

Banner Photo Considerations

In the spring of 2020, it was suggested that the Nanoose Garden Club website editor change out the website's banner to more accurately represent our geographical area. I also thought it might be fun to have our banner changed out with the seasons. If members will submit images that can meet the requirements for a banner as mentioned below, or if an image has already been submitted that I feel will work, then the Nanoose Garden Club's website can be as fresh as members' involvement.

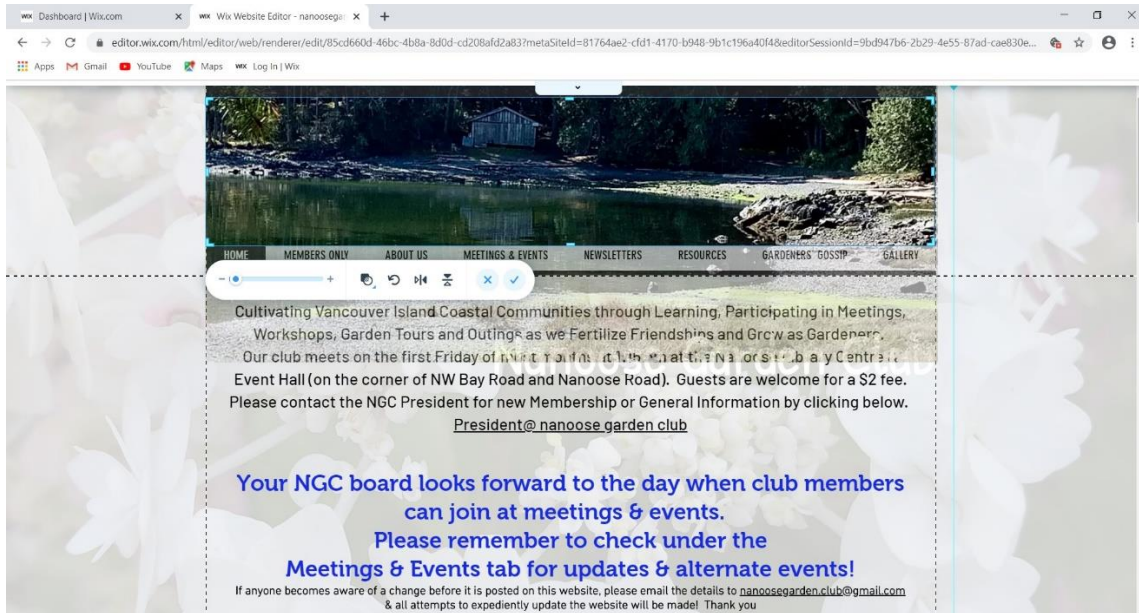
Regardless of how anyone feels personally about a particular image, there are some technically important issues to consider for a banner photo. The main subject matter must be at least **1/3 of the horizontal image** taken. For example, the previous banner, an image of a Japanese garden (pictured below), probably had all the sky and a majority of the foreground cropped to meet the requirements of a banner's dimensions. This particular image perfectly highlights the main features, colours and textures with fairly even exposure throughout.



To demonstrate, I have attached an example whole image taken at Moorecroft Regional Park and below that, a screenshot of the website's home page so you can see what happens when an image is cropped for the dimensions required of a banner.



The image above can be manipulated to include more trees and sky, or more foreground and water, however, the overall feeling of the original image is lost (in my humble opinion). Also, there is a fair bit of contrast between the exposure of the beach and exposure of the trees. The lighting must be considered for the appropriate coloured text 'Nanoose Garden Club' to overlap. In this example image, because the centre portion of the image is underexposed, a white or light-coloured font would have been used, but then a portion of the word 'Club' would have been lost within the overexposed beach. It has been my personal experience that gardens, flowers, wildlife, pets, and humans are captured best on overcast days. The lighting is more uniform and the colours are more vibrant.



Please consider these technical issues when going out to make banner images. If you have any other questions, please don't hesitate to ask.