

Cropping digital picture files for flyers in Quick Qualifier

You can also view a training video. Go to www.mortgagesoftware.com Then go to the Demo section

Quick Qualifier auto-sizes computer picture files to fit in Open House flyers. This is convenient. The flyers are a template and regardless of the size of the picture, we make it fit.

However, the picture must have the correct proportions. Pictures of homes need to be in landscape layout. When you take a picture with a camera held normally, they are wider than tall.

In our flyers, pictures of people have to be in portrait layout. Taller than wide, which is the typical shape you see on a business card.

Here is an example: You have a picture of a person, in landscape layout:



Cropped area

← A picture taken with a camera. Watch what happens if the picture is resized to portrait layout. It becomes horizontally compressed. (Below)



She got really thin. Some people could use a little thinner, but it usually looks weird. So instead of compressing the picture, lop off the edges. This is called ***cropping***.



With the picture cropped instead of horizontally compressed, we retained the shape. The picture new is 1.33 taller than wide.

Landscape, is just the opposite...a one and a third wider than tall.

You can use the same technique to change any digital photo. If a picture of a house includes garbage cans and a rusty pickup, you can crop the entire photo without changing the shape. (Same as if you had walked closer to the house before you snapped the shot.)

There are many software programs that crop pictures, including Adobe Photoshop, Microsoft Publisher and Microsoft Office Picture Manager. If you do not have a program and want to save money, freeware is available at www.IrfanView.com. (Freeware is not for commercial use, but the license is inexpensive.)

Here is a classic example. If a picture file won't open in QQ or the file is so big it is bogging down your computer, open it in IrfanView and save it as a .bmp (Bit Map) Now you have a new file in a highly efficient ,Windows compatible format.

The good news is that you can use this method for any application...not just Quick Qualifier!