

# Image Impact!

What is it?

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# What is Image Impact?

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- *"Image Impact" generally refers to the impression or influence that an image has on viewers.*
- *Impactful photos evoke laughter, sadness, anger, pride, wonder or another intense emotion!*
- *This is the Eye Candy, the WOW factor, it is the reason we love the photo.*

# What is Image Impact?

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- *Photos with impact don't just happen. They are thoughtfully created and nurtured and cultivated through the careful attention to photographic principals.*
- *Impact is what you get when many attributes are working together in concert*

# What Creates Impact?

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- *Think of impact as a stool supported by four legs.*
  - **CREATIVITY** – *The fresh expression of a scene conveying an idea or message.*
  - **COMPOSITION** – *Bringing all the visual elements to express the purpose.*
  - **TECHNICAL** – *The quality of the photo itself as it is presented for viewing.*
  - **STORYTELLING** – *The photos ability to evoke imagination.*

# What Creates Impact?

Inspired by Professional Photographer Association's 12 Elements of a Merit Photo.

Think of **Impact** as a stool supported by these four legs.



## How strong is the stool?

With 4 legs: Hard to knock over.

With 3 legs: Still very strong.

With 2 legs: Hard to stand up.

With 1 leg: Falls over.

With 0 legs: It's a snapshot.

## Storytelling

The photo's ability to evoke imagination.

## Creativity

The fresh expression of a scene conveying an idea or message.

## Composition

Bringing all the visual elements together to express the purpose.

## Technical

The quality of the photo itself as it is presented for viewing.

# How Strong is the Stool?

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- **With four legs: Hard to knock over.**
- **With three legs: Still very strong.**
- **With two legs: Hard to stand up.**
- **With one leg: Falls over.**
- **With zero legs: It's just a snapshot.**

# Original Cell Phone Image



Image by Lorell Leon

Image as submitted in January 2024



Lorell Leon

Image cropped and toned



Lorell Leon

Thank you

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