Image Production Guide

June 13, 2016

BLUECADET

Image Production Guidelines

What makes an image "web-ready?"

- Resolution is 72 dpi

- Color mode is RGB

- Generally reduced in file size for faster loading web pages (60-80%   quality)

- File type is JPG for images

- File type is PNG for icons, logos, and transparencies

Aspect Ratio

- Describes the relationship between the width and height of an image.

- When adjusting an image's size, maintaining the aspect ratio is critical. It ensures the image is cropped and resized appropriately, so it appears as intended when published.

General Tips

- **DO** use the given list of minimum file sizes to size images.

- **DO** use the Photoshop "Save for Web" tool. This is a simple and easy way to prepare JPEG files for the web, helping with the trade-off between file size and image quality.

- **DON'T** upload oversized images. While the system will resize images as needed, this doesn't account for wrong aspect ratios. Also, uploading oversized images will overburden the server.

Resizing an Image

Open the original image in Photoshop.

Select **Image** > **Image Size**.

- If not already selected, click the clip on the left to maintain the aspect ratio while adjusting the size.
- Select "pixels" from the dropdown menus next to the width and height fields.
- Change the resolution to 72.
- Using the width and height fields, adjust the dimensions.
  - For example, hero images should have a minimum width of 1700px and height of 780px. At 1700 pixels this image has a height of 1133px. That's fine. The dimensions of the image can be adjusted with cropping.
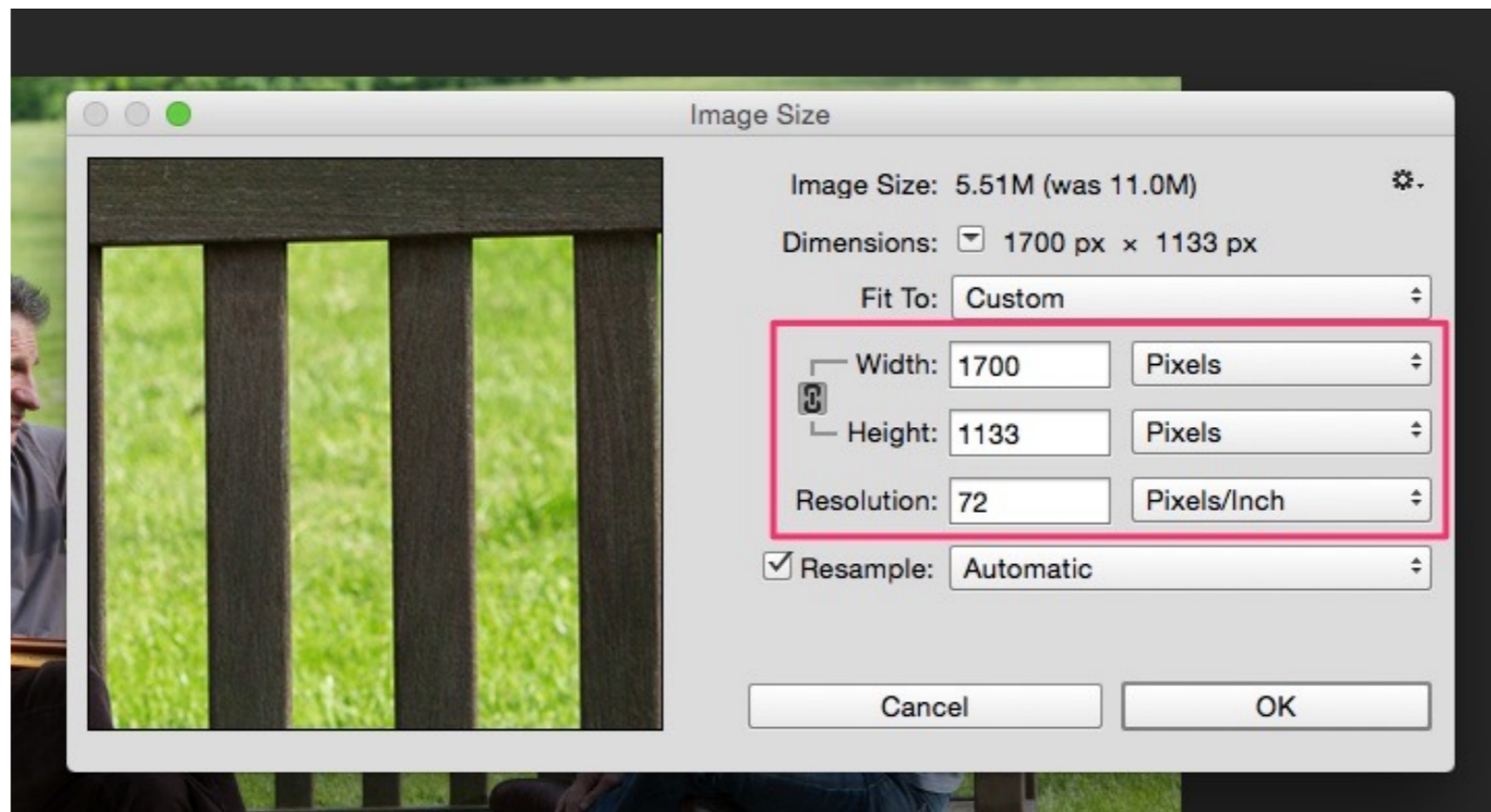
Cropping

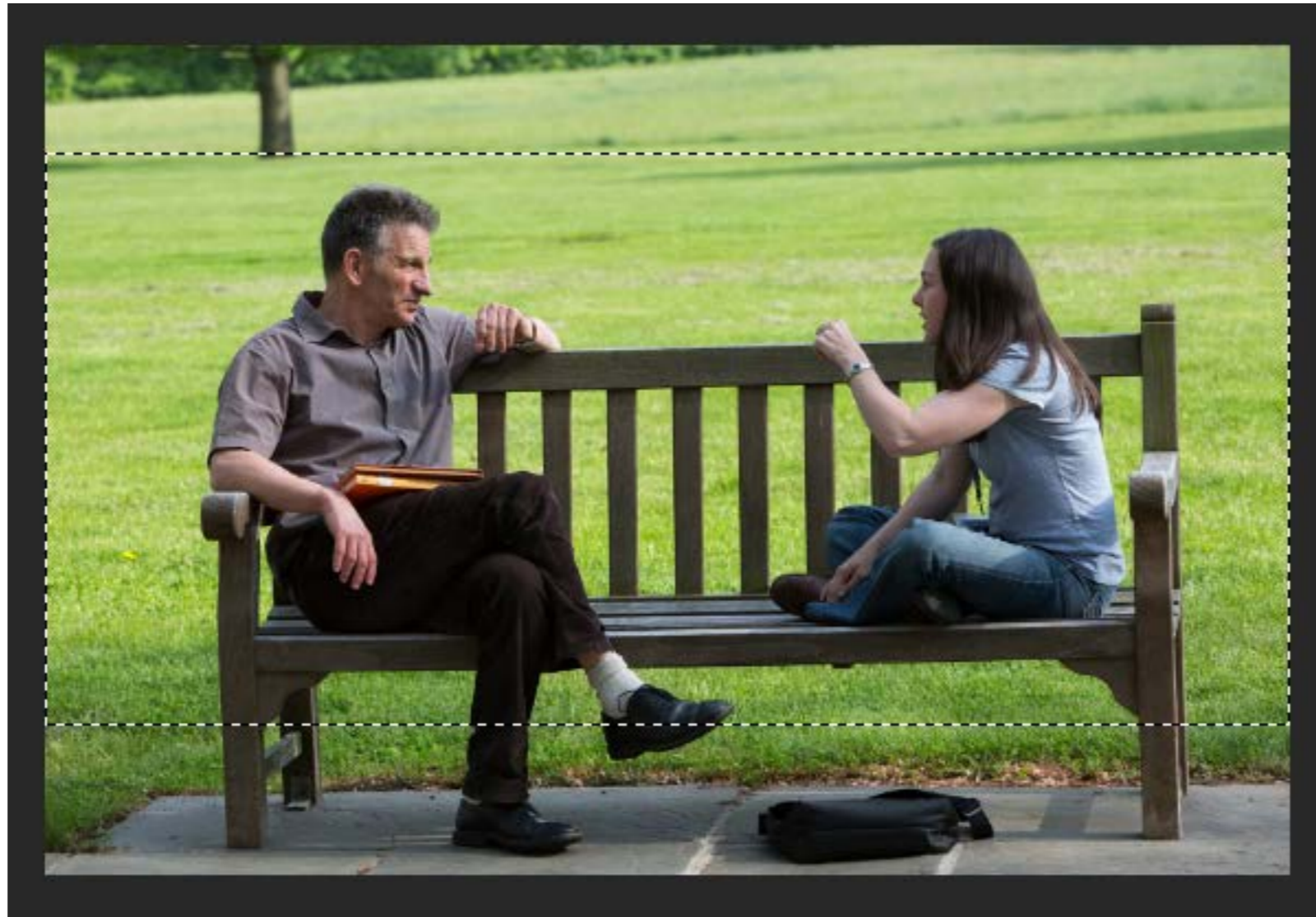Select the cropping tool from the left-hand tools bar.

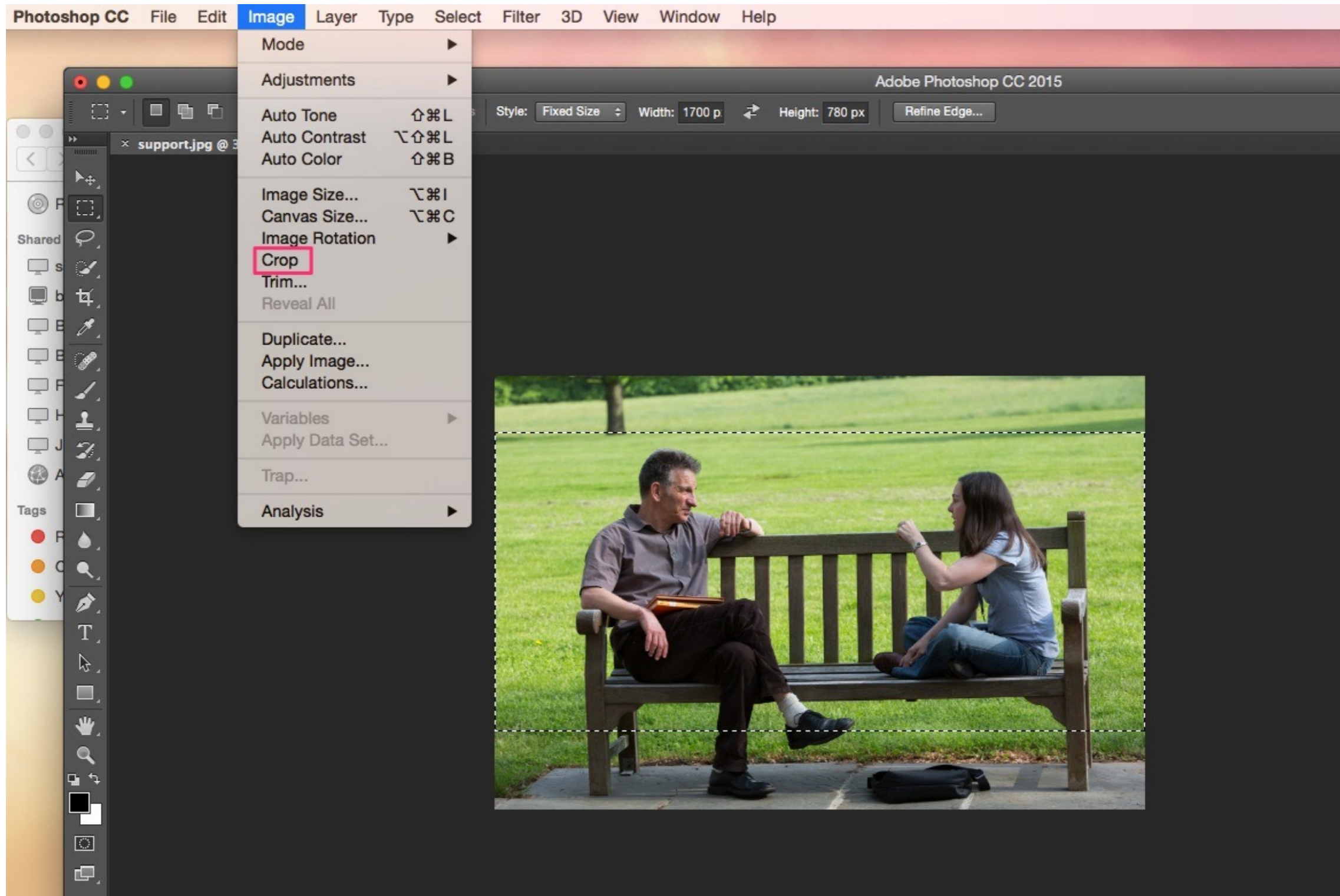In the top editing tools bar, change **Style** to **Fixed Size**.

- For a hero image, adjust the width to 1700px and the height to 780px.

With the cursor (now the cropping tool), draw the maximum size box over the image.

Cropping (continued)

Click and drag the box to set the image crop. Once placed, select **Image** > **Crop** from the menu.

Saving for Web

Once cropped, the file can be exported for web use.

Select **File** > **Export** > **Save for Web**.

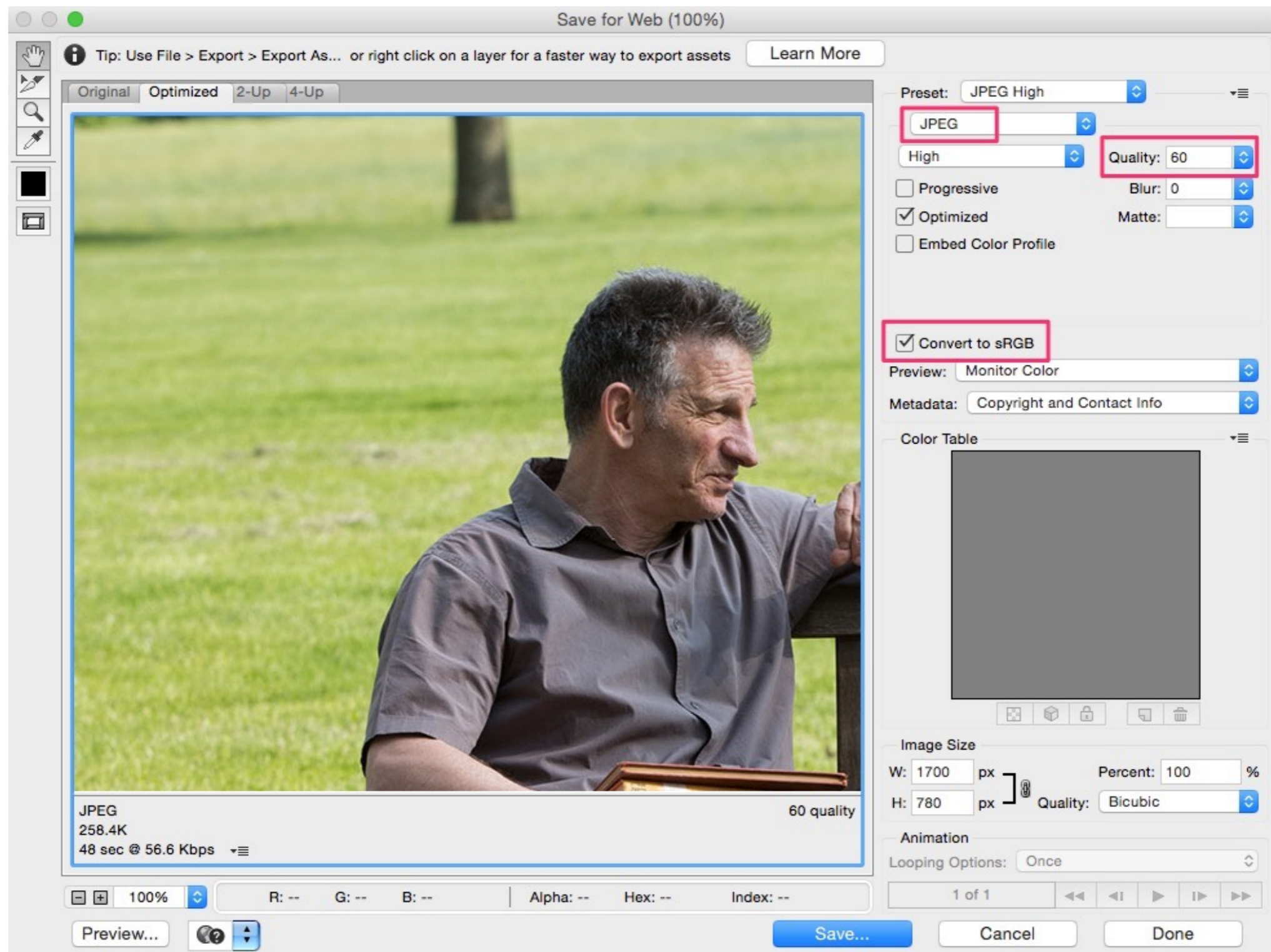Be sure the following specs are selected: JPEG, Quality: 60-80, Convert to sRGB.

Save.

Image Size Index

(width x height in pixels)

Hero - 1700 x 780px
Homepage, Landing pages, Callout video

Callout Full Width - 2400 x 2400px
The 2400px size is optional, however since these images have a parallax treatment applied, a square, large-format image is required. If the image is smaller, it will be stretched to fit.

Featured Faculty & Members - 310 x 310px
Homepage only

Homepage Grid - 960 x auto px
For grid images, only the width dimension is important (fits the image to the designed grid)

Scholar - 200 x 240px (minimum size)
Scholars, Faculty, Directors

Callout: Quote, Thumbnail, Grid - 730 x 690px

Callout List - 305 x 205px
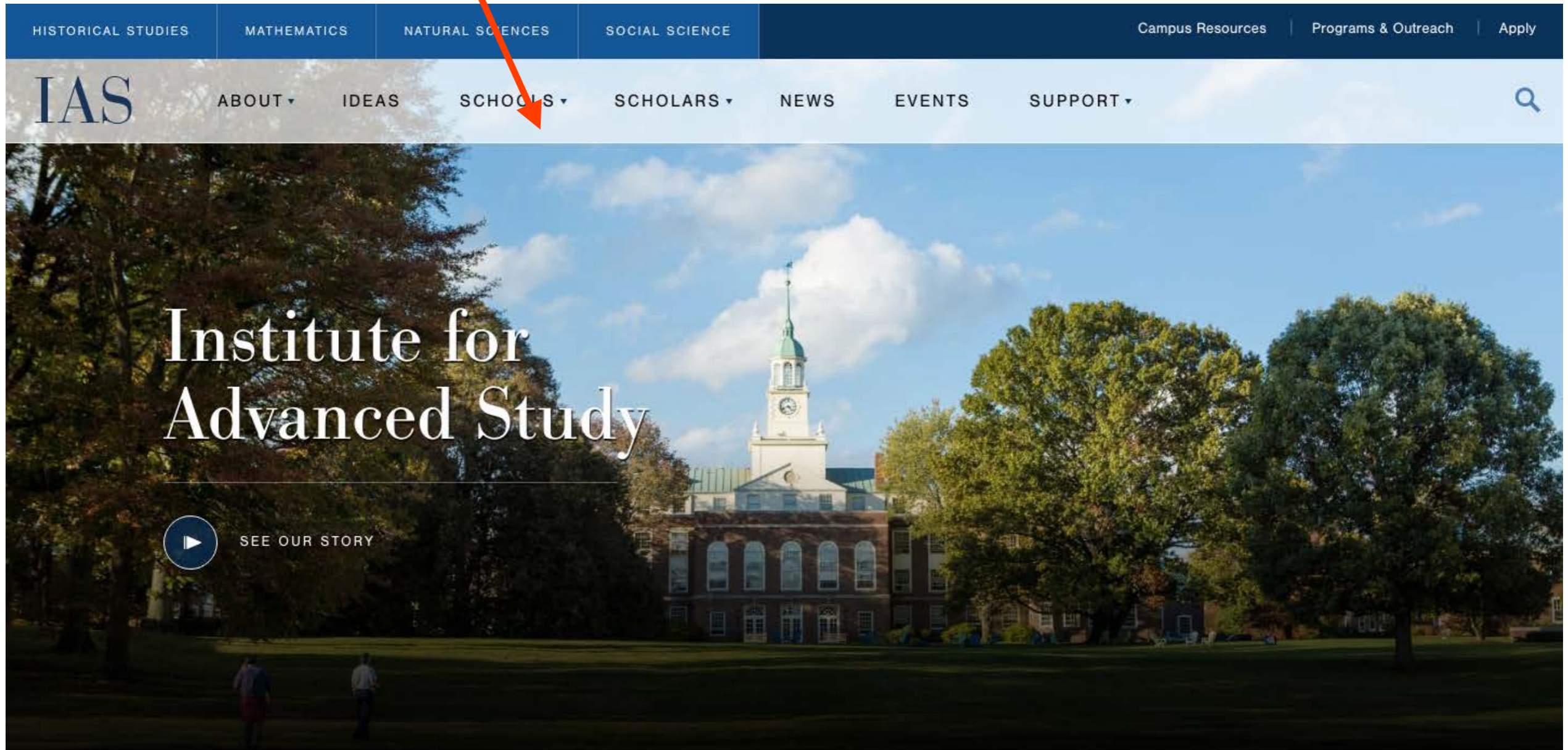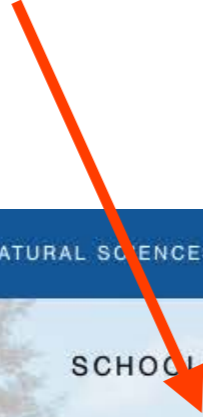
Idea - 575 x auto px

News, Press Release, In the Media, Events (featured and detail pages) - 830 x 570px
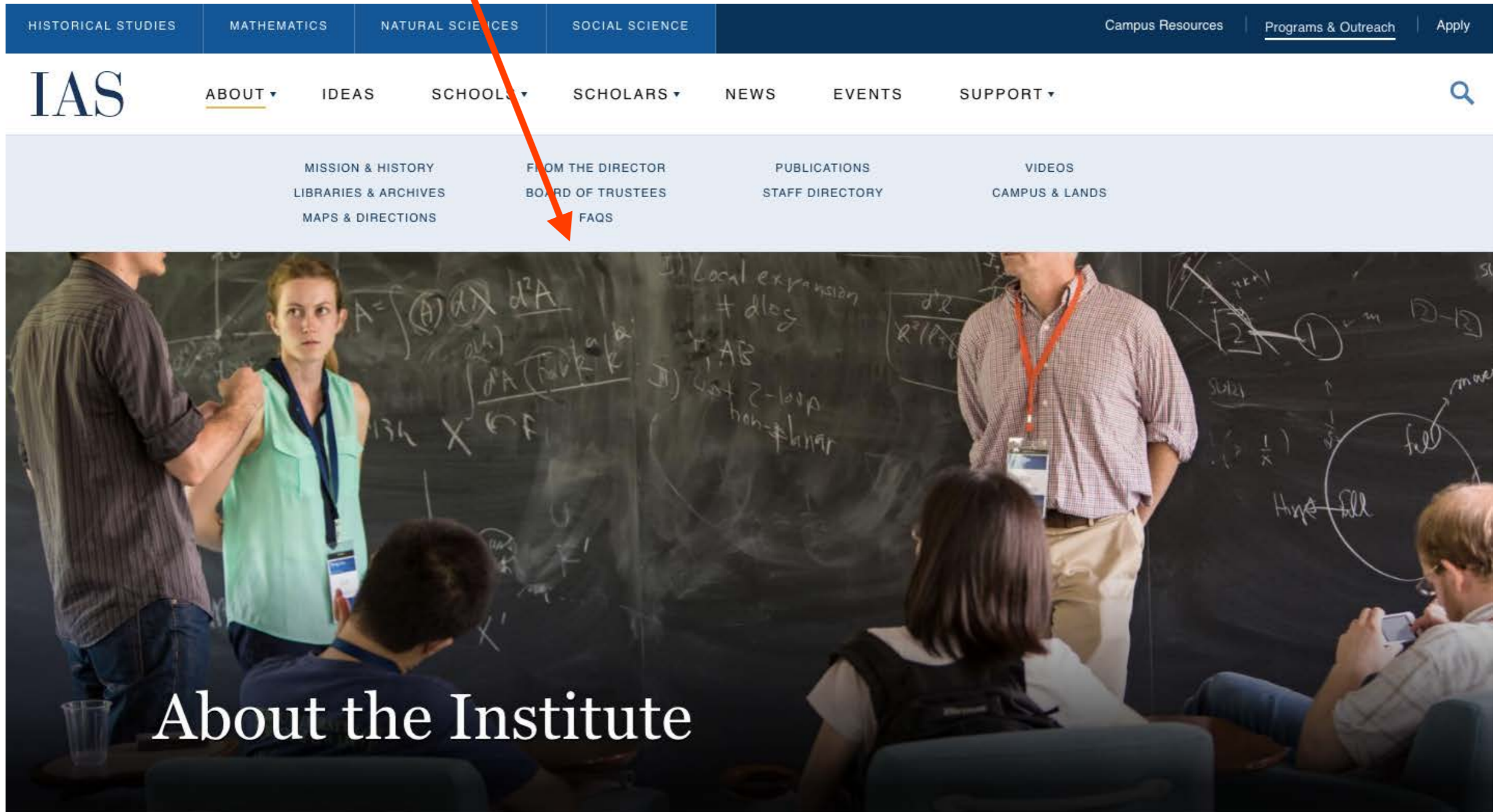*To be featured on the homepage grid, the height must be at least 960px*
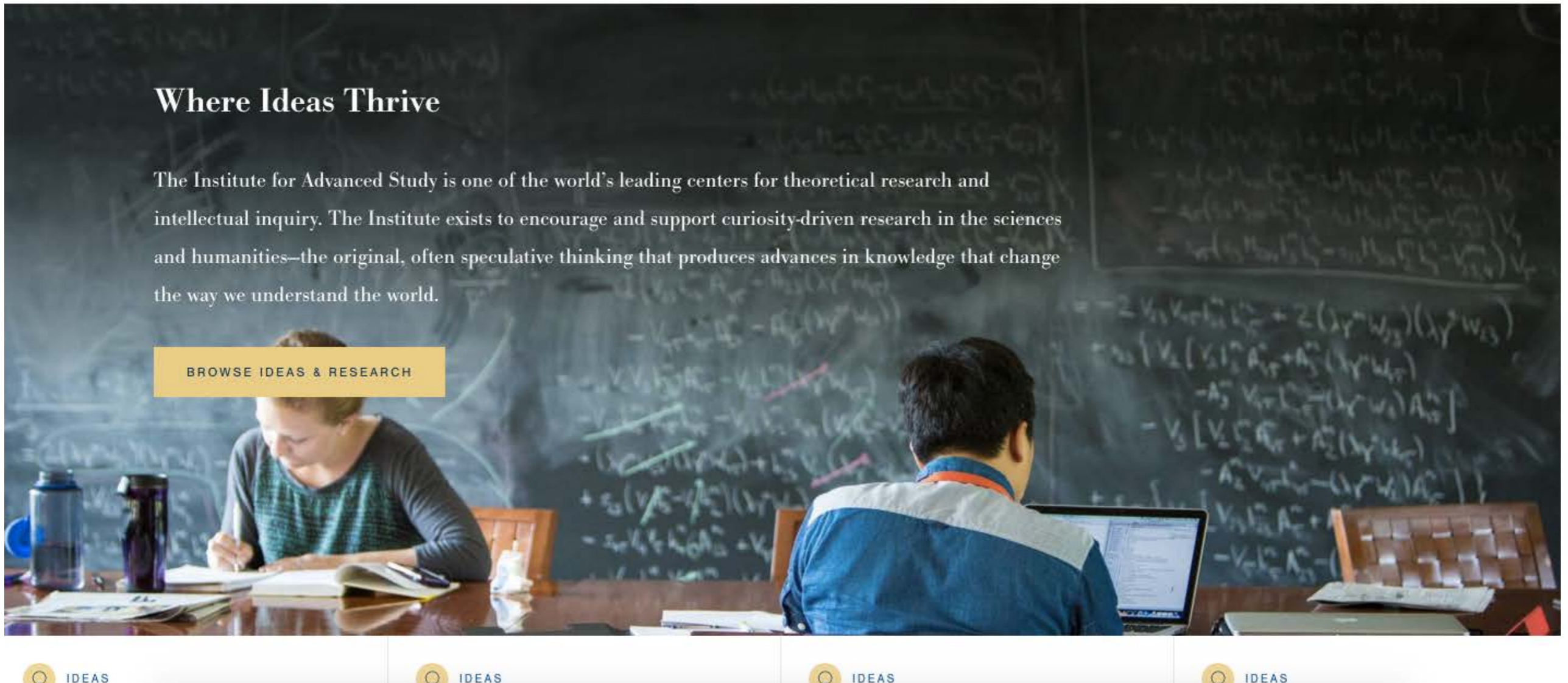
Publication - 325 x 470px

Hero - Homepage
1700 (width) x 780px (height)

Hero - Landing Page
1700 (width) x 780px (height)

About the Institute

Callout Full Width
2400 (width) x 2400px (height)

Featured Faculty & Members
310 (width) x 310px (height)

FACULTY AND MEMBERS

PETER SARNAK works to construct, using number theoretics tools, explicit mathematical objects, which appear as though they are randmon.

The important thing is to not stop questioning. Curiosity has its own reason for existing.

Circle crop is selected in the CMS

I am interested in questions at the interface of computer science, information theorym and biology.

I was working on the history of Islamic thought in the post-classical period (13th to 19th centuries), with the focus on reconstructing the textual heritage.

Homepage Grid
680* (width) x auto px (height)

*The homepage grid is populated by the image originally uploaded with a story. Therefore, when these stories are created the image must meet the homepage grid's 680px width requirement. These stories include events, press releases, and ideas.

Today

8:00pm

Musician's Exchange

VIEW MORE

IN THE NEWS

Joan Scott Honored by The American Historical Review

January 29, 2009

In 1986, Joan Wallach Scott, Harold F.

IN THE NEWS

Freeman Dyson Receives Henri Poincaré Prize

September 06, 2012

Freeman Dyson, Professor Emeritus in the School of Natural Sciences, was awarded the Henri Poincaré Prize at

IDEAS

'An Artificially Created Universe': The Electronic Computer Project at IAS

By George Dyson

PRESS RELEASE

America's First National Math Festival Comes to D.C. on Saturday, April 18; Invites Families to Discover the Delight and Power of Mathematics in Daily Life

February 03, 2015

IDEAS

"Spontaneous

PRESS RELEASE

Scholar - Scholars, Faculty, Directors
200 (width) x 240px (height)

MORE SEARCH OPTIONS ▼

Victor Aleksandrov

NATURAL SCIENCES

Member

Dionysios Anninos

NATURAL SCIENCES

Member

Hassan Ansari

HISTORICAL STUDIES

Member

Tobias Baldauf

NATURAL SCIENCES
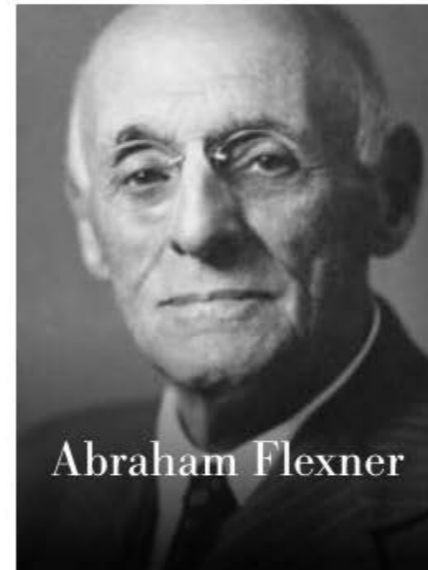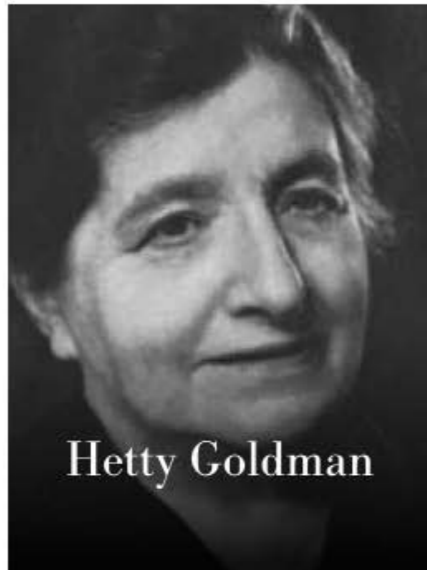
Member

Callout Quote
730 (width) x 690px (height)

"We share the conviction of our founders that such unrestricted deep thinking will change this world, but where and how is always a surprise."

Robbert Dijkgraaf
DIRECTOR

FROM THE DIRECTOR

Callout Thumbnail
730 (width) x 690px (height)

research in the sciences and humanities—the
original, often speculative thinking that produces
advances in knowledge that change the way we
understand the world

40 FIELDS MEDALISTS

BROWSE SCHOLARS & FACULTY

Hetty Goldman

Peter Sarnak

Abraham Flexner

*Description Goes here
and shows on hover*

Ilana Feldman

Callout Grid
730 (width) x 690px (height)

original, often speculative thinking that produces advances in knowledge that change the way we understand the world.

BROWSE CURRENT SCHOLARS

Directors

Faculty

Current Scholars

All Scholars

Artists-In-Residence

Director's Visitors

Callout List
305 (width) x 205px (height)

The IAS Squeeze Collection: Origin and Development

Soon after his appointment as a Professor at the Institute, Benjamin D. Meritt took the first steps to build a Repository of Squeezes, "which will be second only to that in Berlin," as he wrote to the Director, Abraham Flexner, on...

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Interested individuals can support the Institute by funding a Charitable Gift Annuity. In this popular charitable giving arrangement, a donor, making a gift of a...

READ MORE

Idea
680 (width) x auto px (height)

News, Press Release, In the Media, Events - Featured Page
830 (width) x 570px (height)

News, Press Release, In the Media, Event - Detail Page
830 (width) x 570px (height)
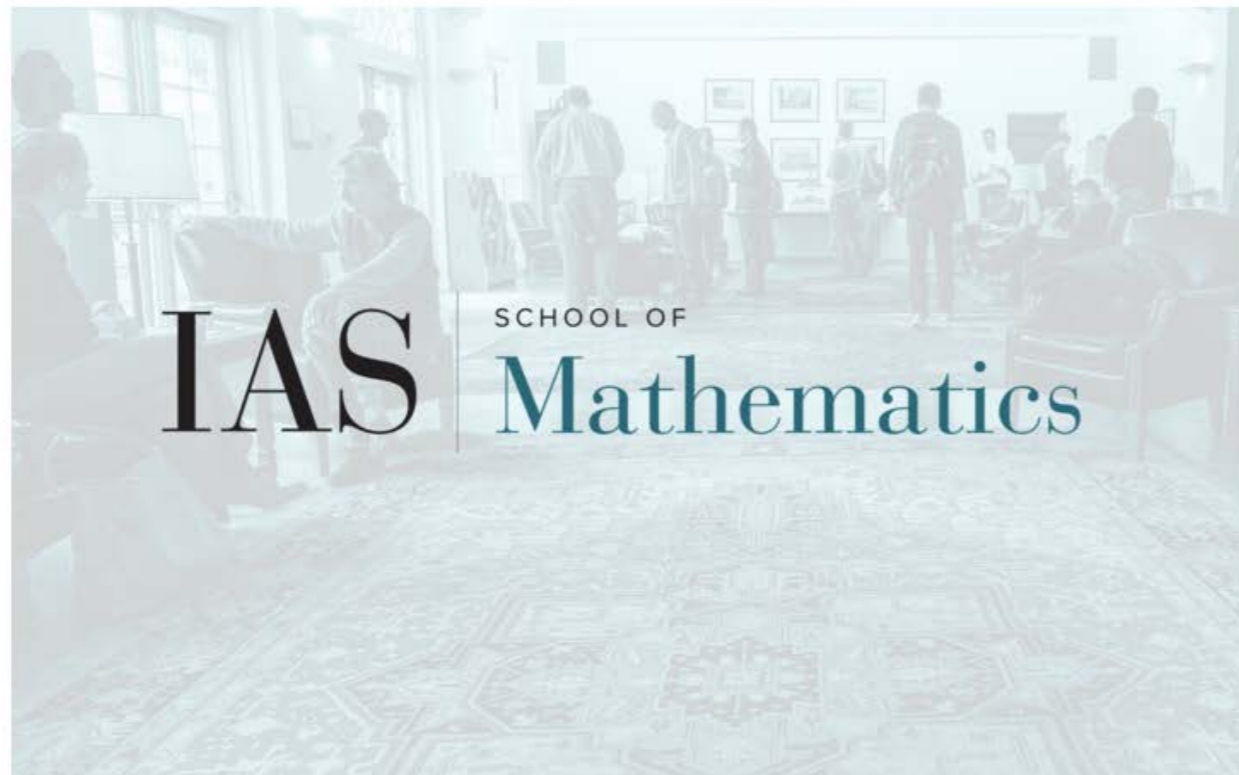
DATE & TIME

December 07, 2015 10:00am–5:00pm

LOCATION

S-101

CATEGORIES

Mathematics

Please see agenda
Workshop on Flows, Foliations and Contact

Publication
325 (width) x 470px (height)

IAS Publications

The Institute for Advanced Study publishes a range of publications that convey the pioneering research conducted at the Institute, and reflect the community's diverse and vibrant culture where scholars and scientists from all over the world, from young postdocs to lifelong IAS collaborators, live and work together.

The Institute Letter

Focuses on the work of the Institute with news about its scholars and articles, including contributions from Faculty and current and former Members, explaining areas of research and historical and current developments.

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IAS Website

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