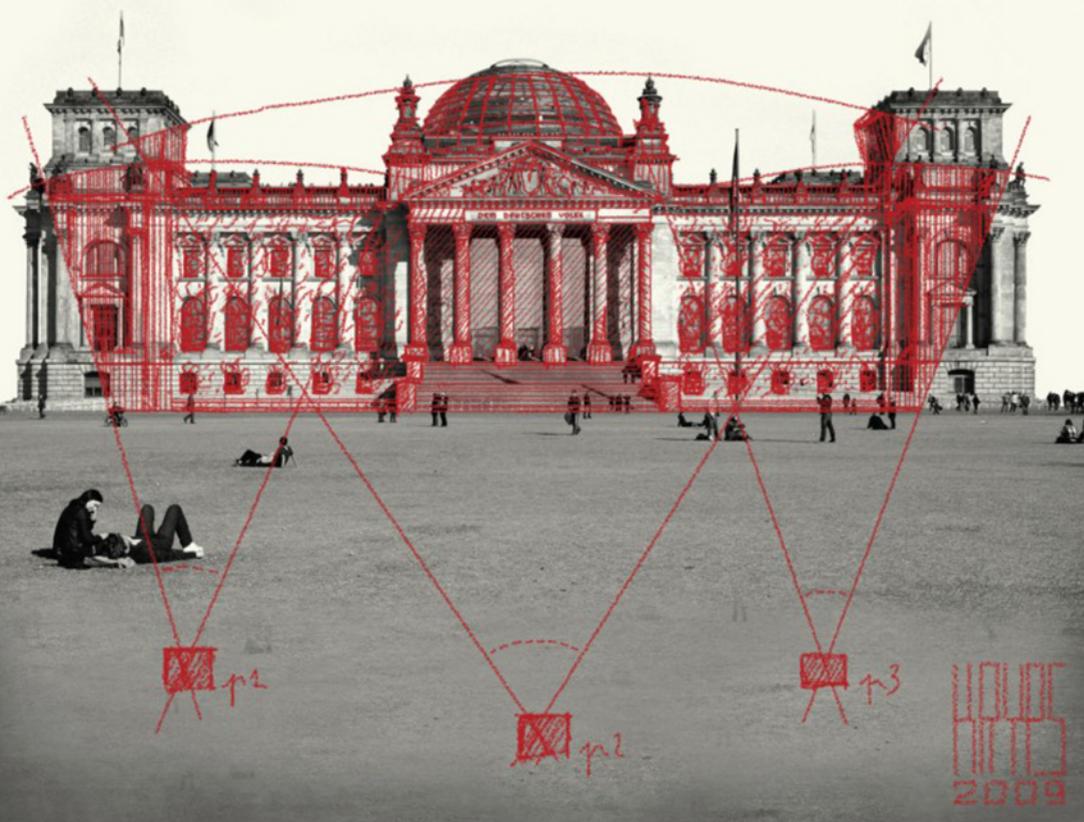


edited by Paolo Schianchi

Architecture on the Web

A critical approach to communication



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4.1.24 The value of the image

by Ken Schluchtmann

For people who work with images, like me, the arrival of the Internet marks a kind of paradox: on the one hand, visual communication becomes more and more important, so the demands of clients increase when they need to stand out, and on the other we are seeing a kind of levelling off that sacrifices quality.

This downward spiral in quality is due as much to the fact that with digital photography and smartphones, everyone thinks they are photographers and they can upload anything at all online, as to how quickly photos are used and age on the web. Suffice it to say that Internet users spend no more than two seconds looking at an image on the web.

So the appetite for images – possible in real time, always new – is increasing; regrettably, despite all the progress in technology, it takes a long time to produce a good photo. It has to be prepared, processed and adjusted to suit the needs of the client, who if they're astute enough, won't choose a photographer at random, but a person who can best render their vision of the built project.

People who appreciate the value of images for communication want lots of photos, pushing for technical details that just a few years ago were considered of secondary importance and quite marginal in hardcopy publications. Now, instead, they can make the difference, because in order to keep the user on the site, you need to offer a wide selection of photos.

In conclusion, the Internet has certainly marked a momentous turning point in the perception of architecture, now available to anyone with a click, and we will very soon see where this leads.

Ken Schluchtmann, photographer
www.diephotodesigner.de

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