

Best Practices for Website Images

Yale

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A photo is the first thing that viewers will see on your website. You want to make sure that the images are both relevant to your content and visually pleasing. The images should make sense to the viewer.

The photo that you select should highlight your department or the subject matter that you are discussing. If you are unsure, feel free to reach out and ask.

File and Photo Sizes:

- High [resolution](#) files are best, working larger to smaller is easier
- Images should ideally be saved as 72[dpi](#)
- Files should be horizontal in format for our Drupal platform
- If photos are too small they may look pixelated or stretched
- Images must be larger than 978[px](#) wide X 180[px](#) tall
- Make sure to fill the entire frame of the photo
- Once photos are uploaded into your Drupal site, be sure to keep the original photo somewhere on your hard drive in case you need it again or send a copy of it to the CLC team

File Formats:

- Files should be saved as [.JPG](#), [.GIF](#) or [.PNG](#). These are all web-safe file formats.

If you are shooting your own photos:

- Take several shots, then you have the ability to edit your choices
- Photos should ideally be shot in color and in a well lit area
- Be careful of shadows in your photos, it diminishes the quality
- If outside, shoot in natural light
- If shot with a smartphone camera, make sure that the photo is in focus and lighting is good. Avoid using photos from webcams or standard phones – the photo quality generally isn't high enough – they will show up blurry online. (If you're techie enough to know your camera's [resolution](#), anything 5 megapixels or more is ideal)

- If scanning in older photos, try to make sure that they do not have time stamps
- Using screenshot photos from your computer might diminish the quality and [cropping](#) might not make it visible. Screenshots must be appropriately credited according to the website that the screenshot was taken from

Sourcing:

- Finding an image on Google Images or taking an image from someone's blog is not legal
- Photographers are paid for their images per use, so if you get caught stealing, you could get fined or worse, sued
- The ideal way to source an image is to either pay for it through a subscription service like Shutterstock/Getty Images, or take it yourself
- If you want to use an image that someone else took, make sure to get their permission first and then credit them visibly
- OPAC has a large database of internal Yale images that you are free to use: <http://campusphotos.yale.edu/search/>
- Information on Fair Use for Non-Profit images can be found here:
<http://www.publiccounsel.org/tools/publications/files/fairuse.pdf>

Crediting Images:

- If you use an image from a stock photography service or purchase an image, make sure to accurately credit the source (Example: Photo: Shutterstock)
- If the image is a handout from another company or a person and given to you to use for free (Example: Courtesy: Jane Smith)
- If the image is a screenshot of a website (Example: From: Amazon.com)
- If the image is shot by a photographer from an agency (Example: Photo: John Smith/Getty Images)

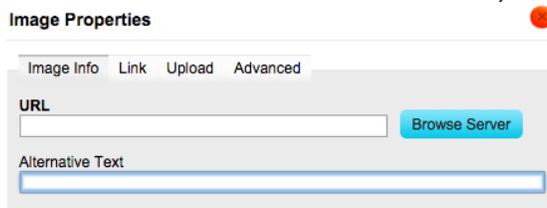
Accessibility:

- All images should have [alt tags](#). Think about [alt tags](#) and who it is for. Think about the experience of a blind person coming to

- your website and how they would encounter it. Try to be as descriptive as possible
- If the image on your site is purely decorative, you can write: Alt="" in your source code and screen readers will know to skip it
 - There is no character limit for [alt tags](#), however you do not want to write a paragraph
 - WCAG 2.0 AA: <http://webaim.org/standards/wcag/checklist>
 - Images that have captions should have a good contrast between the text and the image for people who have low vision

Glossary of Terms:

- **Alt Tag:** The alt tag provides information for an image if a user is unable to view it (because of slow connection, an error, or if the user uses a screen reader).



- **Aspect Ratio:** The proportional relationship between the width and height of an image.
- **Bitmap:** The map of pixels.
- **Crop:** Cutting your photo into the frame that you want to use. Removing areas of the photo that you do not want the user to see.
- **DPI:** Dots Per Inch. This indicates the [resolution](#) of the image, the more dots per inch, the higher the [resolution](#).
- **GIF:** Graphics Interchange Format. A [bitmap](#) image that also supports animation.
- **JPG:** Joint Photographic Experts Group. A commonly used web file format for photos that provides compression. Pronounced 'Jay Peg'
- **PNG:** Portable Networks Graphics. A [Raster](#) Graphics format. Created as an improved [GIF](#).
- **PX:** Pixels. Images are composed of pixels. Every photo that is digital is made up of pixels.
- **Raster:** Dot matrix data structure representing a generally rectangular grid of pixels.

- **Resolution:** The detail the image holds. The higher the resolution, the better and sharper the image looks. Most web images are 72dpi, higher resolution images are 300dpi or 600dpi. Scaling down a higher resolution image makes it look more crisp.
- **Vector:** Mathematical shapes based on lines, points and curves. Vector images look crisper than pixelated ones. Pixels are square and have jagged edges.