How to Edit Images like a Pro—with iStock Editor

Best Practices

Graphic designers work for years to perfect their craft so they can create the engaging, beautifully-made assets we all expect of them. So, what can you do if you need to create some unique images for your social channels (or anywhere else), but have no design experience or access to a trained graphic designer? It's simple—use the iStock Editor.

Here are 5 situations when you can use the iStock Editor to create professional-quality images, fast, without first getting a design degree.

You're Starting from Scratch

No image selected yet? No problem. Search and find an image that you love—and meets your creative needs—directly in the iStock Editor image tab. You'll get the same results that you'd receive on istock.com, and can also filter and refine your results by using boolean limiters.

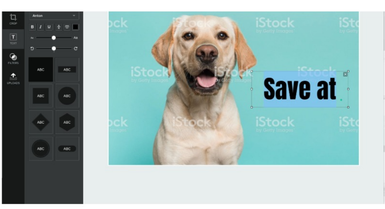
For example, if you're creating a post for a pet shop that only caters to canine clientele, you can perform a search for "dog"—and if you want to get more specific results, you can search "pet shop AND dogs NOT cats" to only show images of pet shops that include dogs and no cats.

However, if you do have an image that you already love, you can access the iStock Editor from that specific image page by clicking "Edit this photo", or you can use the image ID number within the iStock Editor to bring that image into the Editor.

You Need to Post Quickly to Social, but Don't Know the Specs

When you need to quickly create some engaging social posts, the last thing you want to do is fiddle with specs and sizes that you're not confident you even understand. All you know is that you need to use the same image for each platform to keep your visuals consistent—and the iStock Editor makes that easier than ever.

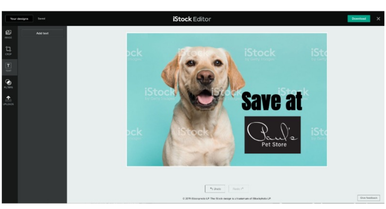
Get rid of the guesswork by using one of our preset sizes that instantly crop your chosen image for Facebook, Instagram, Twitter, or Pinterest. You can also swap out images on the fly to make sure that you've got a photo that works across all platforms, no matter their specs. Speaking of specs, if you do happen to have the exact specs you need on hand, you can also plug them in for a quick crop in the Editor.



You Need to Add Words to Your Images

If you've got a message that needs to be front-and-center, you can use the iStock Editor to add in any text you want on your image. You'll be able to choose from dozens of fonts, eight different background shapes, and a dozen different filters to make sure that your image's messaging is prominently on display—and looks exactly how you want it to look.

Hint: Add "and Copy Space" after your keywords to find images that can easily handle text, without losing their integrity.



You Need to Be On-Brand

Whether you're working for a small business or own one, you know how critical consistent branding is on social and beyond. With the iStock Editor you can upload your brand's logo and any accompanying graphics onto any image—which means you'll be able to create on-brand, on-budget content that'll naturally fit right into your current visual mix.

You Need to Put Your Image to Work

Once the cropping, text and filter adding, and brand adjusting is done, all that's left is licensing and downloading your edited content—which you can easily do, right in the iStock Editor, with your credits.

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