

# carolina GARDENER

Magazine

*Carolina Gardener* has gone through some changes! Boasting better content, attractive design and content geared toward gardeners in the Carolinas, *Carolina Gardener* is one community you should be a member of. Check out our exciting features.



## Out & About

A personal visit to great gardens in the Carolinas.



## Try This

Plant suggestions from the best gardeners in the Carolinas.



## A Closer Look

A detailed review of a special native plant to try in your garden.



## Back to Basics

A practical feature especially helpful to those new to the Carolinas.



## Gardenscapes

Designs for your garden.

See Your Story Before It's Published

<ftp://ftp.carolinagardener.com>  
username: guest  
password: carolinagardener



## Greetings,

You may have noticed changes in the past year of *Carolina Gardener* Magazine. The magazine was in need of a fresh, exciting yet still familiar look that would appeal to both present and future readers. In each issue, you will notice a brighter, at times, unusual color pallet. Colors are selected to be bright, colorful, offering a variety as one would find in a garden. We have also fine-tuned our styles and formatting, using Berkeley OldStyleBook, 10 pt., 13 leading for all body copy and Frutiger for most headlines.

You will also find an increase use of illustrations in the magazine. These are not common illustrations or clip art; these are all done by Antoine Reid, *Carolina Gardener's* current Art Director.

As art director, my philosophy is utility. You want to output a product that people find visually stimulating, filled with useful information, a resource that readers will want to hold onto and keep in their collection. If you have any questions or concerns about design, photos, layout, please feel free to contact Antoine Reid Monday through Friday, 8:30 a.m. until 5 p.m. at the *Carolina Gardener* office. Also, Antoine can be reached by E-mail at [areid@carolinagardener.com](mailto:areid@carolinagardener.com)



Antoine D. Reid  
Art Director



# Picture This

## How to Get the Most From Your Images

Don't let a bad photo ruin a great story. Follow these guidelines and see stunning results that will set your story part from others.

As a writer, you have put all of your time into writing the perfect story. It is near perfect, Pulitzer Prize-ready, there is just one last element that will set your story apart from all the rest – the images. Pictures should be just as important to your story as dangling participles, punctuation and the title. Pictures speak to your readers; it provides them with a visualization of your subject, and they can help lead your reader through the story. Here are a few tips on how to get the most out of your images to compliment your story:

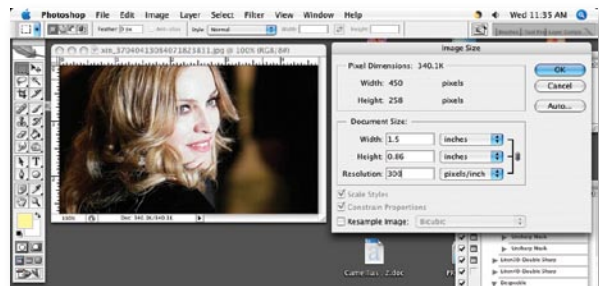
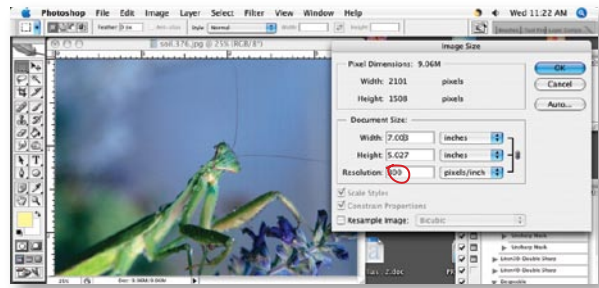
**1. Okay, What Is It?** You've chosen the pictures, now, what are they? Even though you may know what that image is or what's important in the picture, let the editor or art director know. Clearly label each picture – **labeling** your photos and **writing a short caption** for it will help you and your story make the right point.

**2. Size Matters!** You've found that stunning image you must have in your story. But, is it too small? The general idea is the bigger the dimensions of the photo, the better. If you are submitting a slide or an actual photo, size does not matter. We can scan it and output it at a decent, useable size. For digital photos, that's another story. If you have photo editing software such as Photoshop Elements or Photoshop CS, then you can check the size:


**A.** Open your image-editing program and find the “image” or “image size” menu. In Photoshop, you will find an “Image” pull-down menu at the top. Click on that, then on the “Image Size” submenu. A pop-up screen will come up that looks similar to those in the examples.

**B.** Resolution/Image Quality should be set to 300. By setting this field to 300, you will see the dimensions of the images as it will appear when it is at print quality. See the grasshopper: at a resolution of 300, it's approx. 7 x 5 inches. That's great! Yet, look at Madonna. At a resolution of 300, she's only 1.5 x 0.85 inches, big enough to serve as an icon on your desktop, not ready for a debut spread in your magazine.

If you encounter a case of the small and disappearing image, do not fret, there is hope. If you have the image on disc as it is pulled from your digital camera, send it. If you have it as a slide or an ordinary paper photo, send it. Even though the resolution may be low, the dimensions of the image may be huge. It could be 35 x 47 inches with a resolution of 65, and that's okay. When the graphic designer edits the photo and increases the resolution to 300, the dimensions will decrease but will in most cases be fine for print.



Remember, a resolution of 300 will give you a good idea of the true print size of your picture. The bigger the dimensions, the better!

**3. You have my photos, now what?** You've submitted photos, your story, and the next time you see it all together, you aren't sure what's happened to them. Are these the same images you've sent? Yes, and no. Your photos have been reviewed, edited and made ready to be printed in the magazine. The graphic designer has chosen what photos will best illustrate and compliment your story. It has been sized correctly, it has now been changed from an RGB (three colors used for computer display) to a CMYK (four colors used in print) profile, the contrast of colors has been adjusted so your photo is hopefully neither too dark nor too light. Based on photo composition, the photo has been placed to clearly show the most important aspects of the image. 

## Photo Guidelines in a Flash

**Photos:** Submit as slides, paper photos, digital (burn onto a disc and label). Files should be submitted as JPEGs, RGB color format.

**Labeling:** Label your slides with your name so that we may return them to you.

**Captions:** Be sure to properly label or identify your images! This helps with matching your photos to the layout and increases the clarity of your article from concept to publishing.

**Photo Credit:** If the photos submitted are not your own, then please provide proper information for the photo credit.