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20 minute webinar

Selecting the best Photography & Optimizing images for Web

IOWA STATE UNIVERSITY

Web Style and Story Guide

Download Style Guide >

Photo choice helps define your website.

Photography - Tone and Intention

> Photography is a powerful and emotionally engaging storytelling tool. Photos should extend the Iowa State voice and visually express our personality. Photos should be warm, authentic, bright, and energetic to emphasize humanity, inclusivity, community, and caring. When choosing web photography, select from three categories – micro-lens, macro-lens, and architectural – whichever best serves the messaging context.

Micro-lense

- Feature people, emphasize inclusivity
- Showcase people interacting or one person focusing on a task
- Okay to have direct camera eye-contact
- **NEVER** feature backs to the camera

Macro-lense

- Focus on people and their environment
- Using framing to include moment and flow
- Focus is more on activity of people rather than subjects themselves
- **NEVER** frame activity behind barriers

Architectural

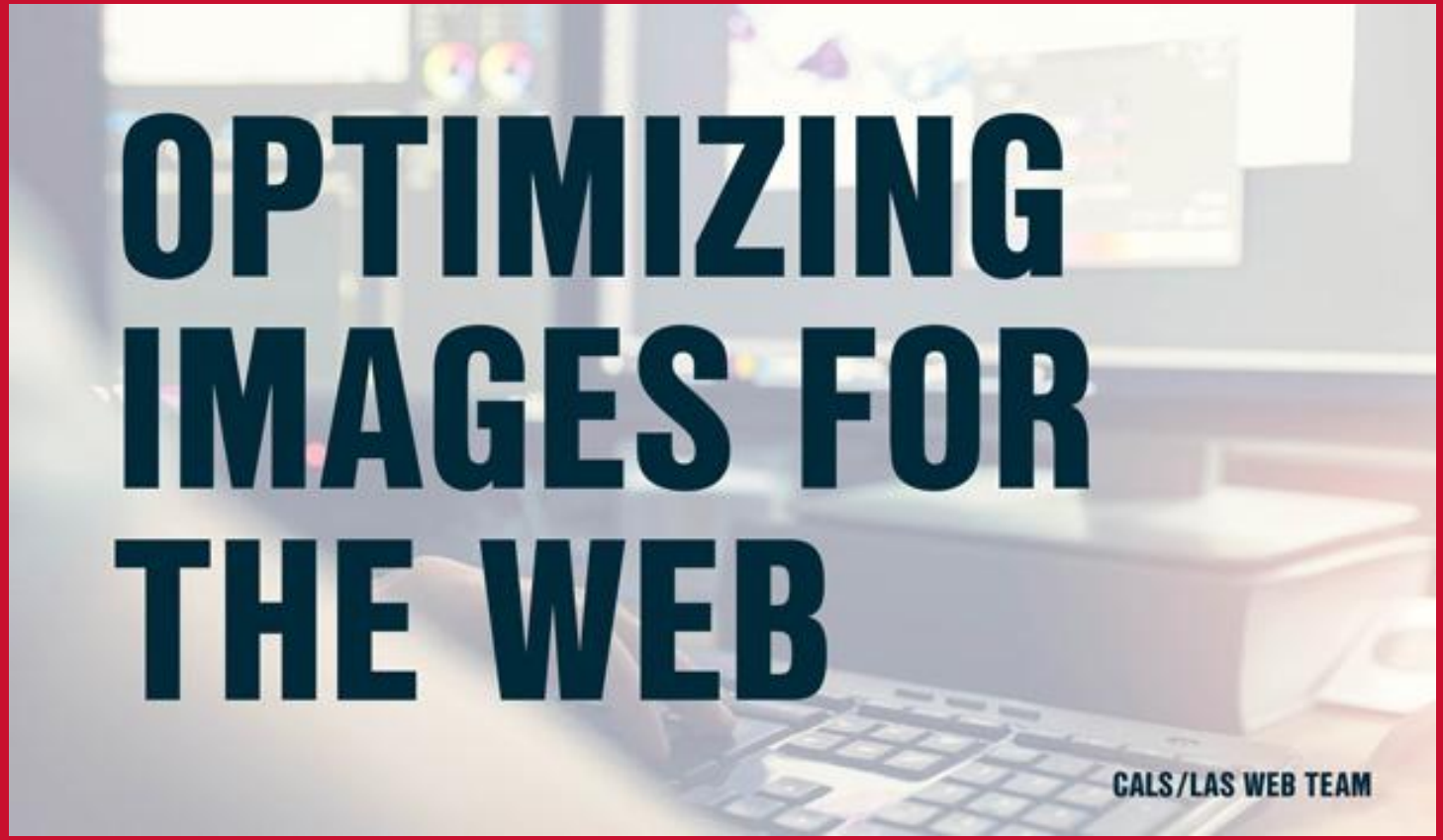
- Emphasize human perspective on the composition by depicting people or shooting at eye level
- Include natural and architectural elements
- **NEVER** intentionally distort images

Tips for Choosing and Using Photos

- Quality is key
- Choose relevant images
- Use stock wisely
- Check usage rights
- Optimize photo color
- Avoid image collages
- Empty space ≠ filler image

University Marketing >

ISU Photostream >



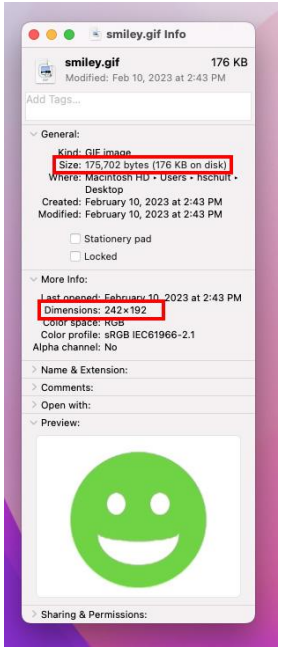
View Blog >

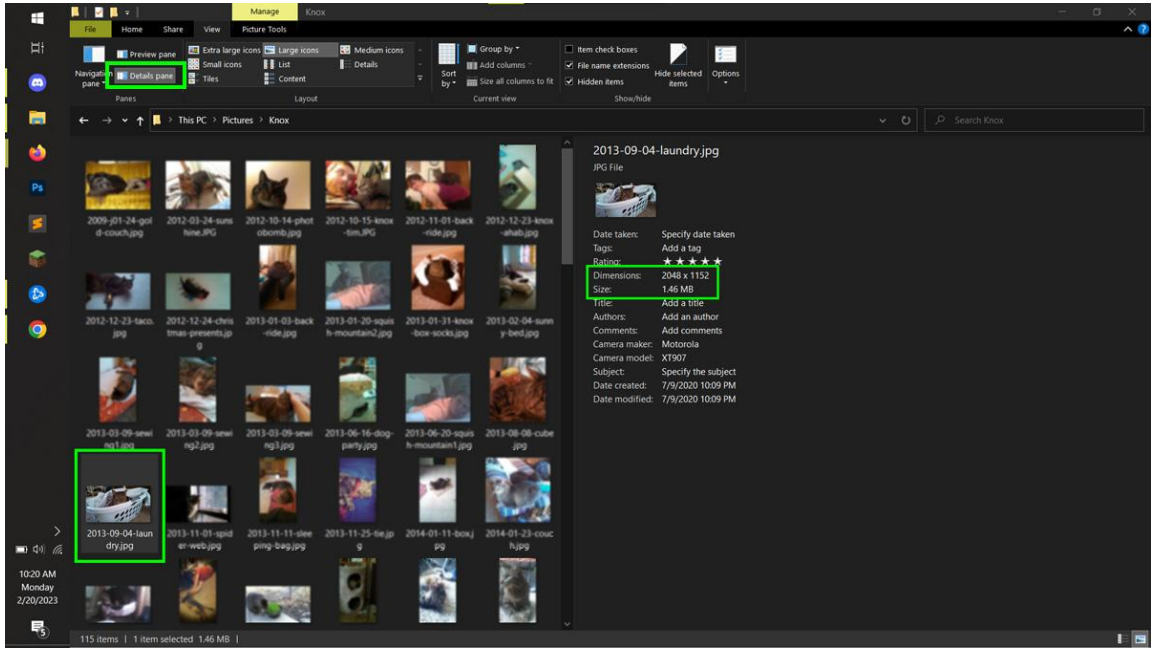
File size, image dimensions, and file types

- **File size** is measured in bytes(b), kilobytes (kB), megabytes (MB) and so on. File size influences how fast an image loads. Large file sizes load more slowly. File size is influenced by image dimensions, image resolution, and file type. A **1 MB image is the maximum file size we recommend** for most images on the web.
- **Image dimensions** represent the height and width of an image in pixels (px). Images with large dimensions could mean a larger file size. An image meant to show up ‘full width’ on a typical website is between 1000 px and 2000 px wide.
- The two main image **file types** for the web are png and jpg. Save as jpg for photographs and images that don’t need a transparent background. Save as png for graphics, images with text, or images that need transparent backgrounds.

Block Type	Dimensions	Notes
Banner Card	2000 x 800px	Image dimensions will be automatically resized if not uploaded at the proper dimensions. For best quality, resize your banner image before uploading.
Link Card	600 x 600px 600 x 350px None - Editor's Choice	You can select to have your image resized into a 600 x 600px square or a 600 x 350px wide, or you can keep the original upload size. Image dimensions will be automatically resized if not uploaded at the proper dimensions. Best quality will be to upload the image at the dimensions it will be displayed.
Profile Image	350 x 450px	Choose a photo with your face centered. Image dimensions will be automatically resized if not uploaded at the proper dimensions.
Events Thumbnail	600 x 350px	Image dimensions will be automatically resized if not uploaded at the proper dimensions.
News Thumbnail	600 x 350px	Image dimensions will be automatically resized if not uploaded at the proper dimensions.
Projects Thumbnail	600 x 350px	Image dimensions will be automatically resized if not uploaded at the proper dimensions.
Resources Thumbnail	600 x 350px	Image dimensions will be automatically resized if not uploaded at the proper dimensions.
Text Box Images	Max size: 2000 px wide	Image dimensions are NOT automatically resized. Important to follow best practices when uploading images to your text editor.

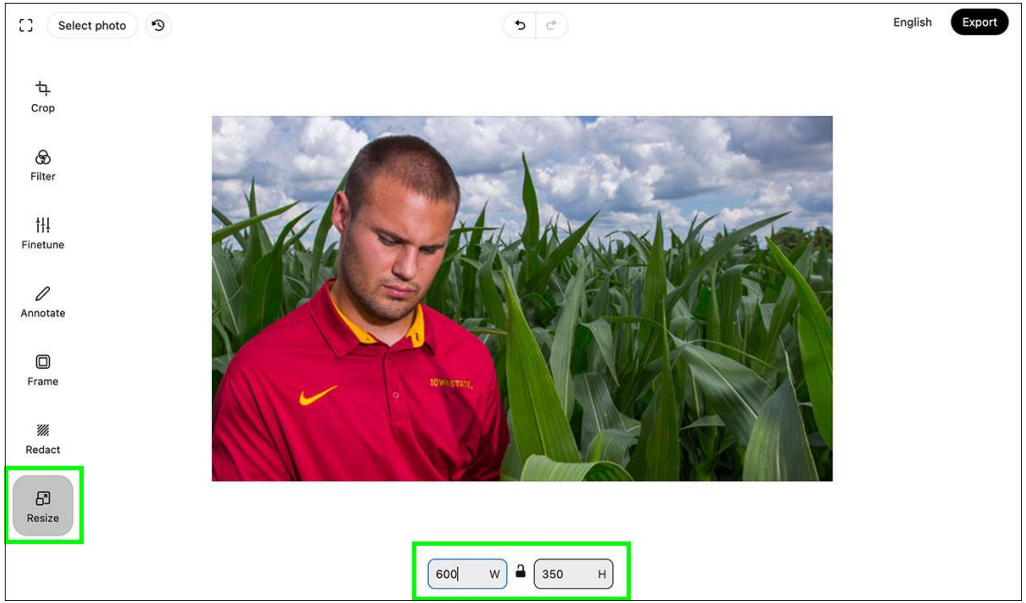
Finding image dimensions

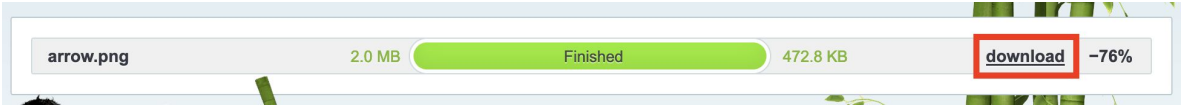




Resizing Images with:

- Edit • Photo
- TinyPNG
- Photoshop





Locating Large Images with Siteimprove

Images larger than 1 MB

Site: College of Agriculture and Life Sciences

Image URL	File size	Referring pages	Last modified
[redacted]files/news/207191/bmc2942.jpg	18.56 MB	1	6/14/2018 7:48:37 PM
[redacted]files/news/207218/check02-copy-2.jpg	11.45 MB	1	6/14/2018 7:48:48 PM
[redacted]files/news/207237/trey-forsyth.jpg	10.55 MB	1	6/14/2018 7:48:34 PM
[redacted]files/news/203322/agc1473.jpg	9.41 MB	1	6/14/2018 7:48:45 PM
[redacted]files/news/207242/farm-scene.jpg	9.18 MB	1	6/14/2018 7:48:48 PM

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