

July 2009 Newsletter #18

Waterfront Festival

I don't know about everyone else, but I think the Festival is a great opportunity to take some photos. And hopefully the crowds are good for your business – but in any case, it's one of the fun times in Cobourg. And may the weather man be wrong more often – all the threatened bad weather went somewhere else – great stuff.

Showing photos

Photos add interest and colour to your web site. And they can convey a lot of information quickly. The old adage, "A picture is worth a thousand words" is still true. There are four ways that you might want to show photos on your site.

1. Small photos to illustrate a product or a person. It would be OK just as it is.
2. A picture that is OK by itself but a larger version would be good too. So you need to click on it for a larger sample.
3. A collection of photos or a gallery – each one should be able to be made larger and preferably should have a slide show or scrolling capability.
4. A slide show occupying the space of one photo.

As technology progresses, the ways of doing these things improves (or should). Let me describe each of these types:

1. Stand-alone photos on sites can have borders or drop shadows and can be any size. Or you can have a collage. Samples of this idea are here: <http://northumberlanddocs.ca/>
2. The most recent technique for making a larger version is shown here: <http://www.porthopehistorical.ca/railway.htm> The "growing larger" effect with no borders is way cool! It's a bit more work than my previous method but not enough to notice!
3. Once the number of photos gets large, I need to have an automated method of generating a gallery or the amount of work and the cost gets prohibitive. Photos can be sized in batches in Photoshop but then the gallery needs to be created. There are many methods out there but I want the method customizable, able to integrate with a site, able to cope with an unlimited number of photos, quick to create, and yet user friendly and attractive. Here is a sample of what I'm currently using: <http://www.probusnorthumberland.com/fling09.htm> and another version: <http://www.cobourginternet.com/photos6.htm> One of the problems is keeping the end result on a page so there is a minimum of scrolling.
4. Sometimes you want a slide show in the space of a single photo. The best way to do this is with "Flash" – examples are here <http://www.northumberlandfilm.ca/> (automatically changes) and here: http://www.imaltd.ca/details/husky_molder.htm (scroll to change). These are easy enough to create – the only catch is that they are big files and take a while to arrive for dial-up users.

Client Information page

To see all previous newsletters plus articles referenced, go to this page.

www.cobourginternet.com/webnewsletters.htm This page can also be accessed from the Cobourg Internet web site from the main menu. There is a new page which links to all the support information which was previously on the webnewsletters page. www.cobourginternet.com/support.htm

John Draper