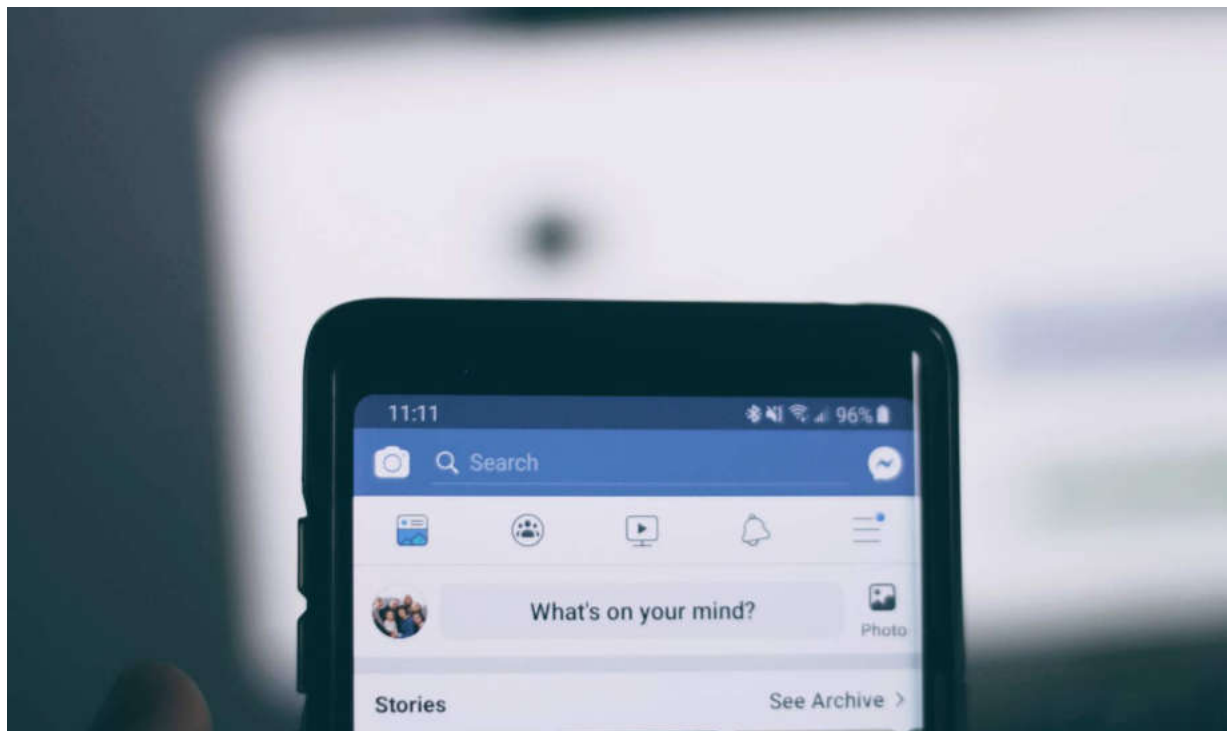
GOOGLE PHOTOS

APR

After uploading photos from a cellphone, web browser or desktop client, you can create albums, add captions and tag photos by date, location or the people in the pictures. Face recognition has also been added; it will try to recognize the faces in your shots and tag those people if they are on Facebook.

However, Facebook does shrink the images to fit onto the page. Facebook recommends sizing pictures to 720 or 960 pixels wide. You can use 2048-pixel-wide images if you select the high-quality upload option, but they still get compressed for viewing.

Another downside is that there is no way to share the original-size photo. But if a lot of your family members and friends are already on Facebook, it's a great way to share casual shots or family photos.



FACEBOOK

INSTAGRAM

FLICKR

GOOGLE PHOTOS

APR

If you're looking for an easy to use alternative to Facebook in terms of simple photo sharing with a social media feel, Instagram is a logical alternative.

(Yes, it's owned by Facebook, but for now, it's a separate service—and one much more focused on photos.)

The service is completely free, easy to install and setup on your mobile device, and while Instagram may have made a name for itself in terms of hashtags and public photos.

It is best for people who want a social media experience centered around photo sharing.



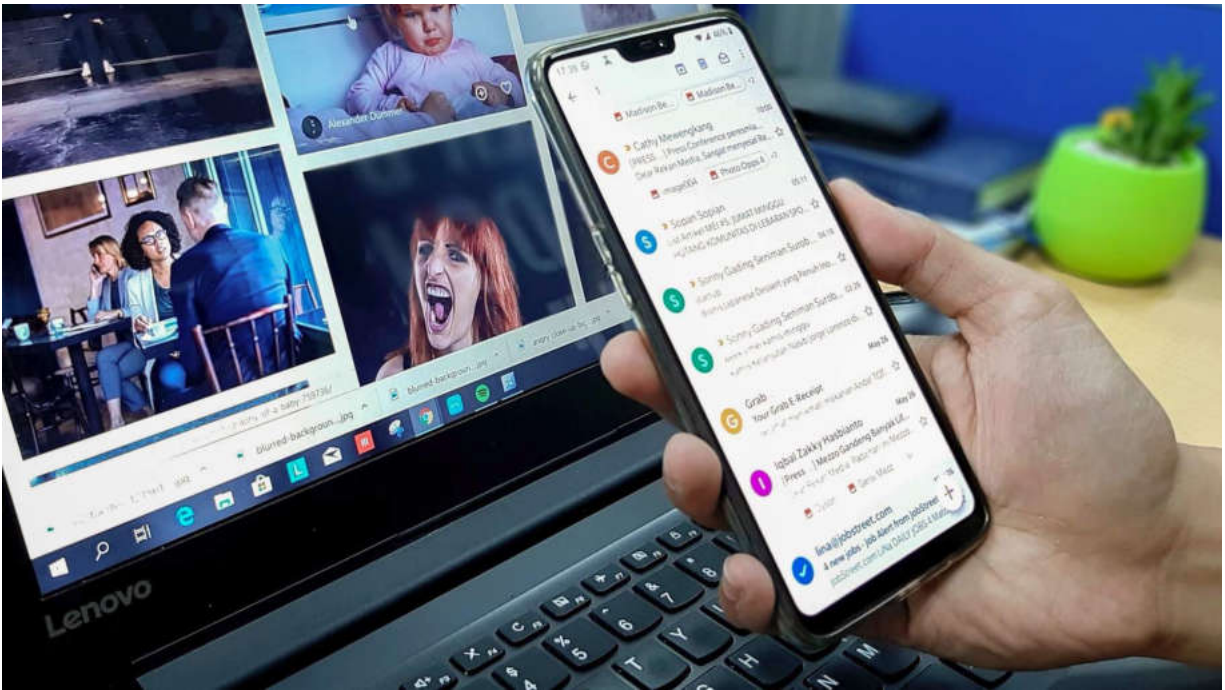
[FACEBOOK](#)[INSTAGRAM](#)[FLICKR](#)[GOOGLE PHOTOS](#)[APRIL](#)

Flickr remains one of the highest profile photo sharing sites on the internet, and with good reason: the entire service is oriented around high quality photo sharing, and the free tier of the service has a lot to offer.

The Flickr logo is displayed in a large, bold, sans-serif font. The word "flickr" is primarily blue, with the final letter "r" colored in a vibrant magenta.[FACEBOOK](#)[INSTAGRAM](#)[FLICKR](#)[GOOGLE PHOTOS](#)[APRIL](#)

Previously known as Picasa Web Albums, Google Photos is a pretty appealing option thanks to the unlimited storage for photos under 16 megapixels (which make up the vast majority of snapshots taken by home photographers) and ease of sharing. Your photos are uploaded in their full resolution and once shared with friends and family (via a mobile number or email address), they can be downloaded in the same resolution.

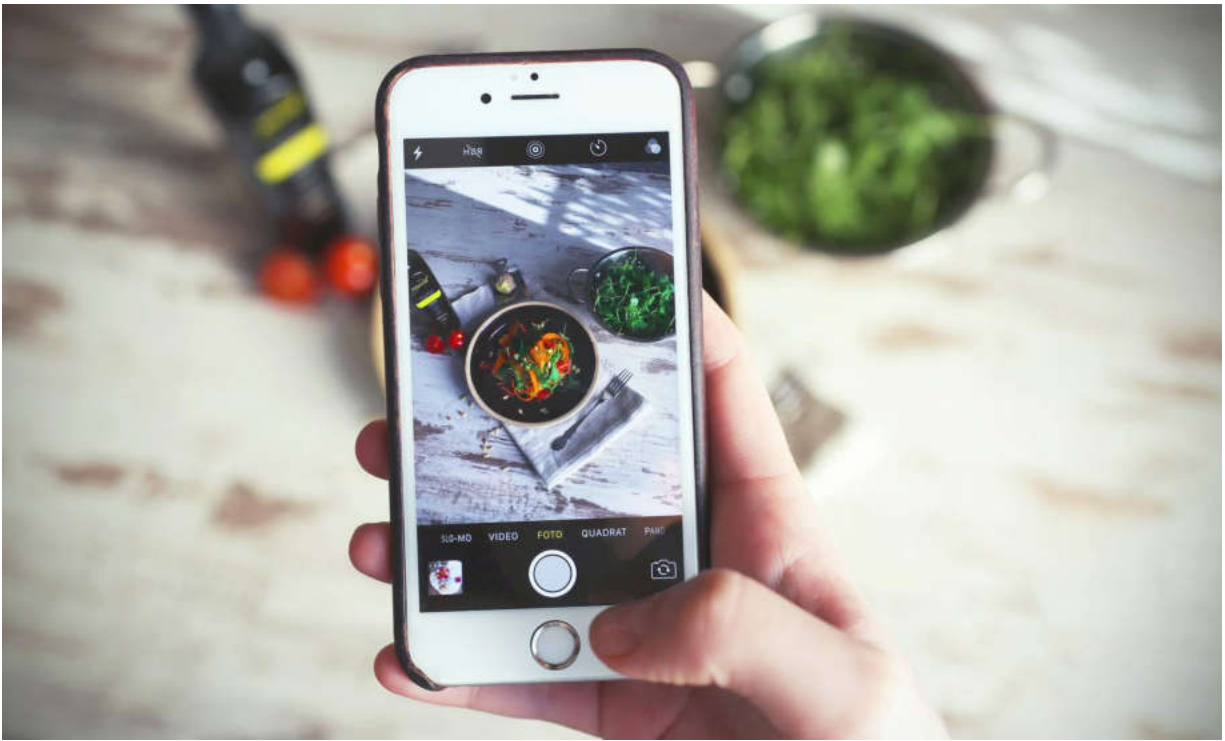
It is best for people with lots of photos on their PCs and phones.



FACEBOOK	INSTAGRAM	FLICKR	GOOGLE PHOTOS	APPLE
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Apple's iCloud service integrates with its own Apple Photos software on Macs and iOS devices, although you can use the basic features on a Windows PC. You can upload photos to the free 5GB of space and share them in an online photo stream that can be viewed in Apple Photos or as a web page.

Photos can be tagged with names and locations, and other iCloud users can also add their photos.



ACTIVITY



ACTIVITY

And now it is your turn!

Go to the web, and search for the most interesting and intriguing digital image story, in your opinion, and share it on your favorite social networks!

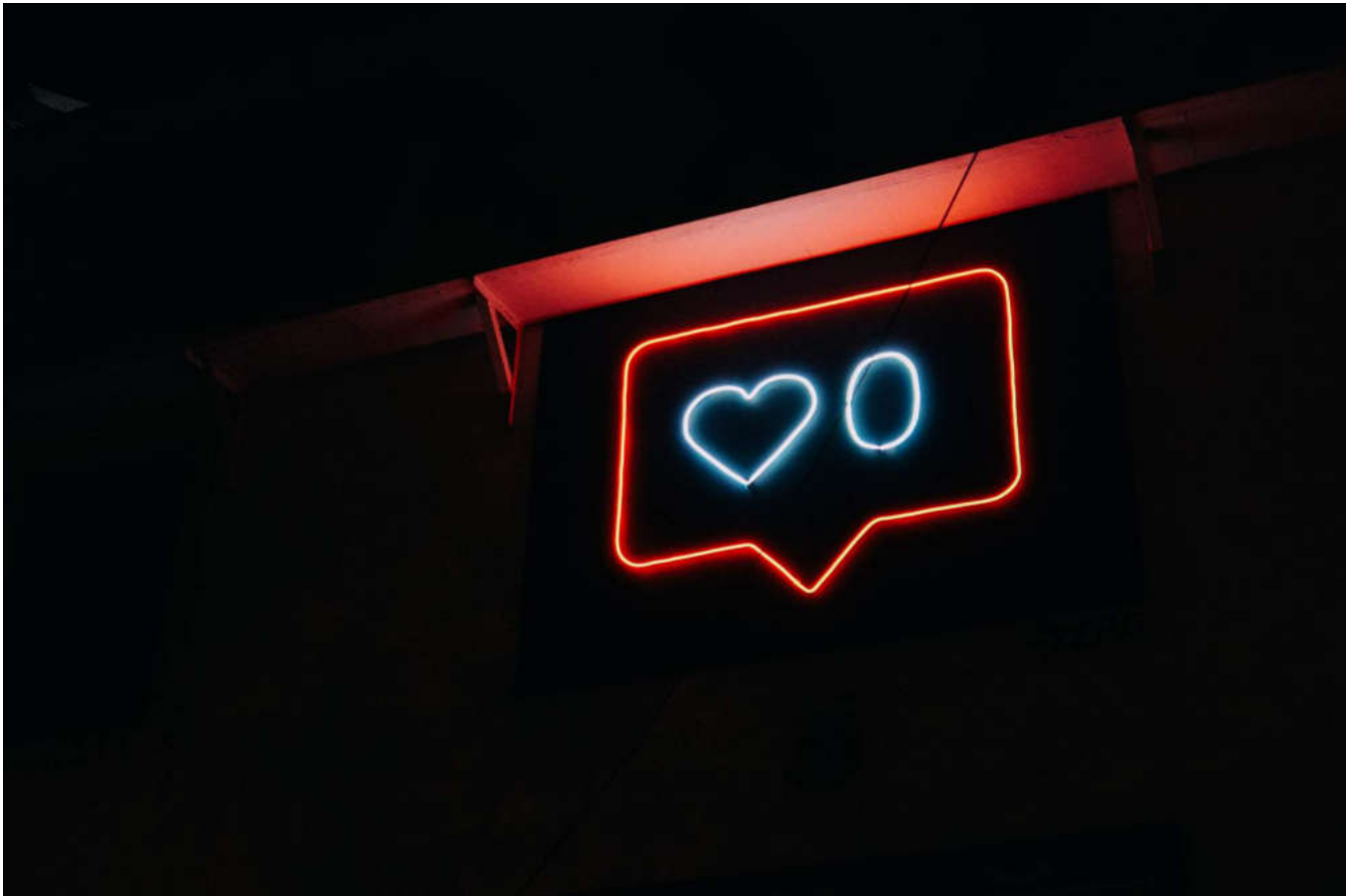
Quiz n° 4

Final quiz for this module, proof how much you learned!

Questions

01/03

What is the most popular platform for sharing images?



-
- ☐ YouTube
 - ☐ Linked
 - ☐ Instagram

Questions

02/03

One of the facebook advantages is that you can share the original-sized photo



☐ False

☐ True

Questions

03/03

If you have a lot of photos, then one of the best options is



- ☐ Instagram
- ☐ LinkedIn
- ☐ Google Photos