



The Tip Jar

Best web practices to help you improve your online content

Issue 7

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Issue 7: Images

Using images to enhance your web content

Use images to add visual interest to your webpage or illustrate a concept. On our websites, you can put an image at the top of your webpage or in the main content area. On POD, most pages are very task-focused, so use images sparingly.

The best images:

- Illustrate a concept or process, to aid understanding
- Show people doing things or in situations that complement the topic of your webpage

Include a caption only if the image needs to be clarified.

Best practice

To follow PHSA style, images should:

- set, or add to, an emotional tone for your page
 - be relevant to the content on the page
 - have people and objects portrayed in their natural environment
 - be cropped to remove non-essential background, so the subject is the focus
 - be legally yours to post (you have bought it or have permission from the owner to use it)
 - be used only with the written consent of the subjects, if using real people
 - contain people, where appropriate, who represent the multi-generation, multi-ethnic clients we serve
 - have an appropriate file name to help make the image findable (use the [guidelines for document naming](#))
 - have Alt text filled in correctly (see [Accessibility & Alt Text](#))
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Size, resolution & renditions

Renditions & aspects

When you upload your image to an image library on your website, the system automatically creates multiple sizes to choose from. The size of an image (its “rendition”) depends on the template and placement of the image. See [Specifications](#) for renditions on our websites. For POD, there are three renditions: Page image – vertical; Page image – horizontal and Page image – Large. You’ll mostly be using them in stories you submit to PHSA News. See how to work with [images in news stories](#).

In general, images that are wider than they are tall (landscape orientation) work well, usually at 16x9 aspect ratio. However, images that are taller than they are wide (portrait) can also work depending on what you are trying to display. The 4x3 aspect ratio is standard for most mobile phones.

Calculating image size

Make sure your original image has at least the same number of pixels as the image rendition you choose to use. Please ensure your photo is **no bigger** than 2,000 pixels!

You can use an aspect ratio calculator to calculate your image size in order to maintain the aspect ratio you want. Enter your width and it provides the height. Then crop your image height to match the number from the calculator.

- [16 x 9 calculator](#)
- [4 x 3 calculator](#)

Say no to the highest resolution

For POD and our external websites, we don’t need to upload the biggest file size of any photo. This can make the page load slowly and can use up a lot of your visitors’ data if they’re viewing it on a mobile device. (Boo!)

However, see the information on calculating image size, above - the rendition you choose on the website or POD affects the pixel size you need.

- If using a photo from your iPhone, choose the Medium size
- Photos with a lot of people in them tend to be higher resolution (and file size) because of all the colours, amount of detail, etc. Use Microsoft Office to reduce the size of these types of photos (or any photo that is too large) using these [instructions](#).
- Keep the number of pixels below 2,000!

File types – what’s optimal?

- If you have Photoshop, re-save your photo using the “Save for Web”

option by choosing File → Export → Save for Web (Legacy). This will resize your photo for websites and mobile devices. You can also download a free Photoshop Express app to your iPhone and resize photos right from your mobile before sending them to yourself.

- Save for web will reduce the dpi (dots per inch) to 72, which is good for web. And, RGB colour is best for web. (Find this in the Image > Mode in Photoshop.)
- If a JPG image is too large, re-save it as a PNG and try the PNG version instead, and vice versa. Sometimes switching the file type will help reduce the size.

Choosing images

Use high-quality photographs that don't look too much like stock photography.

1. Try to use photographs with people in them where possible.
2. **Never use icons, illustrations or graphics** unless approved by the Communications department.
3. Pictures of people and objects should portray them in their natural environment. Never use pictures of people or objects on a single-colour or graphical background.
4. If there are people in the picture, they should look like real people and not models.
5. Avoid pictures that are overly saturated or too white
6. Depth of field (where the background is blurry/out of focus) can make pictures look more professional. Also consider lighting, colours and composition.
7. Crop pictures so that important things aren't cut off.

For more information, including examples, see the [Web Editor Hub page on Images](#).

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