

## **Impact of photography - Visionary expectations**

Often when our eyes gaze upon images of the highest quality, stunning graphics and carefully depicted angles, we are suddenly overwhelmed by the intensity that allows our eyes to see. Living in a world that is drastically transforming and digitalising, it is no wonder that there is a constant middle ground between print and digital publication. However, we must be aware that within the publishing industry, there will always be room for areas of advancement in both areas.

So let's deconstruct the power that print and digital offers to an ever-changing industry. Where digital offers us as readers opportunities of interaction, technological development and diversity to download and buy for less, it is print which overpowers the industry having been around longer than most of us can remember. Print publication is a diverse and tangible medium for communication and with magazines such as Mouse Magazine, amalgamating traditional elements of a newspaper; it remains true to its origins. You will never get tired of hearing - good content makes a good read which leads to good sales. So despite a shift in digitalised content with magazines and newspapers become technologically user friendly, there will always be those who stay true to print and those who will grow alongside digital.

When walking past endless magazines at newsstands, what do you see? Peter York, famous for his work as a style writer, broadcaster and journalist emphasises the impact of photography in print and digital. From being interviewed by Tyler Brule on the The Stack, Peter demonstrates the way in which print will always remain an authoritative power in the publishing world. When you look at the way photographs are composed, your eyes are captured by the exotic colours, graphics and compositions which create an attractive format. With print, Peter suggests it leaves a lingering trail of interest and intrigue which cannot be paralleled by digital.

What did you think of the photographs which were released of Prince Harry in Vegas and Kate Middleton on holiday? Print almost immediately brings the ink to life! These photographs were quickly released and printed on every front cover of every magazine and newspaper around. So when walking past a supermarket or a newsagent, you are bombarded by these topical images which are trending even if you're not interested. This is where the difference lies in digital and print. With an oversupply of celebrity and fashion magazines, it is no wonder more and more are becoming digitalised due to immense competition. Dave Hepworth, notable for overseeing the launch of magazines such as Empire, Heat and More also shows his enthusiasm for print as something of a novelty. Many people love the excitement of visiting their local newsstand and picking up the newest edition of their favourite magazine and flicking through the pages with a lingering scent of print. Where digital embraces a new technological world, print in essence becomes a novelty of pleasure.

If you are a lover of the best of both worlds, then embrace the excitement that comes with print and digital as in an expanding industry, things can rapidly change!