

CHOOSING FRONT PAGE IMAGES

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 (remember how long we spent on that?)
- > 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



A QUICK GUIDE TO BETTER PHOTOS

PEOPLE MATTER

A man with glasses, wearing a light blue short-sleeved shirt and light-colored trousers, is seated in a red chair, gesturing with his hands as if speaking. He is wearing a gold watch on his left wrist and a gold ring on his left hand. In the background, a group of people are seated in a room with wooden floors and brick walls, listening attentively. The scene is brightly lit, suggesting an indoor setting like a lecture hall or a meeting room.

- > SHOW YOUR COMMUNITY
- > SHOW YOUR HUMANITY
- > PEOPLE ARE INTERESTING
- > ACTIVITY IS INTERESTING



**COMPOSITION
MATTERS**

SHOW DETAIL





SHOW CONTEXT

SHOW PLACE



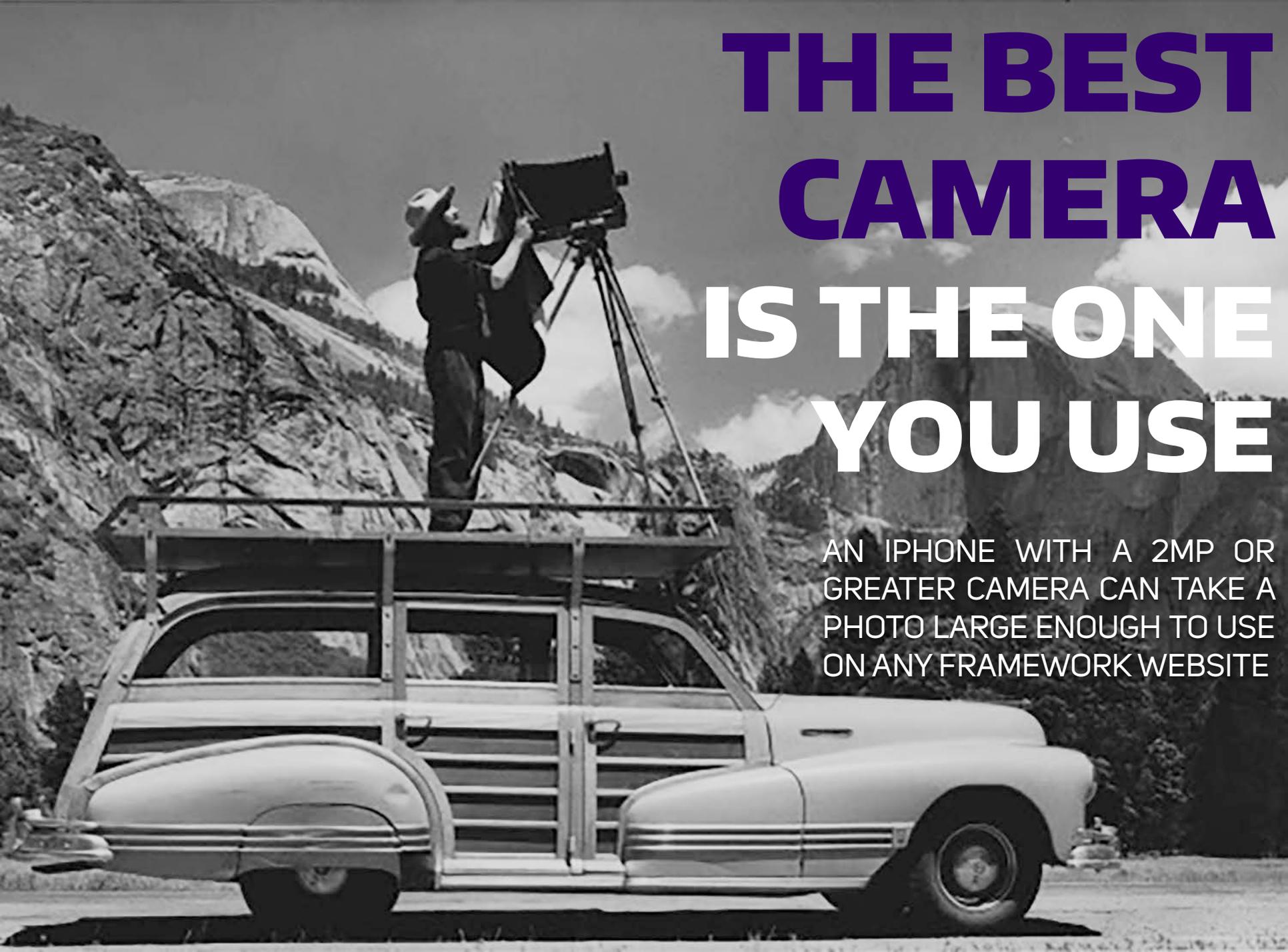


LIGHT MATTERS



- SOFT LIGHT MAKES EVERYONE LOOK GREAT
- WHEN YOU HAVE DIRECT LIGHT, PUT IT BEHIND YOU

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THE BEST CAMERA IS THE ONE YOU USE

AN IPHONE WITH A 2MP OR
GREATER CAMERA CAN TAKE A
PHOTO LARGE ENOUGH TO USE
ON ANY FRAMEWORK WEBSITE

Other best practices

- > Crop the image for your front page's custom size after uploading
- > Credit the photographer in the image caption
- > 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 <http://depts.washington.edu/uwstory/wordpress/copyright/release-forms/>)

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 (uw.edu/photos)
- > Ask for images used in *Perspectives*
- > Grab a camera and take photos yourself
- > Creative Commons (Flickr, Wikimedia)
- > Other ideas?

Examples

> Let's look at some sites and evaluate – any volunteers?

Thanks

