

# TRAVEL ➡ SNAP CARDS

## THINK VERTICAL



PHOTZY.COM

This Travel Snap Card has a very simple, yet highly important, message for you- the Travel Photographer.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

The ergonomics of camera design pushes the photographer to naturally hold it in a horizontal position. After speaking with dozens of photo buyers... the same comment came up time and again. *"We needed a vertical image, and we couldn't find one."*



### SHOOT VERTICAL, DON'T CROP VERTICAL



✗ **A** TOO TIGHT



✓ SHOT HORIZONTALLY

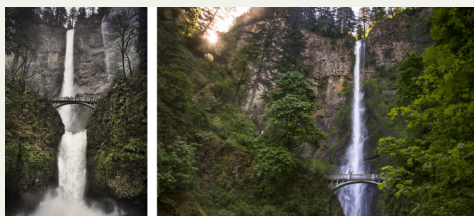


✓ COMPOSE IN-CAMERA TO THE GREEN AREA

Don't assume that your horizontal image can just be cropped to a vertical orientation. This can change the composition, and there is a significant loss of resolution. Some of the best potential customers for your travel photography will want to use the images at the highest resolution. Give them quality.

When going to a vertical image, you must make adjustment to composition and camera position. Cropping a horizontal image will result in a picture that is too tight and poorly composed (A).

### KEEP THE NATURAL FLOW



All scenes have a natural flow. This natural flow typically dictates the orientation of the camera. Multnomah Falls in Oregon, USA has strong vertical flow. Sometimes, you will have to work hard to provide vertical and horizontal coverage of a travel destination. It might take you some time to find the right composition that breaks the natural flow. **PRO TIP!** When you successfully break the natural flow, you will have an image that stands out from the competition.