

# Making A Lightroom Website Banner Crop

This tutorial uses Adobe Lightroom. The same capability exists in most photo editing software. Knowing the basic method should allow you to figure out how to obtain the same result in your software.

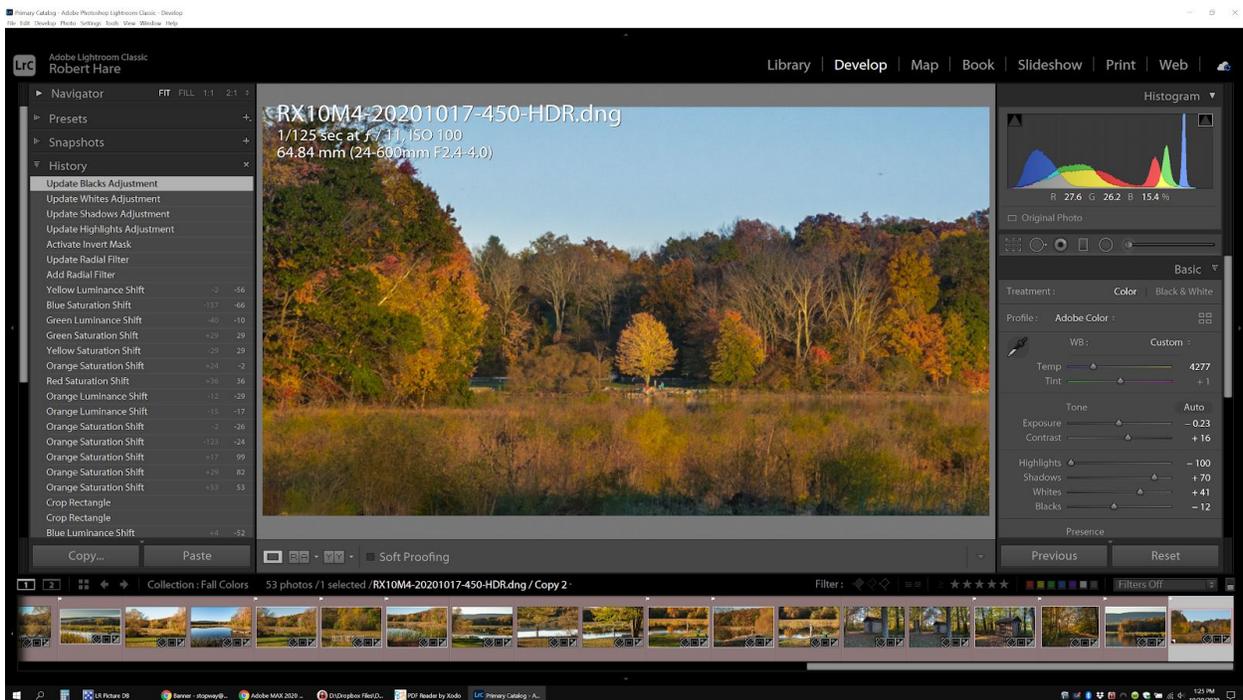
## How to crop a suitable picture for use as a PPC website banner image.

Find a picture with a suitable scene. Something that will fit in a wide, low rectangle such as a landscape horizon, a seascape or a distant mountain chain. Even a horizontal row of ducks might work.

Start with the highest resolution image possible. You are going to seriously crop down the image size, which will then be enlarged to fit the banner space. This can result in a grainy, fuzzy image if the initial resolution wasn't high enough.

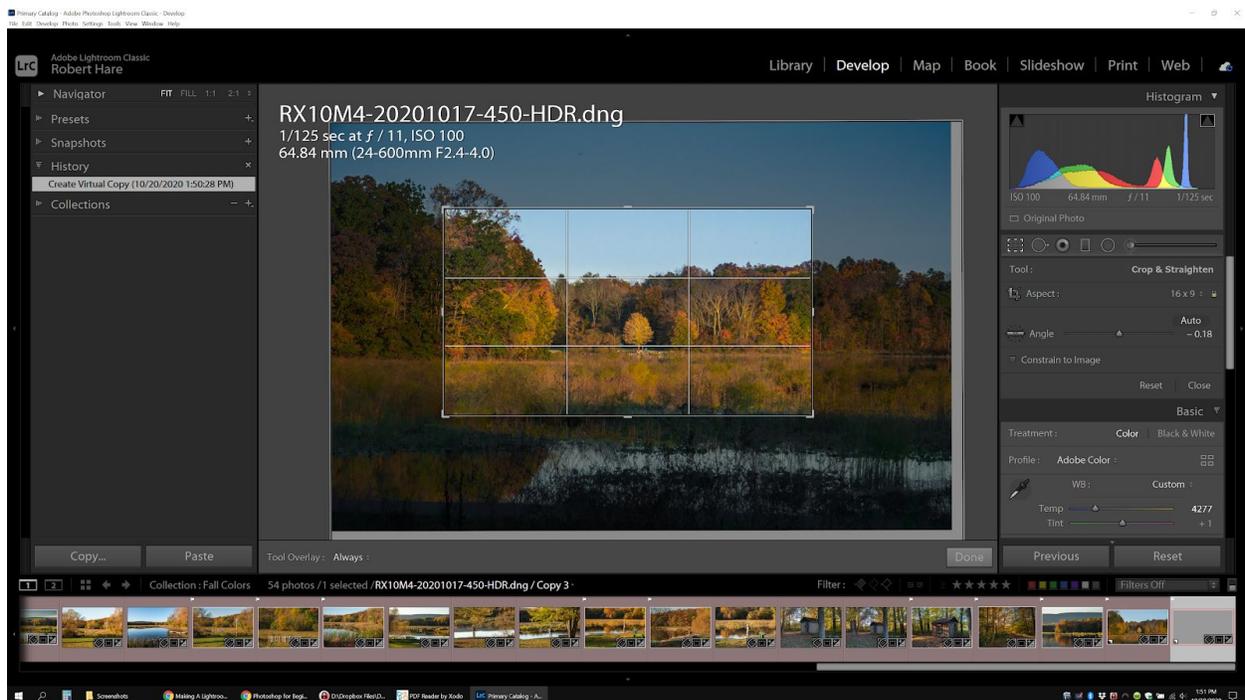
## Doing the Crop

Here is an image suitable landscape image suitable to crop down to a wide landscape.



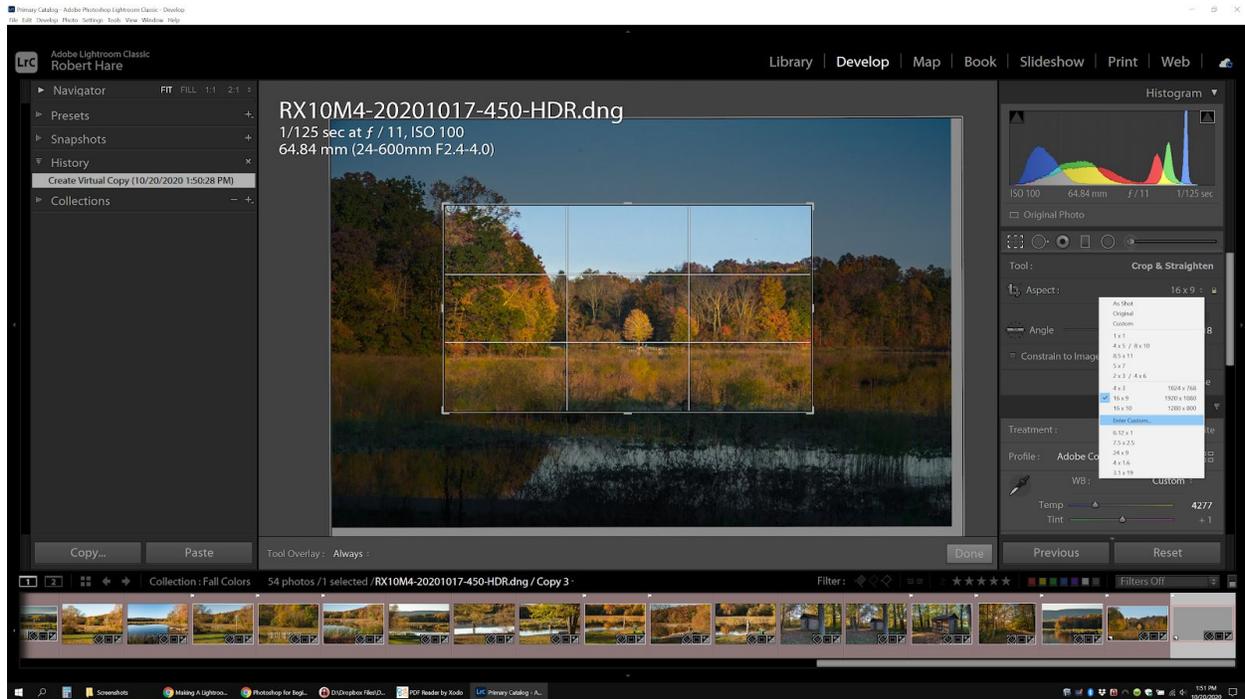
I suggest you create a virtual copy of the picture you want to modify so that the original edited picture is still available. In the Library or Develop Module, select the Photo pull down menu and then select “Create Virtual Copy”. This will duplicate your picture so that you can crop it without changing the source image. Take the virtual copy into the Develop Module.

The required format for our website banner is 1900 by 310 pixels. To crop this picture to that format, we start by using the Crop Tool in the LR Develop Module.

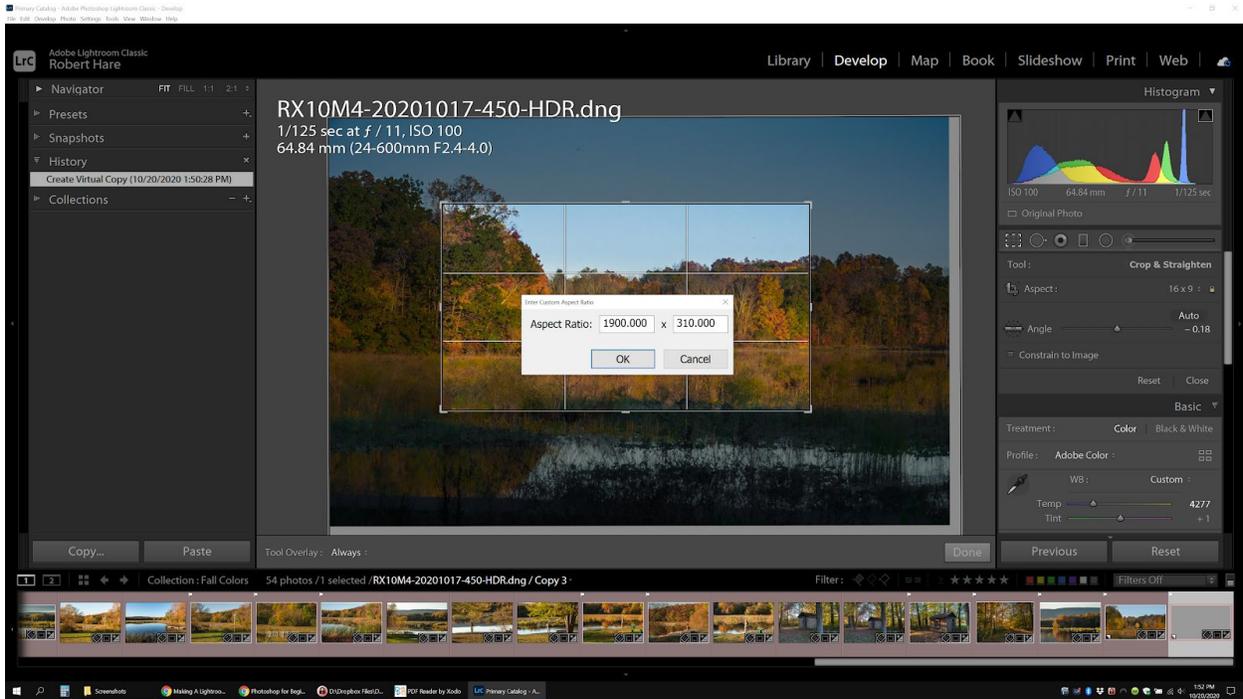


The LR suggested crop aspect ratio is the existing image aspect ratio. We need to change the desired crop ratio to 1900 x 310. If this is the first crop to this ratio, you must create a custom crop ratio.

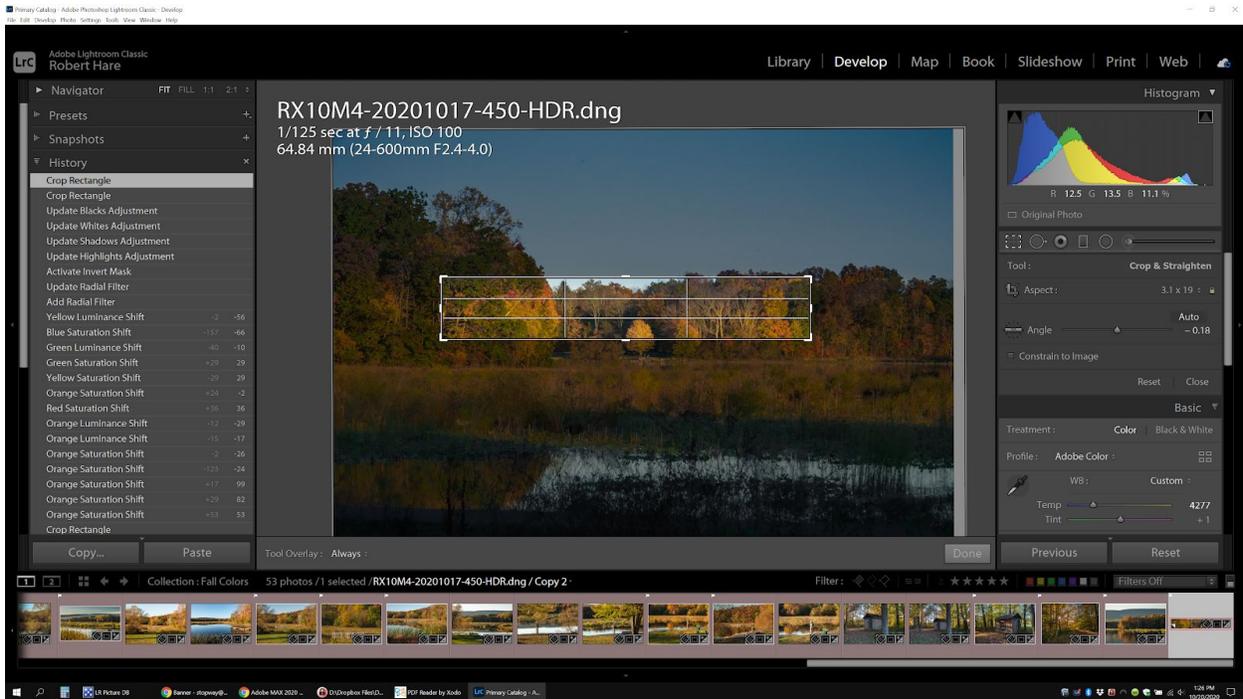
Click on the Aspect value shown in the crop dialog box, “16x9,” to open the aspect selection box. To create a new aspect ratio, select the “Enter Custom” option.



Type in 1900 x 310 (LR supplies the “.000” digits - you don’t need to). Press OK.

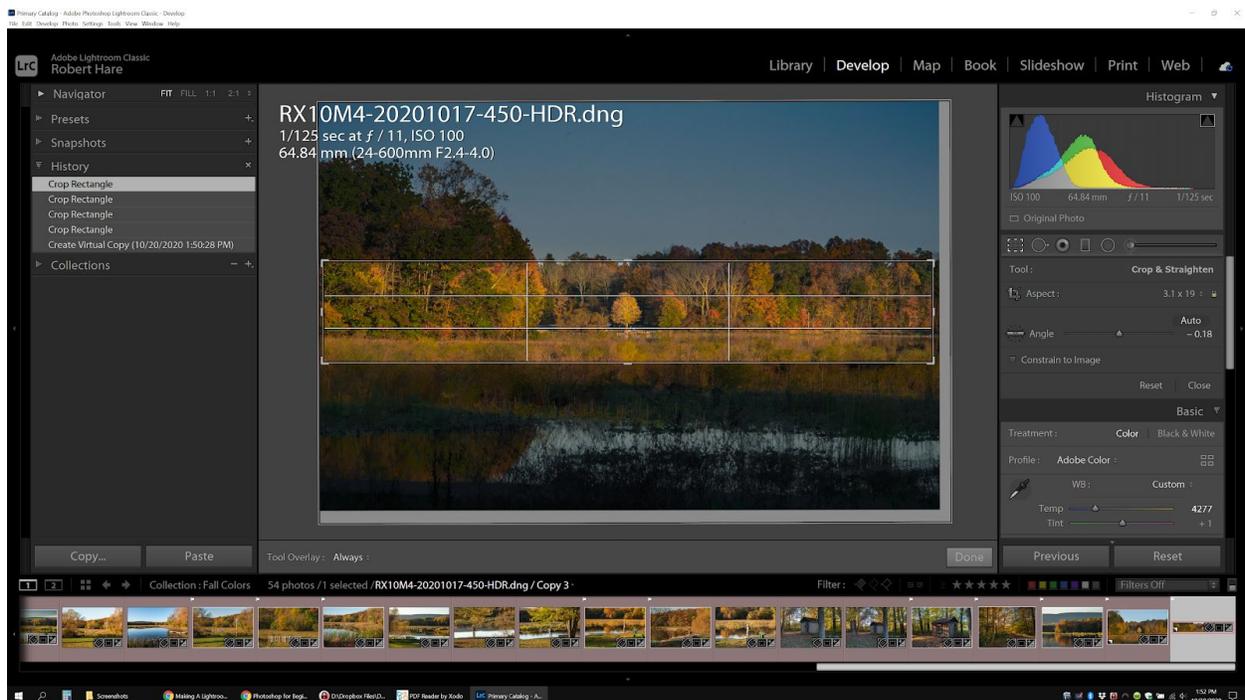


The crop box is now showing a 1900x310 locked ratio.

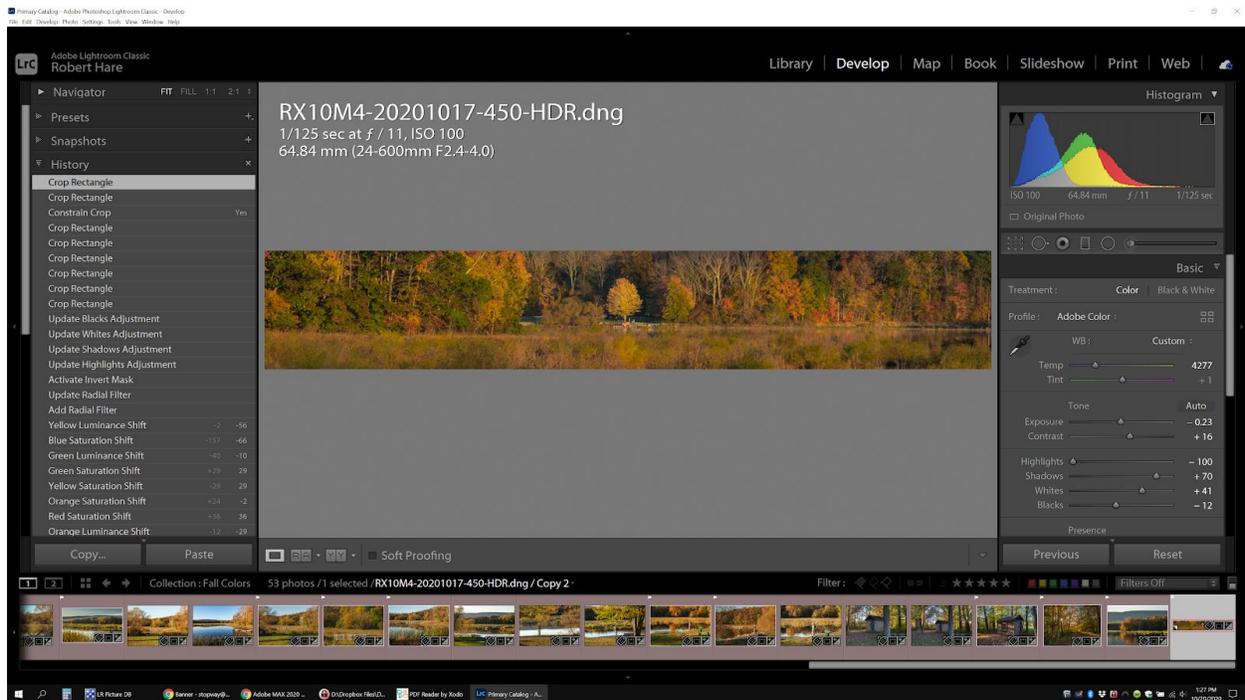


Resize and move the crop box as necessary to position it over the desired scene. Since the box ratio is locked, the ratio will remain fixed at the desired ratio. At this point you may find that the picture is not suitable for cropping into an interesting panorama. Move on to another picture if this is the case.

Once you have created the custom 1900x310 pixel crop ratio specification, it will remain in the custom aspects section of the Aspect selection box to be selected and used easily in future banner image creations.



Once you have the crop where you want it, click on the Done button and do any other post-processing that is required.



If, later, you want to change the crop, simply take the image back to the Develop Module, select the Crop function and re-crop the picture as desired. LR is non-destructive - you can undo anything until you export the picture out of LR. If you created a virtual copy before cropping, you should have both your original picture and the cropped version.

Job well done!

## Submission of Your Masterpieces

Send your website banner candidates to Bob Hare, Webmaster at [stopway@gmail.com](mailto:stopway@gmail.com). Any banner candidates submitted will be placed in the banner pool for selection when needed. Size matters, use as high a resolution as you can in making your image.

Reasons why a banner candidate might be more likely to be selected for the current weeks showcasing:

- The image is not too grainy or out of focus - we are a photo club after all.
- The image is interesting - we are trying to attract eye-balls as they say in the industry.

- The image is appropriate to the season, if applicable. A lovely snowy scene looks out of place in August. A non-seasonal abstract image knows no seasons and so is always eligible. Same considerations for holiday scenes.
- Any scene that catches the eye is a good candidate. It does not need to be seasonal or a landscape. Some examples follow below.

We try to use as many different member images as possible to share the wealth of banner fame. But submission numbers have been low, so send it a lot of images and you load the dice in your favor for frequent showcasing.

Some of you have been notified that the Webmaster has taken one of your album images and converted a copy into a banner. I try to always notify the photographer that this has happened and they always have the option to refuse having their images modified in this manner. None have to date.

Looking for a panorama in a normal photo is an interesting exercise. I invite you all to try it and share your work with the rest of us.

Bob Hare

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### **Some non-landscape examples of suitable banner images:**



Candace Roper



Bob Hare



Eric Goins