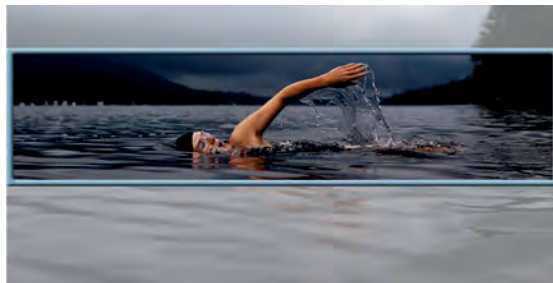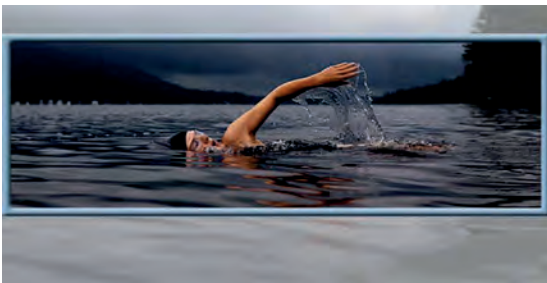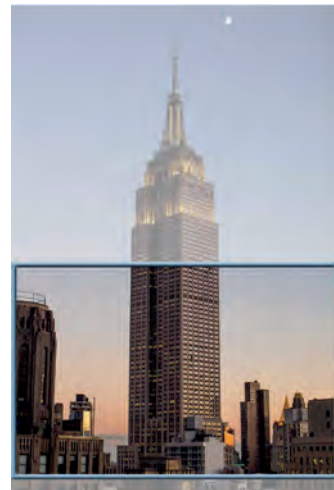# Website Image Guide

General Guidelines

Because you may not know ahead of time where your image will be used on the site (eg in the site header, in an image gallery or in the body of an article), it's best to frame your main subject towards the centre of the image with plenty of space around it. This will give you the most flexibility on how the image gets cropped to suit whatever space it's going to be used in.

Here is an example of a suitable image choice. The non-shaded parts represent various cropping proportions. Notice how the subject is fully included in all the pictures. It doesn't matter what ratio the cropped picture is at, the swimmer can still clearly be seen.

Here is an example of a *unsuitable* image choice. Trying to fit this portrait image into a landscape shape is not going to work.
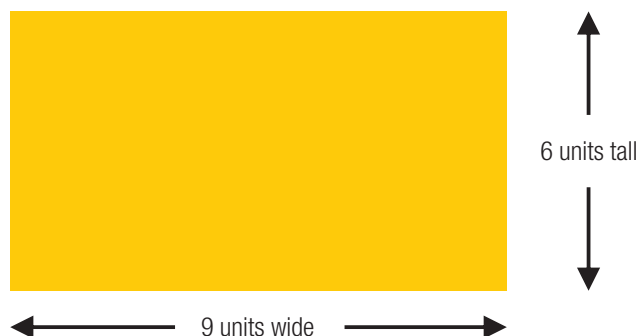
Gallery Images

Image proportions: 9:6   (9 units wide by 6 units tall)

Width: 1200 pixels minimum after cropping (if any)

Height: 800 pixels minimum after cropping (if any)

6 units tall

9 units wide

Site Header (hero) Images

Width: 1920 pixels minimum after any cropping (if any)

Height: Just ensure there is plenty of space above & below the subject matter.

The image below is not too bad, but it would be a lot better if there was more of the scene below the waterline of the boat and below the fish because there is a **risk**, depending on what device (mobile, tablet, laptop etc) the user is going to view the site at, that the top and/or bottom of the image will get cropped off by the web browser.

Website header and hero images behave differently on different sites, depending on how the web designer has instructed the web browser to handle the scaling and/or cropping of the images. However they generally fall into two categories:

1. As the width of the browser is changed, eg. when viewed on different devices, the image is just scaled proportionally (the width versus height ratio stays the same, with no cropping occurring.

2. The image fills the entire allocated space. The image is always scaled proportionally but the web browser may crop the image automatically either along the horizontal or vertical axis, or both, depending on the size of the device the site is being viewed at.

In either case, if you follow the general guidelines on page 1, you should end up with an image that will be suitable for use in nearly all situations.