

Lesson 2

How to decide how big you should print

Understand standard photo sizes



	Hand-held photos Small	Poster-size photos Medium	Gallery-size photos Big to huge
Standard dimensions	5"x7" and smaller 10 x 15 cm and smaller	8"x 10 " to 24"x 36" 20 x 30 cm to 60 x 90 cm	24" x 36" to 40" x 80" 60 x 90 cm to 100 x 200 cm
Viewing	View from very close	View from 1+ yards/meters	View from 2+ yards/meters
Hanging	Purchase traditional frame to display on side table or wall	Purchase traditional frame to hang on wall Hang Xpozer prints using innovative Xpozer frame (included with print!)	Purchase traditional frame to hang on wall Hang Xpozer prints using innovative Xpozer frame (included with print!)

Hanging photo prints at home

Think about spaces in your home where your photos would look great:

Living/family room

- > Bedroom
- > Kitchen/dining area
- > Hallway/staircase
- > Office

Choose the right size print:

- > Measure the furniture near where your photo(s) will hang
- > Choose a photo print size that is at least 2/3 the width of that furniture

Consider the effect you want to create with your photo(s):

- > Look for photos with colors that will create the effect you want (or that you can adjust to those colors)

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Color effects

Warm colors - Use these colors to boost the sense of comfort or energy in your space.



Creates strong impression
Brings people together



Uplifting
Welcoming



Very energetic
Evokes excitement

Warm colors - Use these colors to boost the sense of comfort or energy in your space.



Encourages relaxation
Sense of stability



Restful
Unwinding
Comfort



Restful
Dramatic and sophisticated

