

Image guidelines

Use these guidelines to add images to your web pages.

As a rule, use words rather than images. Only use images that usefully add to the text content.

Image dimensions

Image	Dimensions (in pixels)
50/50 banner	730 x 411px (or 16:9 aspect ratio)
Image with caption	730 x 411px (or 16:9 aspect ratio)
Page thumbnail	730 x 411px (or 16:9 aspect ratio)
Catalogue item	uses page thumbnail
Wayfinder card	uses page thumbnail
Content teaser	uses page thumbnail
Full Bleed banner	1280 x 660px
Full Bleed banner mobile rendition	751 x 575px
Campaign band	1280 x 386

Note: Images may render at slightly different sizes in different components. Using 730x411px will allow you to use the one instance of the image for various purposes (i.e. thumbnail, wayfinder image, news item image, catalogue item image, image in caption).

Use .jpeg only for photos. Do not use .png file type.

Image size should be less than 100KB

Keep all images under 100KB as possible. Up to 200 KB is the absolute maximum for banners where quality is a concern.

The best bet is to use the ['save for web' function in Photoshop, which you can do in large batches](#) to make your life easier.

If you don't have easy access to Photoshop, we recommend the following optimisation sites:

- [TinyJPG](#) - for JPEG files
- [Optimizilla](#) - for other file types
- [PNG to JPG](#) - Convert png to jpeg.

Examples

50/50 banner (with button and text)

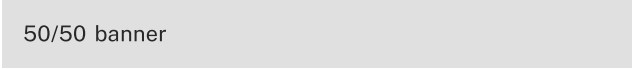
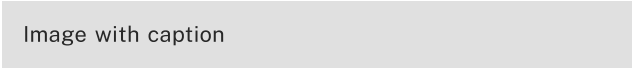
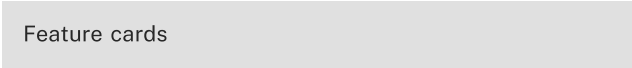
A light gray rectangular placeholder representing a 50/50 banner.


Image with caption

A light gray rectangular placeholder representing an image with a caption.

News hub feature card

A light gray rectangular placeholder representing a News hub feature card.

Catalogue

A light gray rectangular placeholder representing a Catalogue component.

Wayfinder cards

A light gray rectangular placeholder representing a screenshot of Wayfinder cards.

Where to source your images

- Use images from the department's [brand library \(staff only\)](#).
- Take or commission photos, see our [photography guidelines](#).

Rules of image use

1. Evaluate your image

Always consider the role an image plays in the context of the page where it is used. Start by deciding if the image is:

Decorative

This style of image does not add any information to the page, it is just there to make the website more 'visually attractive'. Don't use these.

Informative

Images that graphically represent concepts and information, typically pictures, photos and illustrations. Do use these.

File type

Use .jpeg file type only for photos. Please **do not use** .png.

2. All images need text alternatives (alt text)

Images must include alt text that describes the information or function represented by them. This ensures that images can be used by [people with various disabilities](#).

These [web accessibility tutorials for images](#) demonstrate how to provide appropriate text alternatives based on the purpose of the image.

Alt text for screenshots

You do not need to describe what is contained in a screenshot as you would just be duplicating the instructions that relate to the screenshot. Instead, put "Example screenshot" as the alt text.

3. Get permission to use the image

You can't publish information that identifies a person - a student, a parent or carer, or any other individual - without their permission. Find out more about [permission to publish \(staff only\)](#).

Don't use images downloaded from Google or other search engines without permission.

4. Don't use text images

Don't use images that are just text (words) or text added to them, such as:

- infographics
- posters
- screenshots of print
- cards.

While text images may look nice and be useful in print, the information in them can't be read by assistive technologies like screen readers.

5. Don't use icons

Avoid using icons because they can get confusing when you use the same icon for different things or vice versa.

Icons are usually created as very small files and are not high resolution enough when they expand to fill the image container.

6. Use only pictures of Aboriginal people and Torres Strait Islanders still living

Many Aboriginal people and Torres Strait Islanders are offended by the depiction of deceased members of their communities. It is very important to follow these guidelines and to be respectful of their values.

Do

- Make every effort to ensure that only pictures of living Aboriginal people and Torres Strait Islanders are used in the website.
- Display a disclaimer if an image could contain a deceased person - such as a very old filed picture.
- Have a disclaimer statement in the privacy and disclaimer page in the website.
- Provide a way to report an incident.

Don't

- Use old images without checking permissions and historical data.

- Use ripped images sourced from Google or the internet (including other websites).

Images of people now deceased

While we have made every effort to ensure that only pictures of Aboriginal people and Torres Strait Islanders still living are used on this site, visitors to the site are warned that it may contain images of people now deceased. Please let us know if you know of the death of any Aboriginal or Torres Strait Islander person depicted on this site.

How-to guides

Learn how to add an image on your page using our guides:

- [Adobe Experience Manager - image with caption](#)

Category:

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Topics:

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Business Unit:

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This information is current as at "18/7/2023 9:49:43 am", Australian Eastern Time. For the most up-to-date information, go to <https://education.nsw.gov.au/inside-the-department/communication-and-engagement/communication-channels/education-website/image-guidelines>

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