BEST PRACTICES FOR WEB IMAGES

Stephanie M. Scott
Director of Digital Marketing & Strategy

Texas Wesleyan UNIVERSITY

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REMINDERS

- Does your media library look different?
- Reminder of our Approval Queue process
  - In by 11 a.m. M-F and live on the website by EOD
  - Includes images approvals
- Need T4 Help?
  - Email digitalsupport@txwes.edu
  - Call us ext. 6538

TODAY'S FOCUS

- Images are important on the web
- What images appeal to students?
- Best practices for web images
- How to take great photos with your smartphone
  - with Chuck Greeson
- Questions
- Gift card winners

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IMAGES ARE IMPORTANT ON THE WEB

- Why?
  - Increase engagement
  - Stronger visual connection

- “Researchers found that colored visuals increase people's willingness to read a piece of content by 80%.” -HubSpot

- “Content with relevant images gets 94% more views than content without relevant images.” –HubSpot

WHAT IMAGES APPEAL TO STUDENTS?

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Figure 13: Most appealing types of photos on a campus website

Group 1 photos

Aerial:
(75% selected quad in Group 2 photos as well)
- 67% SENIORS
- 66% JUNIORS

Classroom:
- 10% SENIORS
- 11% JUNIORS

Under a tree:
- 23% SENIORS
- 23% JUNIORS

Group 2 photos

On the quad:
(74% selected aerial photo in Group 1)
- 65% SENIORS
- 67% JUNIORS

Study group:
- 26% SENIORS
- 23% JUNIORS

Cafeteria chat:
- 9% SENIORS
- 10% JUNIORS

MOST APPEALING PHOTOS

Noel Levitz E-Expectations Report 2015

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BEST PRACTICES

FOR WEB IMAGES

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BEST PRACTICES

- 1. Tell a story with your image
- 2. Always crop your image, for T4
- 3. Use the right file format
- 4. Reduce your image file size
- 5. Optimize for search engines (meta-data)

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BEST PRACTICE #1

TELL A STORY WITH YOUR IMAGE

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HOW TO TELL A STORY WITH YOUR IMAGE

- People prefer images
  - You want something from our website visitors, we need to make it engaging for them
- How can my images tell a story?
  - Happy, engaged students = engaging educator
  - Without reading your text can a user know your purpose?

BEST PRACTICE #2

ALWAYS CROP YOUR IMAGE FOR T4

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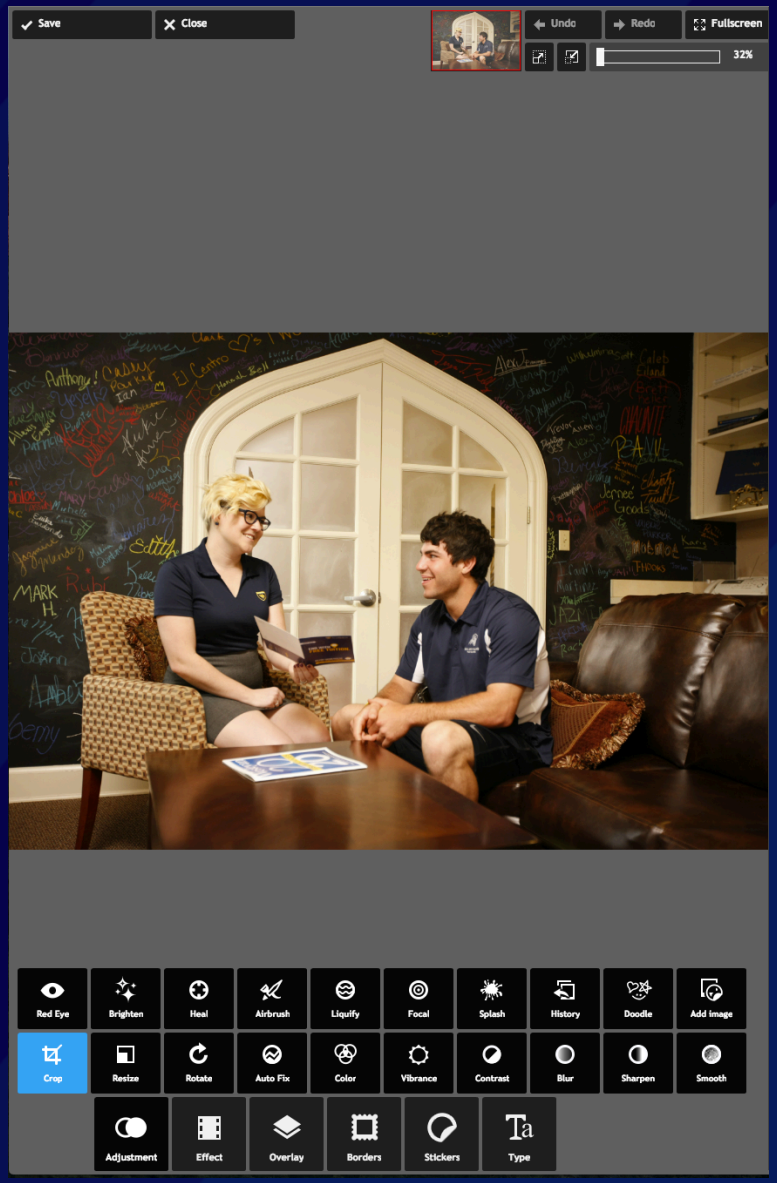
HOW TO CROP YOUR IMAGE FOR T4

- News & Events photos
  - 450 x 300 pixels
- Always crop the image to better focus on your subject
  - Don’t just change the size!
- Use Pixlr, https://pixlr.com/express



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BEST PRACTICE #3

USE THE RIGHT FILE FORMAT

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.JPG VERSUS .PNG

- Default to saving as a .JPG
- Do you have a logo with a transparent background?
  - Save as a .PNG

BEST PRACTICE #4

REDUCE YOUR IMAGE FILE SIZE

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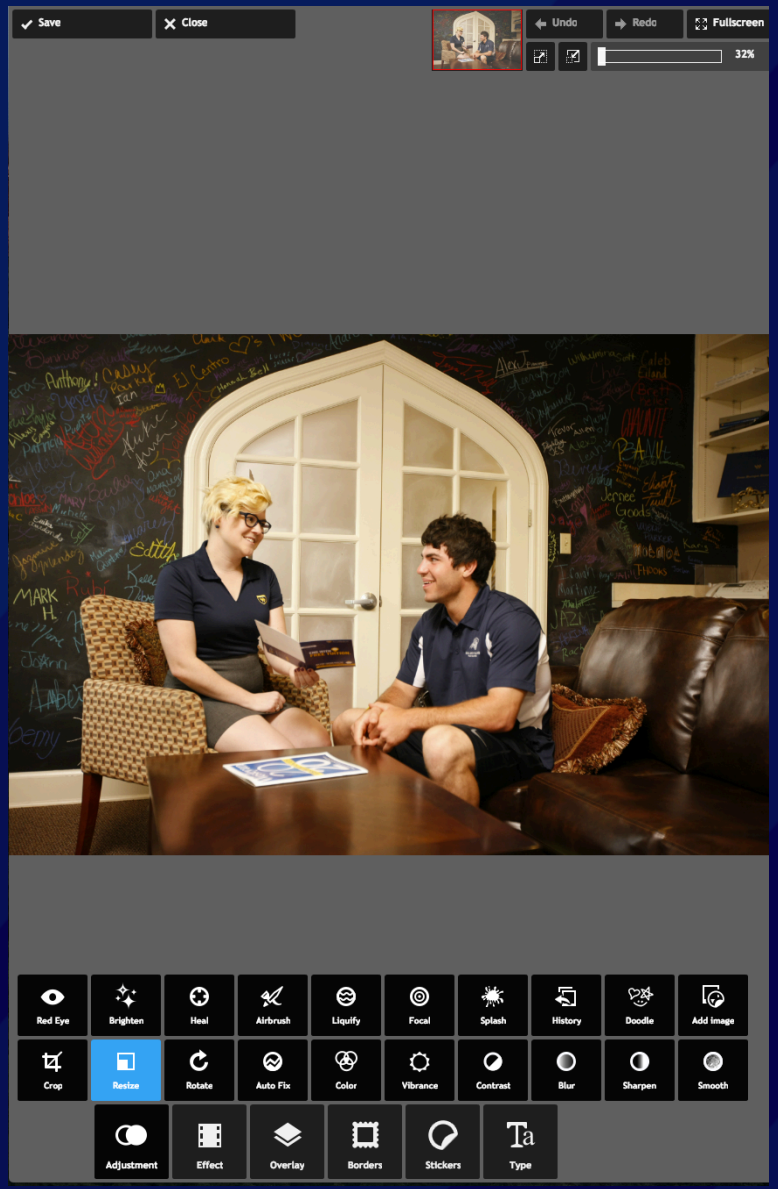

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BEST PRACTICE #5

OPTIMIZE FOR SEARCH ENGINES

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USING ALT-TAGS

- What are image alt-tags?
  - Used to make it easy for search engines to know the title, description & keywords of each page
  - Help quickly determine relevance for indexing
- Alt tags = describes what's on the image and the function of the image on the page
  - Important for accessibility using screen readers

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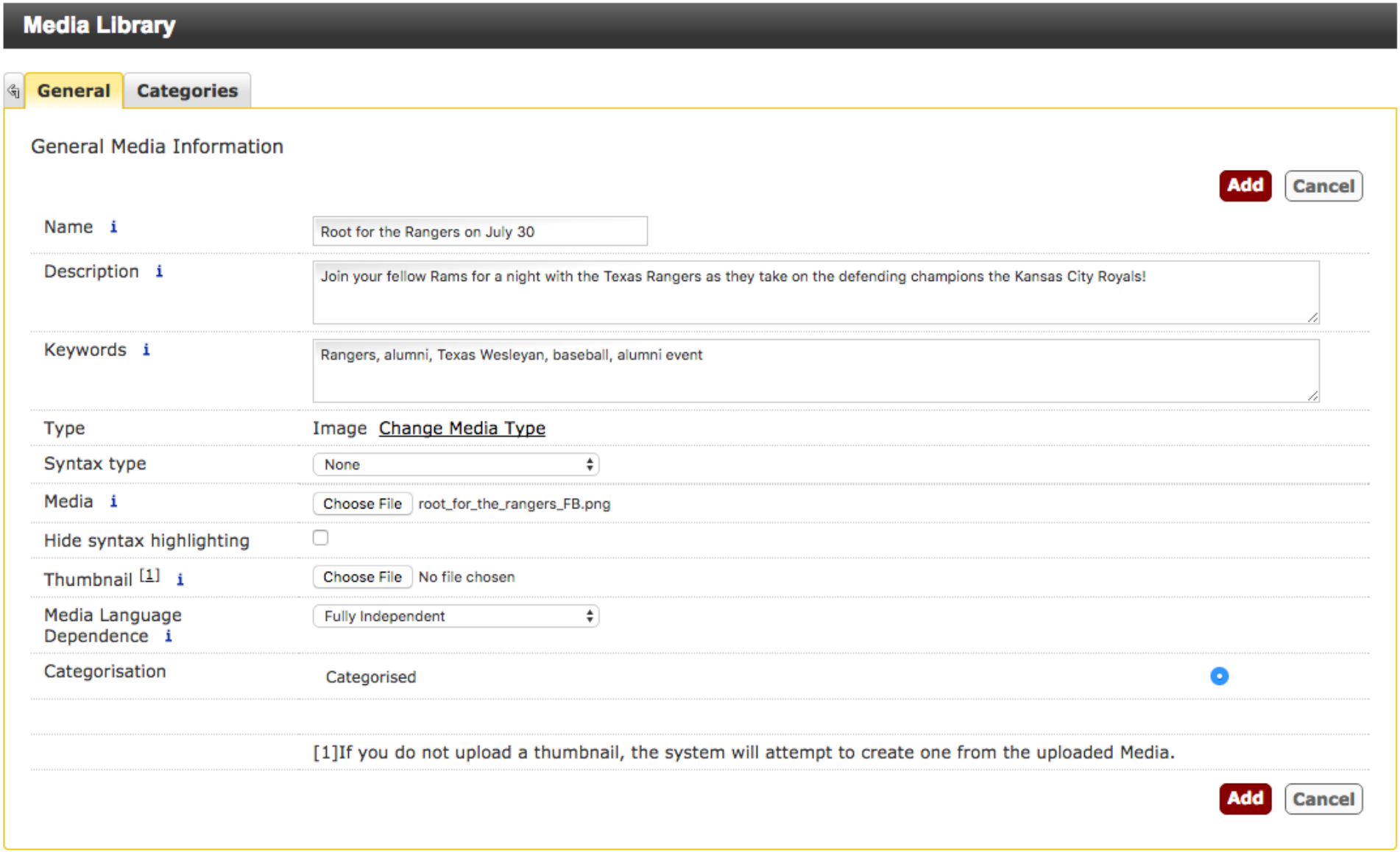
Media Library
General
Categories
General Media Information
Add
Cancel
Name
Root for the Rangers on July 30
Description
Join your fellow Rams for a night with the Texas Rangers as they take on the defending champions the Kansas City Royals!
Keywords
Rangers, alumni, Texas Wesleyan, baseball, alumni event
Type
Image
Change Media Type
Syntax type
None
Media
Choose File
root_for_the_rangers_FB.png
Hide syntax highlighting
Thumbnail [1]
Choose File
No file chosen
Media Language Dependence
Fully Independent
Categorisation
Categorised
[1]If you do not upload a thumbnail, the system will attempt to create one from the uploaded Media.
Add
Cancel

HOW TO TAKE GREAT PHOTOS

WITH YOUR SMARTPHONE

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TOP 7 WAYS TO TAKE GREAT PHOTOS WITH YOUR SMARTPHONE.

1. FOCUS ON ONE SUBJECT
2. EMBRACE NEGATIVE SPACE
3. LOOK AT DIFFERENT PERSPECTIVES
4. LEADING LINES
5. SYMMETRY
6. DITCH THE ZOOM!
7. QUIT USING THE FLASH

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1. FOCUS ON ONE SUBJECT

- THE BEST PHOTOGRAPHS FOCUS ON JUST ONE SUBJECT. IT MAKES IT EASY TO COMPOSE THE SHOT YOU WANT IF YOU HAVE A CLEAR SUBJECT.

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2. EMBRACE NEGATIVE SPACE

- NEGATIVE SPACE IS THE AREA AROUND AND BETWEEN THE SUBJECTS IN YOUR PHOTOGRAPHS. USING NEGATIVE SPACE WILL HELP MAKE YOUR SUBJECT STANDOUT AND WILL ALSO GIVE THE VIEWER MORE OF A REACTION.

3. LOOK AT DIFFERENT PERSPECTIVES

- INSTEAD OF TAKING YOUR PHOTO STANDING AT EYE LEVEL, GET MORE OF AN INTERESTING PERSPECTIVE. GET A HIGH ANGLE OR PUT THE CAMERA CLOSER TO THE GROUND.

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4. LEADING LINES

- LEADING LINES ARE ANY LINES IN THE PHOTO THAT DRAWS THE VIEWER INTO THE PHOTOGRAPH. LEADING LINES ARE GREAT WAY TO SHOW MORE DEPTH IN THE IMAGE.

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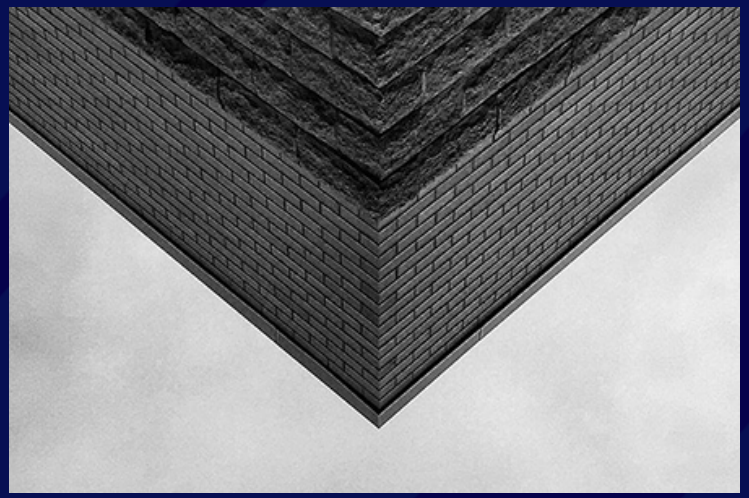
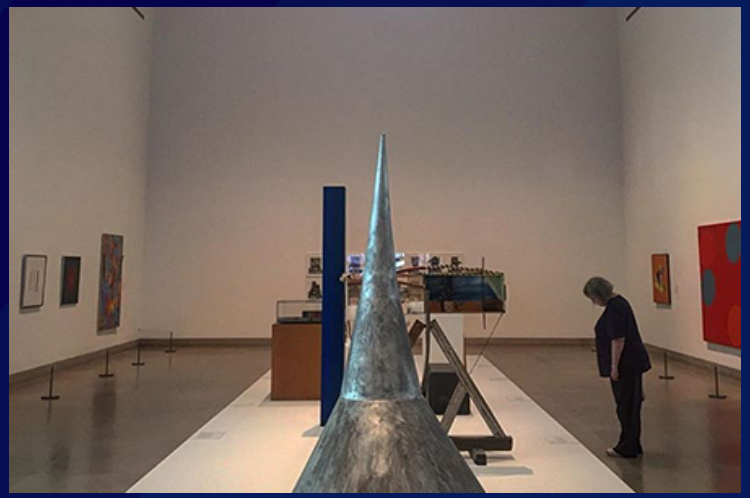
5. SYMMETRY

- SYMMETRY OFTEN SHOWS A SENSE OF BALANCE IN IMAGES AND IS ONE OF THE SIMPLEST WAYS TO COMPOSE YOUR PHOTO.





6. DITCH THE ZOOM!

- THE ZOOM FEATURE ON YOUR PHONE IS NOT REALLY A ZOOM. IT ENLARGES THE PIXELS AND STRETCHES THEM CREATING THAT UGLY PIXILATION OF YOUR IMAGES.

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7. QUIT USING THE FLASH

- ANOTHER USELESS FEATURE ON YOUR SMARTPHONE IS THE FLASH. ONE WAY TO COMBAT THIS IS TO LOOK FOR NATURAL LIGHT SOURCES.

QUESTIONS?

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ROCKSTAR WINNERS!

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AND THE WINNERS ARE…

- Shana Hellinger, 20 website updates
- Twyla Miranda, 20 website updates
- Stacy Dissinger, 13 website updates

THANKS!

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