

## About Photos for Web Pages

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### **Make them interactive and interesting:**

- Add at least one great photo to the main pages on your web site
- Cropping – photograph more than you need, and then crop in on what tells the story
- Subject matter in a photo should face in the direction of the content

### **Unique perspectives for photos:**

- Focus on something new (award, or tight shot of hands on award)
- Take a photo from a new point of view (sea of people, crowd shot looking in through action, but avoid large portions of the photo with backs of heads)
- Action shots vs. portraits – show people in action when they are not looking – keep shooting!
- Suggest intimacy and connection, added emotional punch (focus on a person in the crowd vs. typical crowd shot)
- Use photos of UIS people – unique faculty, students, staff
  - Students love to see photos of themselves and their peers!

### **Make them easier to view:**

- Align right or left to make text flow around the photo
- Use larger images that span the width of your content, but keep in mind that they should be wide, but not tall. Keep a “widescreen” view in mind when cropping your larger photos.
- Set the border for an image.
- Always fill in the ALT text description for every image. This is very helpful to those with screen readers, accessibility issues, etc. and will display on the web page if the image does not load. In the WordPress Media Library, when you choose an image, the ALT Text field is in the panel on the right.

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- For consistency in faculty/staff head shots
  - Average size is 75 pixels wide by 100 pixels tall.
  - Crop with a small amount of headroom at top, and to the bottom of the middle of the chest.
  - If in profile, leave extra space on the nose side.
- Images that are being created for use in the Photo Gallery option should be 1024 pixels in width.

**Make them easier to load:**

- If a page contains several images, keep the files sizes below 50 kb each
- Resolution for the web: 72 pixels– this also keeps the file size down
- Physical size: not larger than 400 - 600 pixels wide for UIS themes and for faster download
- Physical size: resize your image in an image editor, such as Photoshop or Microsoft Photo Editor, Picture Manager or an online option, like GIMP.
- Photos should be saved in JPG image format.
- Graphics (flat colors) should be GIF or PNG image format unless they have a lot of shading and gradation in colors