

PREPARING IMAGES FOR WEB PROJECTS

SAVING IMAGES FOR WEB PROJECTS

IMAGE QUALITY

Photographs should be saved/exported as JPGs with a quality of 60% in RGB at 72ppi at 100% of the size. Graphics that are not photographs are to be saved/exported as PNG24 with transparency.

HOMEPAGE & LANDING PAGES

- **Landing page hero image:** Two files of the same photo are required: 1920px x 780px (desktop) and 780px x 780px (mobile)
- **Full-width Page sections with image background:**
1920px x variable height. The image should be cropped exactly how you would like it to appear. 1920px x 610px has typically worked well on other sites.
- **In-Line Full Column photos:**
1170px x proportional depth, cropped exactly how you would like to appear.
- **All other in-line images:**
1000px x proportional depth, cropped exactly how you would like to appear.

LEVEL 3 & 4 PAGES (WITH A SIDE BAR)

- **In-Line Full Column photos:** 1170px x proportional depth, cropped exactly how you would like to appear.
- **All other in-line images:** 1000px x proportional depth, cropped exactly how you would like to appear.

COMPONENTS

(suggested sizes are included within the WordPress admin dashboard)

- **Story Tiles:**
Square: 1000px x 1000px
Rectangular: Two sizes required—1000px x 500 (desktop) and 1000px x 1000px (mobile)
- **Flip Cards (with images & numbers):**
1000px x 1000px
- **Story Box:**
Landscape photo recommended. 1000 x 650-700 typically works well with balanced amount of text beside it.
- **Image Slider:**
Landscape photo recommended. 1000 x 650-700 typically works well. All images in the image slider need to be the same size.
- **Carousel (2 Column):**
Landscape photo recommended. 1000 x 650-700 typically works well with balanced amount of text beside it.

PREPARING IMAGES FOR WEB PROJECTS

NAMING PHOTOS FOR WORDPRESS GUIDELINES

- Naming files consistently is CRITICAL because WordPress only has one 'Media' folder (no subfolders).
- Use the WYSIWYG principle, ie. keywords that describe the photo.
- Use dashes (no spaces) between words.

Example of keyword-describing-image.png

opera-under-the-stars.png

chris-hadfield.png

jay-ingram.png

fina-art-gallery.png