

Selecting the Right Stock Photos

Stock photo sites we love

- [Gettyimages.com](https://www.gettyimages.com)
- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://www.pexels.com)

Design aesthetic

Think about:

- Color palette
- Mood
- Style
- Lighting

Consistency

- Identify your aesthetic and stick with it!
- Use the pre-download complimentary versions of images to make a moodboard.
- Use your moodboard to make sure your images are cohesive; then purchase the files.

Search criteria

Try several different search terms and think about:

- Dimensions and cropping
- Point of view
- Depth of field
- Demographics

Editing

Make small tweaks to enhance the image, such as:

- Cropping
- Applying a blur filter
- Adjusting the colors
- Reducing contrast and layering with text



Great photography conveys emotion. Always look for the image that best conveys the learning principle and the right emotion.