



ADD CONTRAST There are no need to be a master! A simple contrast can make an image to be seen in comparison with the rest. It's like having a dark background for a light foreground. The 'my little morphée' has a light foreground and a dark background.

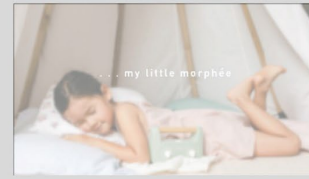
Contrast is the difference between the light and dark areas of an image. The more contrast, the more visible the elements are. The 'my little morphée' has a light foreground and a dark background.



INTEGRATE TEXT WITH IMAGE Text can be integrated with an image in a way that is not distracting. The text can be placed in a way that is not distracting. The text can be placed in a way that is not distracting.



FOLLOW THE FLOW Following the flow of an image or the direction of the eye can help to guide the viewer's attention. The text can be placed in a way that follows the flow of the image.



BLUR THE IMAGE Blurring the background of an image can help to focus the viewer's attention on the subject. The text can be placed in a way that is not distracting.



PUT TEXT IN A BOX Putting text in a box can help to make it stand out from the background. The text can be placed in a way that is not distracting.



ADD TEXT TO THE BACKGROUND Adding text to the background of an image can help to make it more interesting. The text can be placed in a way that is not distracting.



GO BIG WITH THE TEXT Using large text can help to make an image more impactful. The text can be placed in a way that is not distracting.



ADD COLOUR TO THE TEXT Adding color to the text can help to make it more visually appealing. The text can be placed in a way that is not distracting.



APPLY A COLOUR CAST TO THE IMAGE Applying a color cast to an image can help to create a specific mood. The text can be placed in a way that is not distracting.



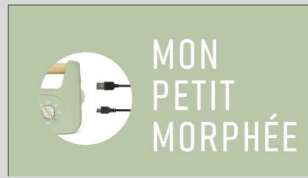
GO SUPER SIMPLE Keeping the design simple can help to make it more effective. The text can be placed in a way that is not distracting.



SIDE SHIFT THE TEXT Shifting the text to the side can help to make it more visually appealing. The text can be placed in a way that is not distracting.



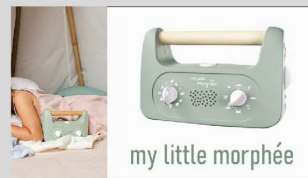
THINK OUT OF THE BOX Thinking out of the box can help to make an image more creative. The text can be placed in a way that is not distracting.



VERTICAL RHYTHM Using vertical lines can help to create a sense of rhythm. The text can be placed in a way that is not distracting.



ADD THE HOVER EFFECT Adding a hover effect can help to make an image more interactive. The text can be placed in a way that is not distracting.



IMPLEMENT RULES OF PERSPECTIVE Using perspective can help to make an image more dynamic. The text can be placed in a way that is not distracting.

16 image + text combinations 8 differing taglines

- > my little morphée
- > fall asleep and calm down
- > prepare children for bedtime
- > the best gift you can give yourself
- > profoundly improve your wellbeing
- > bring peace to your daily life
- > benefits of meditation and sophrology
- > recharge your batteries

my little morphée



ADD CONTRAST

Text has to be readable to be successful. Make sure that text varies in colour enough to be seen in combination with the photo. If you have a photo with a dark background, opt for white (or light coloured) text. If your photo has a light background, go with a dark-coloured type treatment.

Contrast can also refer to the size of text in relationship to what is happening in the image. Lettering should work with (not against) the image. The elements work together but they contain an element of contrast.



INTEGRATE TEXT WITH IMAGE

Sometimes it just works that text becomes – or is – part of the image you are working with. This can be tough to achieve and only works in limited cases. You either need a simple image and word to work with, or an image that is taken with text in it.



FOLLOW THE FLOW

Working with the visual flow of an image is one of the most important tips when it comes to working with text and photos. You need words to fit into logical parts of an image. And please be careful not to put text over important parts of an image, such as the main action in a photo, faces or the product you are trying to showcase.

In terms of visual flow, look for spaces for text where the subjects of the image would look or think.



BLUR THE IMAGE

One of the simplest tools you can have in your kit is the ability to blur part of an image. Adding a little blur to the background of an image with software such as Adobe Photoshop can help your text stand out. Blur can also add focus to your overall concept, such as the Wallmob website above. Blur brings the actual product and text into sharper focus for users of the site.



PUT TEXT IN A BOX

When photos contain lots of colour or differences between light and dark sections, putting text inside another frame can really make it stand out.

Choose a shape – you can see a rectangle and circle above – that works with your word choices and image. Then look for a colour for with some transparency for a softer feel that allows the image to show through.



MY LITTLE MORPHÉE

ADD TEXT TO THE BACKGROUND

One of the best “tricks” out there is to put the text in the background part of the image rather than the foreground. Typically backgrounds are less busy and easier to work with when placing text. Backgrounds are often a single colour as well, making it a location where text colour is easy to figure out and even easier to read.

The end result is a natural-looking placement that does not require a lot of tricks or alterations to the main photo. Play with subtle shading effects, such as Caitlin Wicker’s site above, for text placement that also adds an element of depth to the image.

MY LITTLE MORPHÉE



GO BIG WITH THE TEXT

When you are not sure what works, consider going big. This applies to both the image – make it larger than life – or the type itself. The element of size will grab a user’s attention and with one element used large it can make it easier to create scale with the text and image.

Using big images, such as the coffee beans above, can help with shading and contrast differences. Using big text can add enough weight to lettering where it will appear readable against almost any image.



my little morphée

ADD COLOUR TO THE TEXT

Adding a hint of colour can also add visual interest to an image. The sites above take two very different approaches – one uses a contrasting colour not seen in the image to highlight certain words, while the other uses a tone that mirrors the image. Both techniques can be equally effective.



APPLY A COLOUR CAST ON THE IMAGE

An effect that is becoming more popular is the use of colour casting over images to allow for text placement. While this can be a tricky effect to accomplish, it can also make for a stunning design.

Opt for a colour that has high visual interest. The balance is in making the overlay colour transparent enough for the image to show through, but not so transparent that the text is difficult to read. You may have to experiment with several colour and photo options before mastering this trick. Not sure what colour to use? Start with an overlay related to your brand colours.



my little morphée

GO SUPER SIMPLE

The time-tested design advice “keep it simple” applies to text and images as well. You really want people to see both the photo and the words. Applying too many tricks can have the opposite effect.



my little morphée

morphee

SIDE SHIFT THE TEXT

When you place typography on photo, it does not exactly mean that the photo should underlie content entirely. You are free to play with the background to establish a focal point on the content. For this, you can easily shift the image a little bit. You can move it either to the bottom or to the left or right side.

Things to pay attention to are contrast, size, and style of letterforms. The deal is, in this particular case, text over image will have some problems with readability since there is no uniformity in the backdrop.

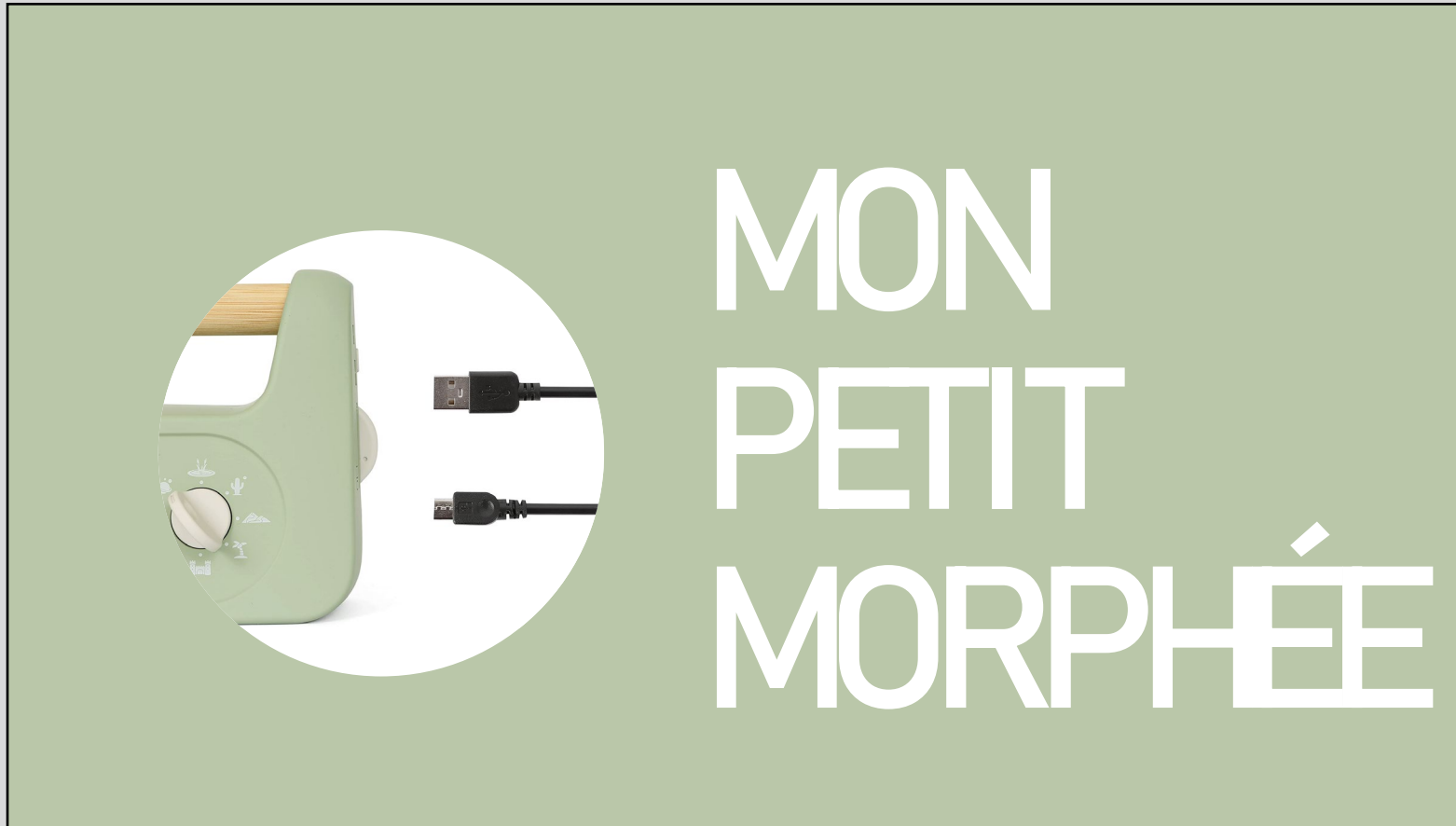


MY LITTLE MORPHÉE

THINK OUT OF THE BOX

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VERTICAL RHYTHM

When putting it into play, you can follow three main patterns. First, you can literally use vertical lettering to imitate aesthetics inspired by the traditional Japanese writing system. Just change the direction of reading flow, making it from top to bottom and then from left to right.

Second, you can twist an angle of the caption by rotating the typography on photo 90 degrees,

Finally, you can stick to the habitual horizontal reading flow with text over the image, however, divide it into words and arrange them into the column.



ADD THE HOVER EFFECT

Perhaps, adding a hover effect on the text on the image is one of the time-proven tricks in the toolset of dynamic solutions of these days.

This idea was with us for ages – we saw it all the time applied to the buttons or navigation links – however, only recently, it has become apparent that any detail of the scene may benefit from it. And typography on the photo is one of those situations where it can reveal its hidden potential the most.



my little morphée

**IMPLEMENT RULES
OF PERSPECTIVE**

The image plane has been broken the title into several layers to emphasize the central part unobtrusively. Note the movement of the entire content block

- > my little **morphée**
- > fall asleep and **calm down**
- > prepare children for **bedtime**
- > the **best gift** you can give yourself
- > profoundly improve your **wellbeing**
- > **bring peace** to your **daily life**
- > benefits of **meditation** and **sophrology**
- > **recharge** your **batteries**