MIT ALUMNI ASSOCIATION WEBSITE

Photo & Image Specs Guide
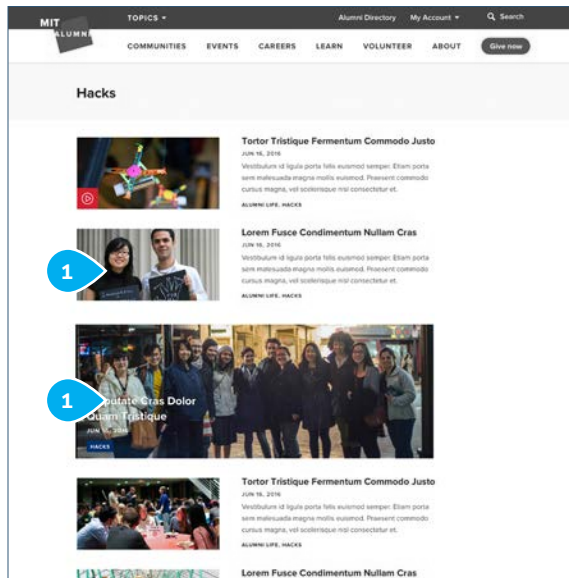
CONTENTS

Intro

Art direction

Image specs

Photography style is vital to the MITAA website's usability and its intended experience. Carefully selecting photos is necessary to describe content, guide users around the site, and create visual balance.

This guide gives insight for choosing photos for their respective areas on the site, and provides recommended minimum size dimensions for good quality imagery and optimal performance.

Overview

There are three categories of photos, each serving a unique purpose:
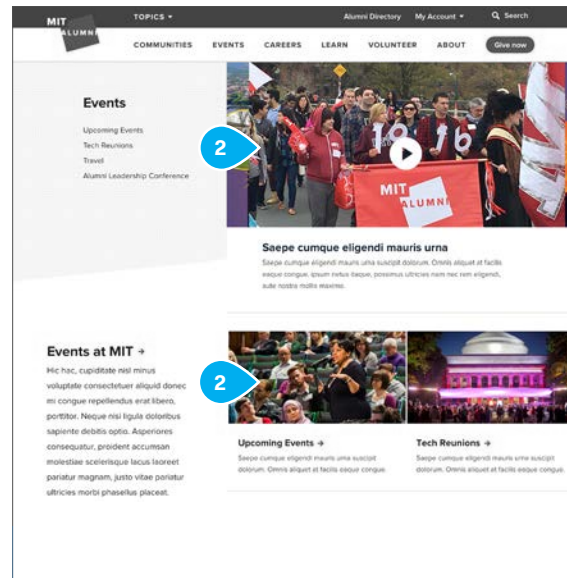Story photos, Content landing photos, and Event photos.

1 **STORY PHOTOS**

Example: Generic Category landing

Story photos make up a majority of the site's imagery. These include the photos used for articles, features, video and gallery pages.
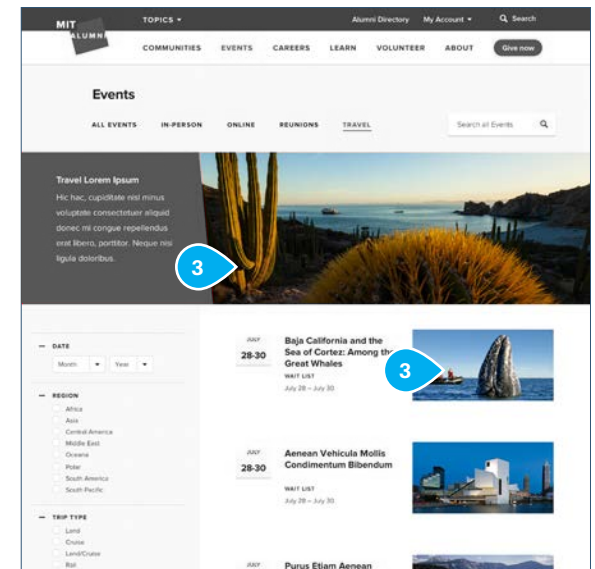
2 **CONTENT LANDING PHOTOS**

Example: 2.0 Events Section Landing

Content photos are used to support static content for main navigation item landing pages.
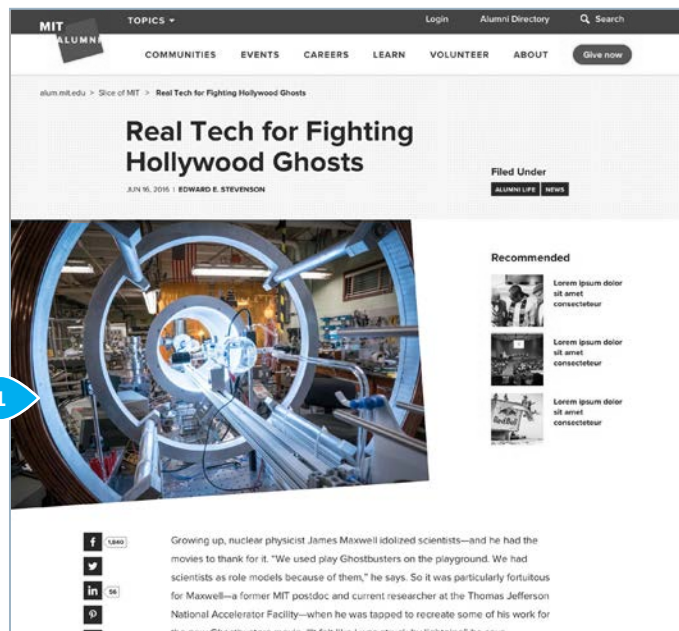
3 **EVENT PHOTOS**

Example: 2.5 Events—Travel

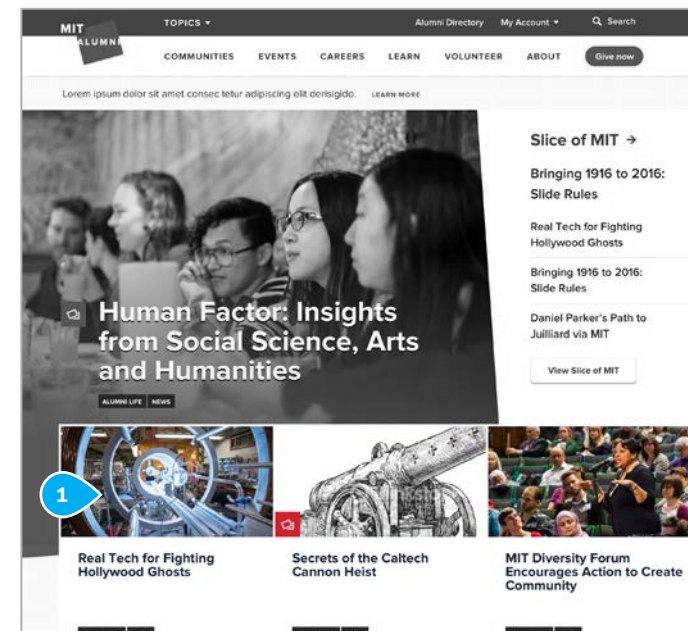Event photos include a static cover image, and photos describing individual events.

① Story photos

Story photos are the large cover images for articles, features, video, and gallery pages. The chosen photo needs to work with both its unique content, and with photos in other stories to maintain rhythm in areas where there are grids of stories (like the homepage and category landing pages).

Article page

Example of a story photo used within its unique content

Homepage

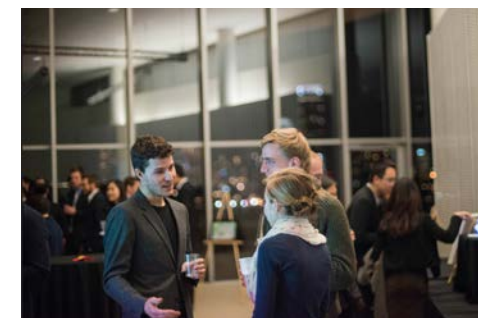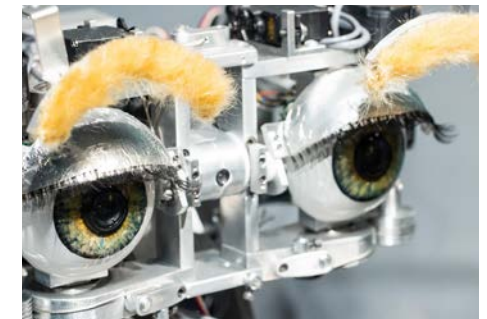*Example of how a story photo needs to also live next to other photos in a grid of stories*
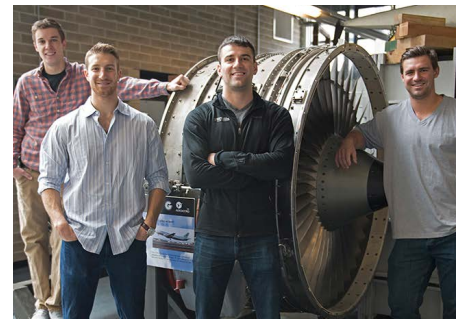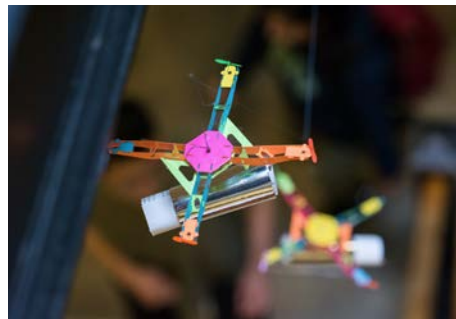
1 ## Story photos—Examples

To maintain a pleasing rhythm, be sure to pick photos that reflect varying photo styles and content.

Example: Wide shots vs. close-up shots, literal representation vs. figurative/conceptual representation
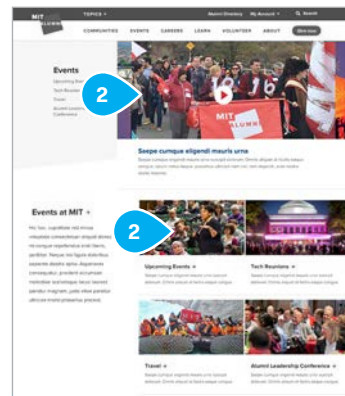
Note: A Video or Gallery story needs one preview photo, which should be chosen with these rules in mind.
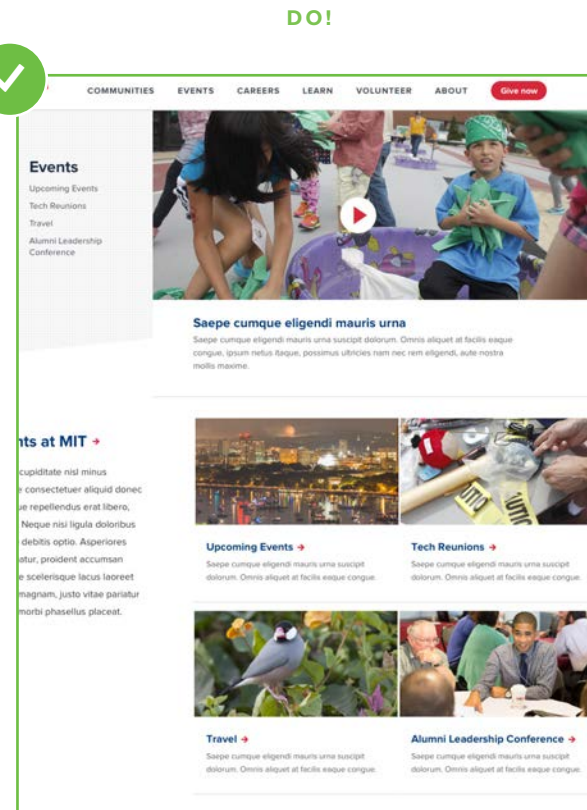
SEE STORY IMAGE SPECS ON PAGE 8

② Content landing photos

Content photos appear alongside static content on section landing pages. These should be chosen carefully based on the content that they support, as they are intended to have a longer shelf life than story photos.
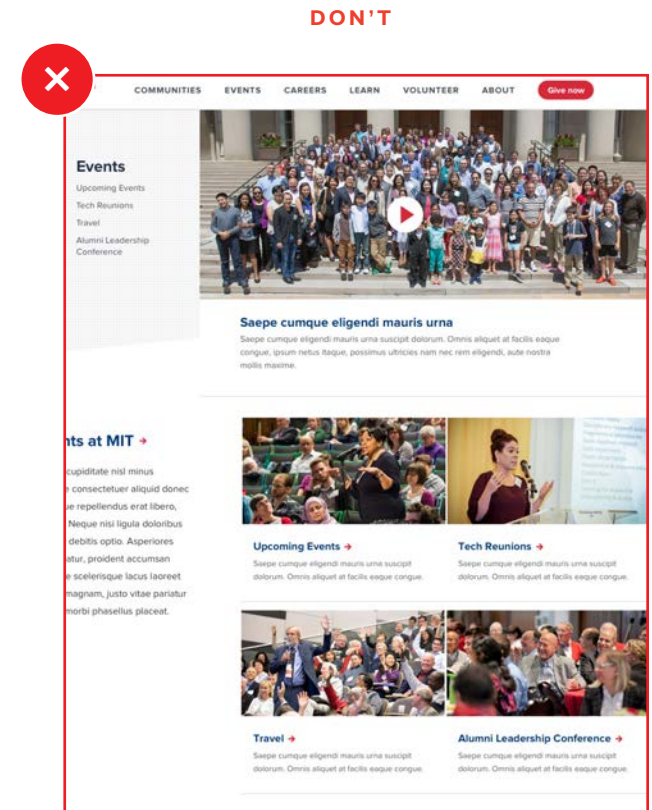

2.0 Events Landing

Note: The content cover photo can be a video; the preview image should also follow these rules.

DO!

→ Different types of content/actions

→ Both literal and figurative representation

→ Each relates to respective section

→ Variety of crops/different scale of items

→ Diversity of people

→ Natural interactions, less posing

DON'T
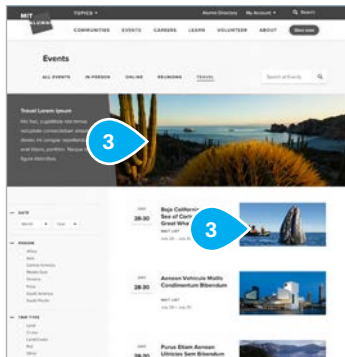

× People in all photos are similar in scale

× Little variation in the content of photos

× Overall texture of photos is the same, lacking in rhythm

× Video "play" button blocks some people's faces

× Avoid the "group shot"

3 Event photos

There are three photo types in Events: Featured event, Travel cover, and Travel event.

2.1 Upcoming Events

2.5 Travel Events

FEATURED EVENT

SEPT 23 — Department Collaboration Brunch — MIT ALUMNI ASSOCIATION

SEPT 23 — Department Collaboration Brunch — MIT ALUMNI ASSOCIATION
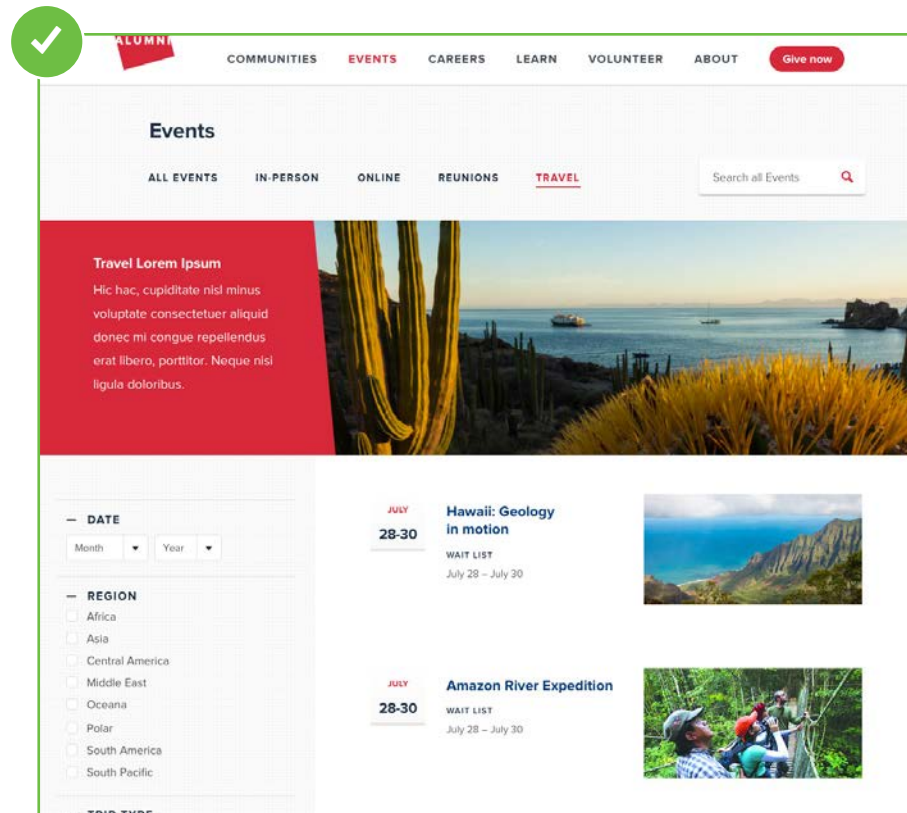
DO!

→ Natural interactions

→ Descriptive/representative of the event

TRAVEL COVER & TRAVEL EVENTS
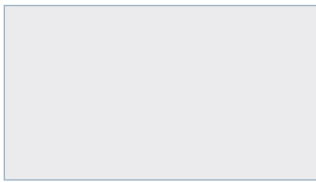

DO!

→ Epic landscape shots

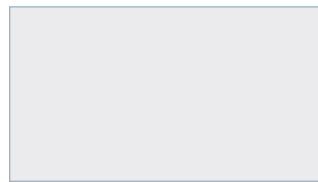→ Descriptive details or actions

Image specs

Overview—Story Images

There are four types of story images, each having their own dimensions: Article images, Feature images, Gallery & Video images, and Supplementary images. By uploading the image's largest dimension and selecting a focal point, the CMS will automate other sizes that the image will have to appear in. These are the minimum sizes. Double these dimensions if accounting for retina displays. **The recommended starting photo size is 2048 x 1536px.**
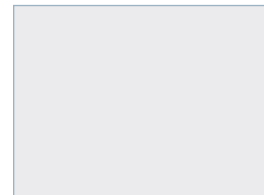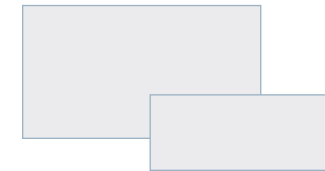
Article

→ 500 x 750px

Feature

→ 620 x 1200px

Gallery & Video

→ 650 x 1100px
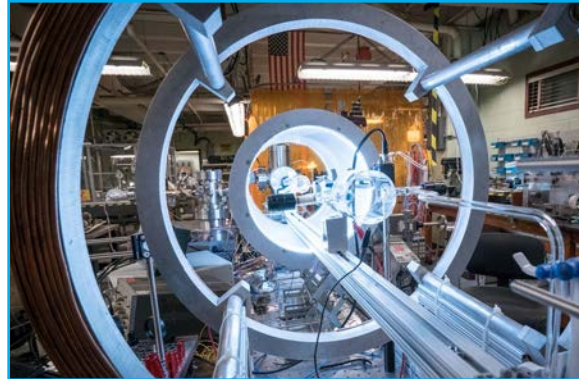
Supplementary

→ Quote (370 x 525px)
→ Inset (600 x 1000px)

Story: Article

This image will appear large-scale at the top of the article page, as well as in a smaller preview-scale as a link to the article throughout the site.
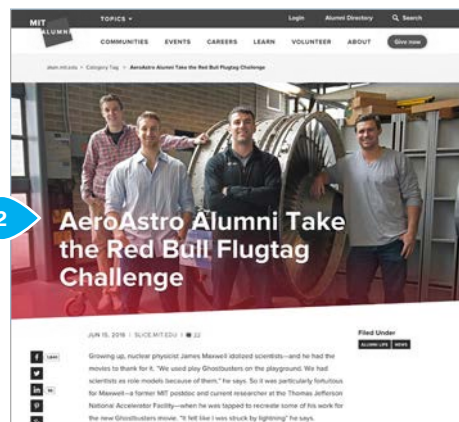

1 Article cover

500 px

750 px

Note: Photo will be cropped at an angle and gradient will be applied automatically by CSS.

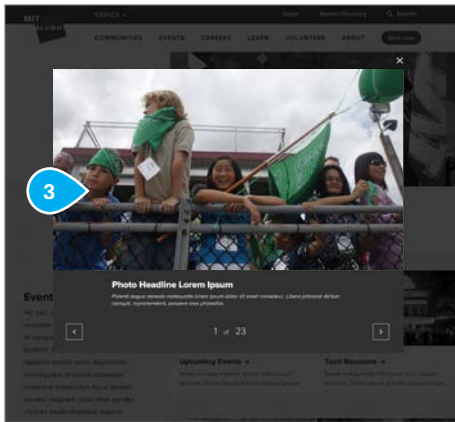**Note:** CSS will fit this dimension into the various preview sizes automatically, including the homepage image size.

Story: Feature

2 Feature cover

620 px

1200 px

Story: Gallery

This image will appear large-scale within its story page, as well as in a smaller preview-scale as a link to the video or gallery throughout the site.
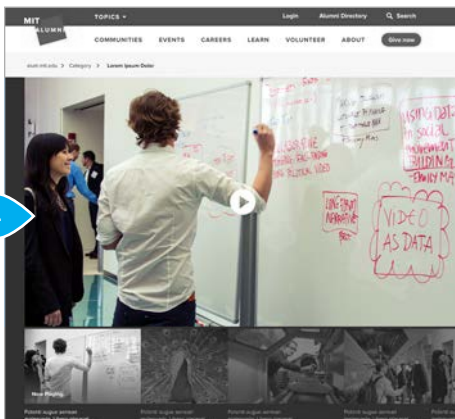

③ Gallery image

650 px

1100 px

Note: There should be no more than 15 photos in an image gallery.

Note: CSS will fit this dimension into the various preview sizes automatically.

Story: Video
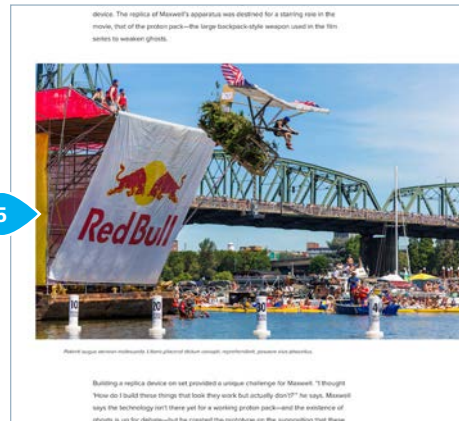

④ Video preview image

650 px

1100 px

Image specs

Story: Supplementary

Supplementary photos are the static images that go within an individual article to help support the text. These include Insets and Quote images.
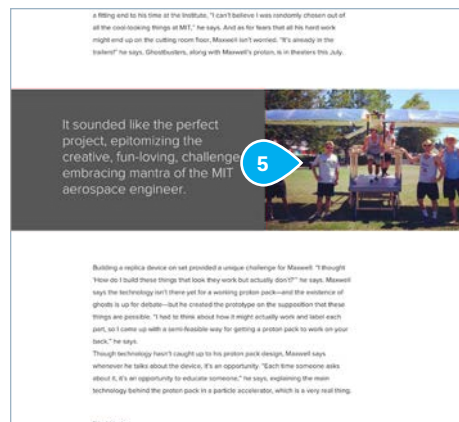
5 **Inset image**

600 px

1000 px

5 **Quote image**

370 px
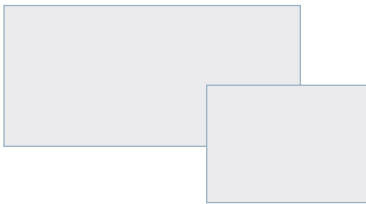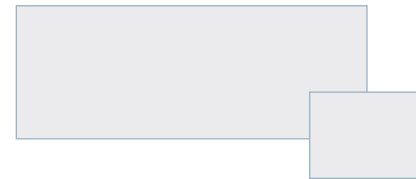
525 px

Overview—Content images

There are two type of content images—Landing page images and Events images. By uploading the image's largest dimension and selecting a focal point, the CMS will automate other sizes that the image will have to appear in. These are the minimum sizes. Double these dimensions if accounting for retina displays. **The recommended starting photo size is 2048 x 1536px.**

Content Section landings

→ Cover (350 x 750px)
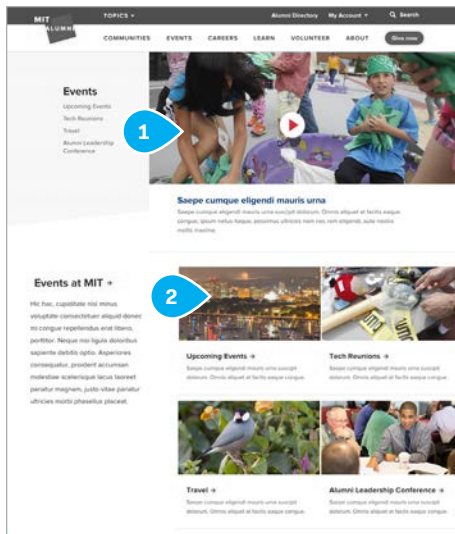→ Section links (200 x 370px)

Events

→ Featured Event (150 x 300px)
→ Travel cover (320 x 830px)
→ Travel event (150 x 300px)

Content—Section landings

Each main navigation item has a landing page with a cover image, and subnav links with images.

1 Cover

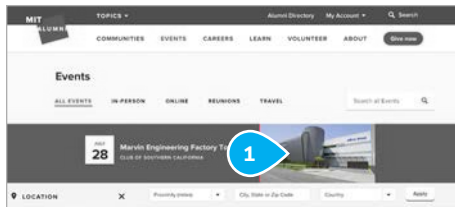

350 px

750 px

2 Section links
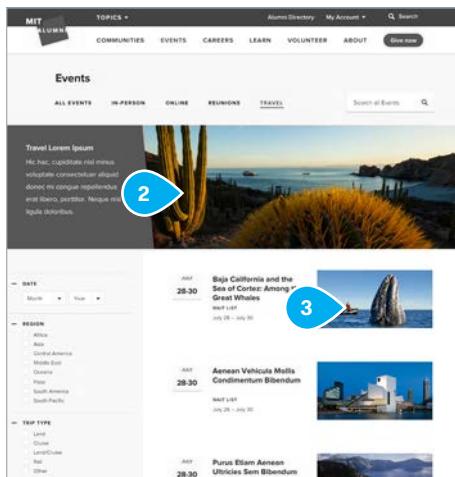

200 px
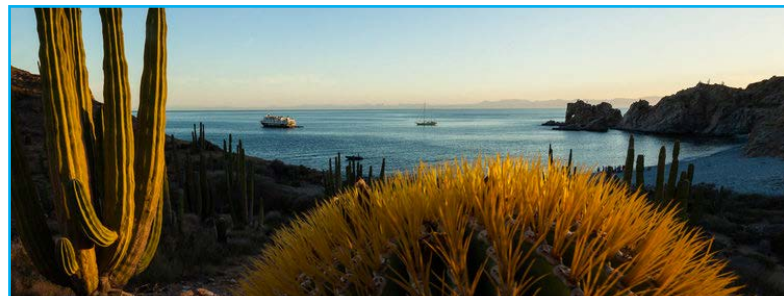
370 px

Content—Events

Events have three image types.

Note: All angled crops are made automatically by CSS.

① **Featured Event**

150 px

300 px

② **Travel cover**

320 px

830 px

③ **Travel event**

150 px

300 px