

# Creating Online Images Made Simple

A practical guide for aging in place professionals who want to enhance their online presence without design experience.



**by Aging in Place Directory**



# Welcome to Image Creation Simplified



## **Good images catch attention**

They make your content more helpful and professional.



## **No design skills needed**

You don't need to hire a graphic designer.



## **Start using today**

We'll cover 4 powerful tools you can begin using immediately.



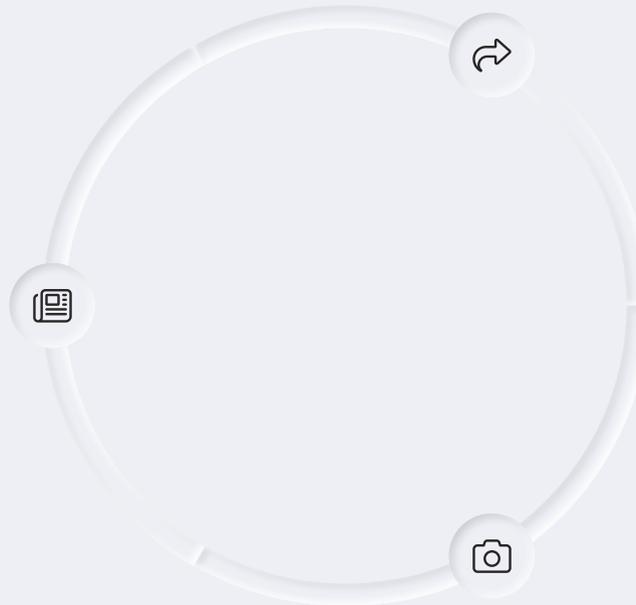
## **Become self-sufficient**

Create professional visuals for all your business needs.

# The Three Types of Images You'll Need

## Original Images

For blog articles or unique posts that showcase your expertise.



## Social Media Graphics

Eye-catching visuals for Facebook, LinkedIn, and Pinterest.

## Photo Edits

Clean up existing images to make them more polished.

# Canva: Design Tool for Non-Designers



## Ready-made templates

Thousands of templates for social media, newsletters, and brochures.



## Built-in stock photos

Access thousands of images without leaving the platform.



## Drag-and-drop simplicity

No design skills needed to create professional materials.



## Easy downloading

Save your designs in multiple formats for any use.



Empowering  
Caregivers

# Canva Pricing



## Free Plan

Access to 250,000+ templates, 100+ design types, and thousands of free photos and graphics. Perfect for beginners and occasional users.



## Canva for Teams (\$10/user/month or \$100/user/year)

All Pro features plus team collaboration tools, brand controls, and unlimited storage. Best for organizations with multiple content creators.



## Canva Pro (\$15/month or \$120/year)

Unlimited premium templates, 100+ million stock photos, background remover, and 100GB storage. Ideal for regular content creators and small businesses.



## Enterprise (Custom pricing)

Advanced security, dedicated support, SSO integration, and advanced brand controls for large organizations with complex needs.

Here's the page for pricing - <https://shorturl.at/NuWdQ>

# Ideogram: AI Image Creation Made Easy

## Sign up for free

Create an account on Ideogram's website.

## Type your prompt

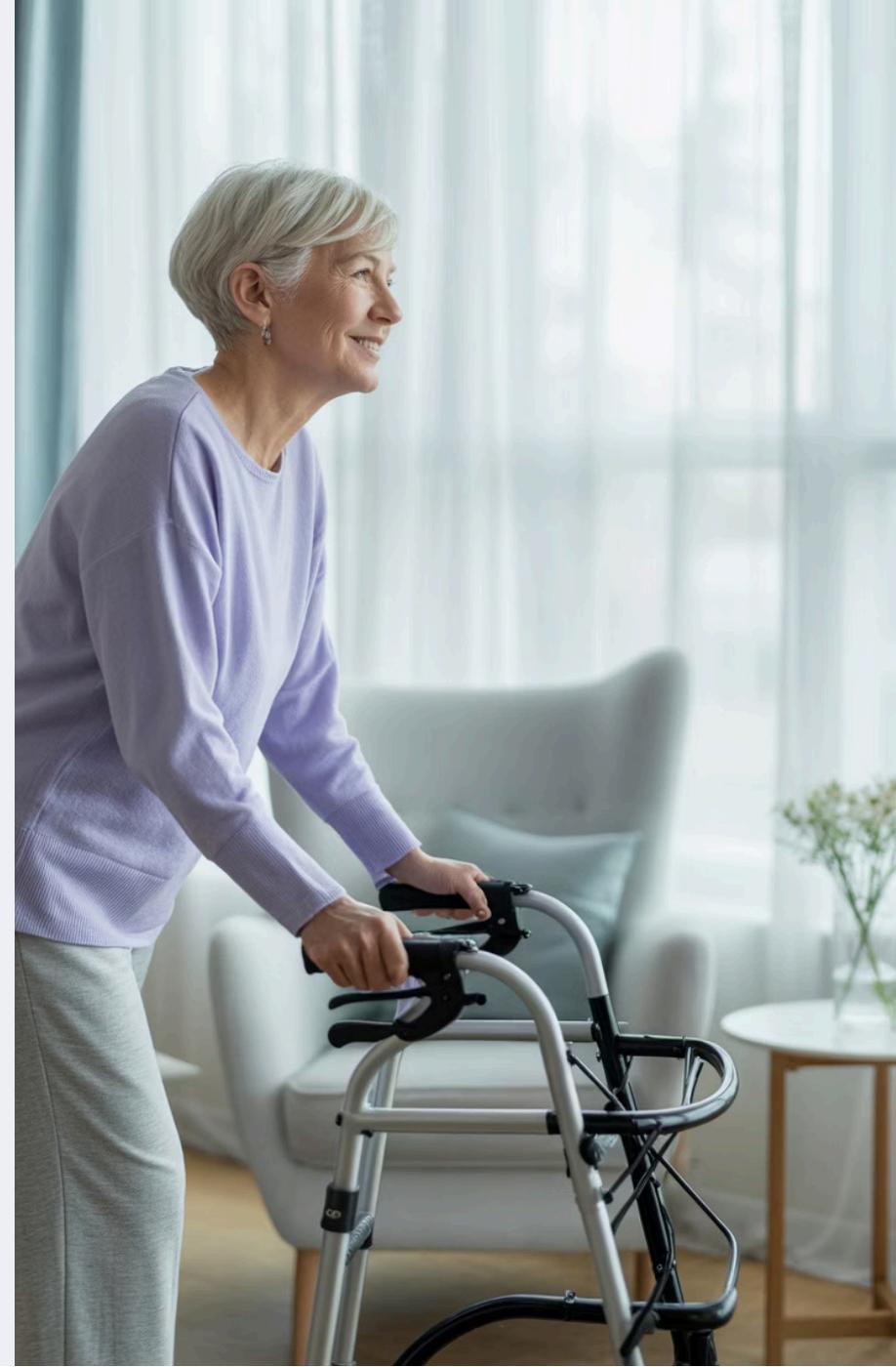
Describe what you want: "Senior couple with caregiver, warm sunny day."

## Choose a style

Select photorealistic, illustration, or other options.

## Generate and download

Click generate and save your new professional image.



# Prompt I Use For Ideogram Pinterest Pins

Phrase: Drive with Confidence: Top Car Accessories for Older Adults

Create a realistic photographic image that visually represents the phrase above. Overlay the phrase in bold, creative typography. Add a simple, artistic border to frame the image. The overall tone should be fun and creative. Include “seniorsafetyadvice.com” in small, readable text at the bottom of the image.

**Obviously, change the Phrase to whatever phrase you want on your Pinterest Pin. If you do not want a border around the image, remove that line. Make sure to change the domain name at the bottom!**

# Ideogram Pricing

Access powerful AI image generation with flexible pricing tiers to fit your needs.

## Free Plan

25 free images per day with basic features. No credit card required to start creating immediately.

## Basic (\$8/month or \$84/year)

150 images per day with faster generation and priority queue access. Perfect for regular content creators.

## Plus (\$20/month or \$192/year)

Unlimited generations, commercial usage rights, and advanced style controls. Ideal for businesses and professionals.

## Pro (\$60/month or \$576/year)

Unlimited generations, commercial usage rights, and advanced style controls. Ideal for businesses and professionals.

Here's the page for pricing - <https://shorturl.at/LlCt2>

# Midjourney: More Artistic AI Images

## What It Does

Creates detailed, professional-looking artistic images through Discord platform.

## Best Uses

Perfect for branding, brochures, and visually striking social media posts.

## Getting Started

Create Discord account, join Midjourney server, subscribe, and start creating.

## Limitations

Requires paid subscription and slight learning curve for best results.



# Midjourney Pricing

Unlock professional AI artistry with tiered plans to match your creative needs.

## **Basic Plan** **(\$10/month or \$96/year)**

200 images per month with standard rendering speed. Perfect for hobbyists exploring AI art.

## **Standard Plan** **(\$30/month or \$288/year)**

Unlimited relaxed mode images with faster generation speeds. Ideal for regular creators.

## **Pro Plan** **(\$60/month or \$576/year)**

Unlimited fast mode images, priority queue access, and stealth mode. Best for professionals.

## **Mega Plan** **(\$120/month or \$1,152/year)**

Maximum generation speed, highest priority, and enhanced features. For power users and businesses.

All plans include commercial usage rights with active subscription. Annual discounts available.

Here's the page for pricing - <https://shorturl.at/g6tRH>

# AI Art Creation





# InPixio: Quick Photo Fixes



## Crop & Resize

Adjust image dimensions for different platforms with one click.



## Enhance & Brighten

Make dull photos pop with simple adjustment tools.



## Remove Backgrounds

Eliminate distracting elements from your home modification photos.

# InPixio Pricing

Affordable photo editing with flexible options for every budget.

## \$29.99

Year

**Standard  
Subscription**

Basic subscription with all essential editing tools.

## \$39.99

Year

**Pro  
Subscription**

Includes everything in Photo STUDIO, plus:

## \$59.99

Year

**Ultimate  
Subscription**

Includes everything in Photo STUDIO PRO, plus:

## Free

**Trial**

7-day access to test all premium features.

Here's the page for prices - <https://shorturl.at/Es0Nx>



# Squoosh: Compress Images Online

Optimize your web images instantly with this powerful, **FREE** compression tool.

## Upload Any Image

Drag and drop files directly into your browser. No account required.

## Adjust Compression Settings

Fine-tune quality levels with real-time visual comparisons side by side.

## Download Optimized Files

Get smaller file sizes while maintaining visual quality for faster websites.

# Putting It All Together

## WebP Format

Modern compression format offering smaller file sizes while maintaining quality.

- Supported by most browsers
- Google-preferred format
- Better than JPG and PNG

## Optimal File Sizes

Balance quality and performance based on image purpose.

- Featured images: 75-150KB
- Inline blog images: 30-75KB
- Icons and logos: 10-30KB
- Backgrounds: Under 200KB

## Benefits

Smart compression improves critical metrics across the board.

- Faster page speed
- Better Core Web Vitals
- Improved mobile performance
- Higher search rankings

# The Goal Is Progress, Not Perfection



## **Creativity unleashed**

Build confidence as your skills improve over time.



## **Time efficiency**

Create images faster as you practice with these tools.



## **Start simple**

Begin with basic images and improve gradually.

# Frequently Asked Questions

## Where should I start?

Begin with Canva. It's the most intuitive tool for beginners.

## Do I need all tools?

No. Start with one AI tool and Canva for most needs.

## Are these images legal to use?

Yes! When you create images yourself, you own the rights.

# Your Next Steps

**1**

## **Choose your first tool**

We recommend starting with Canva for immediate results.

**15**

## **Minutes per day**

Just 15 minutes of practice will build your skills quickly.

**3**

## **Images per week**

Create at least three images weekly to maintain momentum.

