

CHOOSING WEBSITE IMAGES

FRONT PAGE: WHY DOES IT MATTER? WHAT'S THE BIG DEAL?

- > Most dominant element on the page
- > You only have a few seconds to grab viewers
- > Elicits an emotional response
- > Has the power to change perceptions of your department
- > Has the power to set the wrong tone, imply that your department is under-resourced, un-exciting, un-interesting, and other unpleasant things

Trust your instincts

- > If it doesn't blow you away when you first see it, it won't blow anyone else away either.
- > If you have to ask yourself, "Is this good enough for the front page slideshow?" The answer is probably no.
- > Don't post an image just because someone asks you to; assess the quality of the image and request/seek alternatives if it's not good enough.

Avoid the following

- > Images that are blurry or out of focus
- > Images with poor lighting
- > Images that are too small to fill up the space
- > Leaving the same images up forever
- > Mashing up or collaging photos
- > Adding text

Why are images with text a bad idea?

- > Different fonts and text sizes clash with the carefully chosen design
- > Text in the image distracts from promo boxes, calls to action, and other items users should focus upon
- > Text in images is not accessible to search engines or screen readers
- > Text in images can't be clicked or copied – people can't engage with it

What makes a memorable image?

- > People – are interesting and show community
- > Activity – capturing unique moments
- > Details – close-ups
- > Composition – asymmetry is interesting
- > Place – can evoke familiarity
- > Lighting – can make or break an image



- SOFT LIGHT MAKES EVERYONE LOOK GREAT
- WHEN YOU HAVE DIRECT LIGHT, PUT IT BEHIND YOU
- THE BEST CAMERA IS THE ONE YOU USE.

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Free Image Compression Tools

Shrink the file size without destroying the quality

- > Simple drag-and-drop compression tools:
 - ImageOptim (OSX only) - <http://imageoptim.com>
 - Caesium (Win/OSX) - <http://saerasoft.com/caesium>
 - Trimage (Multi-Platform) - <http://trimage.org>

- > Image editing tools:
 - Paint.NET (Windows only) - <http://getpaint.net>
 - GIMP (Multi-Platform) - <http://gimp.org>

- > Others?

Other best practices

- > Crop the image for your front page's custom size after uploading
- > Credit the photographer in the image caption if needed
- > Create a departmental account on Smugmug or Flickr to store and manage your image assets
- > Ask subjects to sign a photo release form (available on <https://www.washington.edu/brand/personal-release/>)
- > Boundless Photo Guide (<http://uw.edu/brand/graphic-elements/photography/>)

Where can I get more photos?!

- > Solicit photos from faculty, staff, students, and alumni
- > Hold a photo contest
- > Look for high-quality photos in UW Photo Database (www.uw.edu/photos)
- > Ask for images used in *Perspectives*
- > Grab a camera and take photos yourself
- > Creative Commons (Flickr, Wikimedia)
- > More...

Online photo resources: CC-0 images

CC0 license means they're free/public domain, no attribution

- > <http://pixabay.com>
- > <http://pexels.com>
- > <http://morguefile.com>
- > <http://kaboompics.com>
- > <http://foodiesfeed.com>
- > <http://uhdwallpapers.org>
- > <http://pics.tech4learning.com>
- > <http://copyrightfreephotos.com>
- > <http://jeshoots.com>
- > <http://raumrot.com>
- > <http://jaymantri.com>
- > <http://cupcake.nilssonlee.se>
- > Other ideas?

Other sources for creative commons photos

Most require attribution, but allow commercial use

- > Lists sites that have CC images
 - <http://search.creativecommons.org/>
- > Search Flickr for CC images
 - <http://flickr.com/creativecommons/by-2.0/>
- > Search Google for CC images (filter by license)
 - http://www.google.com/advanced_image_search
- > Ongoing list of quality stock photo sites
 - <http://medium.com/@dustin/stock-photos-that-dont-suck-62ae4bcbe01b>

Examples

- > You have a News story or Event highlighting an upcoming application deadline, but no photo to draw attention.
- > Visit one of the image resources: <http://pixabay.com>
- > Search “deadline”. I don’t like any of them, but I like the idea of an hourglass.
- > Search “hourglass” or “timer”
- > Look for a photo, not a graphic.



Examples

- > Trying to draw more attention to your undergraduate programs.
- > Take a photo of students in your department in action.
- > Find a stock photo of students on campus.
- > Visit the UW photo archive: <http://uw.edu/photos>
- > “Quad” has student-in-action photos.
- > “Portraits” has people engaging the camera.
- > Highlight it on your homepage slideshow.



Thanks

