

MIT ALUMNI ASSOCIATION WEBSITE

Photo & Image Specs Guide

CONTENTS

Intro

Art direction

3 Overview

4 Story photos

6 Content landing photos

7 Event photos

Image specs

8 Overview

9 Story images

Article, Gallery & Video, Feature,
Supplementary

12 Content images

Landing pages, Events

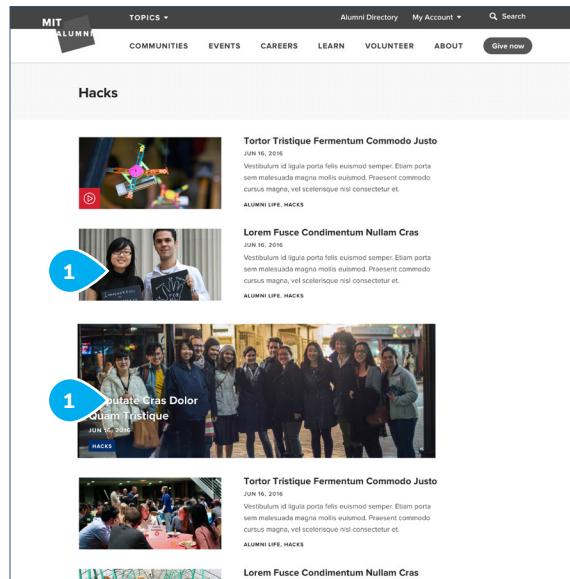
Photography style is vital to the MITAA website's usability and its intended experience. Carefully selecting photos is necessary to describe content, guide users around the site, and create visual balance.

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.

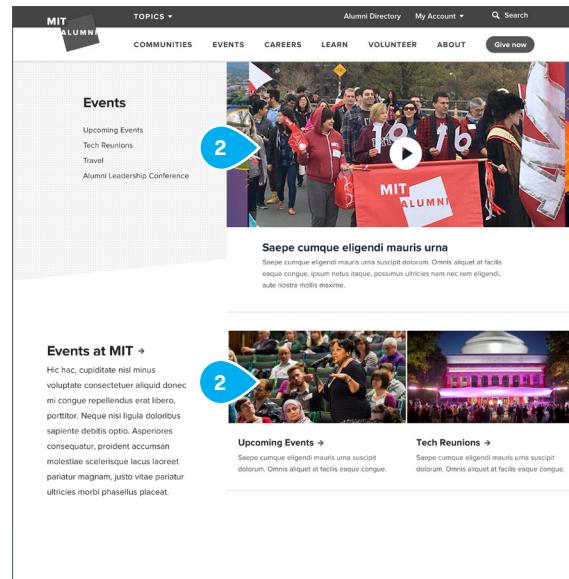
1 STORY PHOTOS



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.

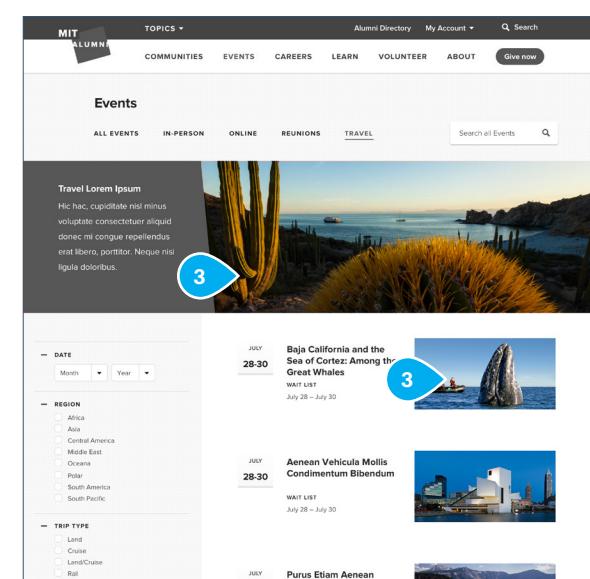
2 CONTENT LANDING PHOTOS



Example: 2.0 Events Section Landing

Content photos are used to support static content for main navigation item landing pages.

3 EVENT PHOTOS

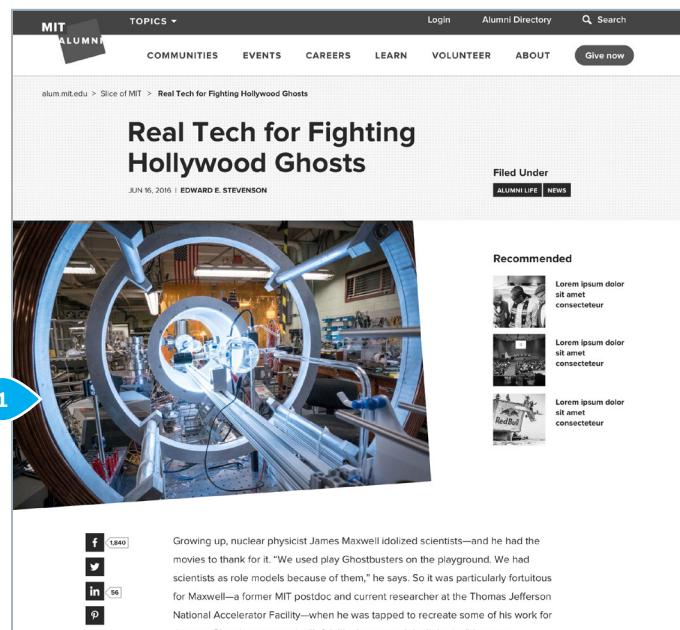


Example: 2.5 Events—Travel

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

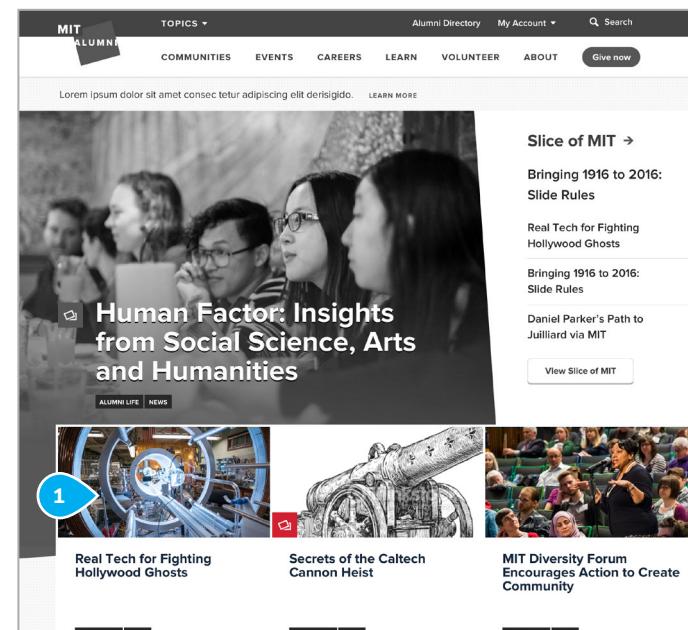
1 Story photos

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

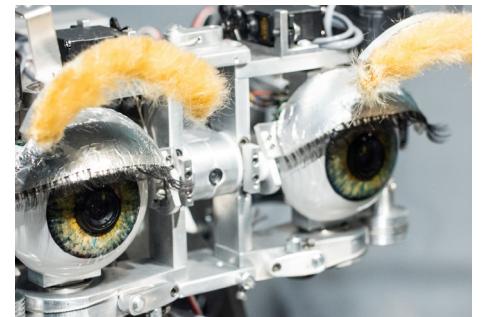
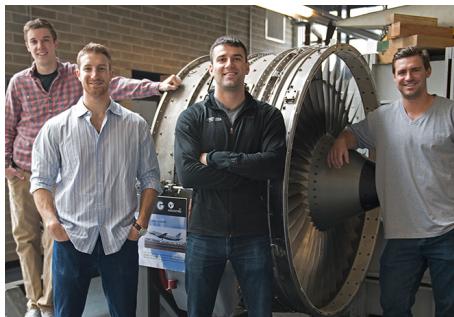
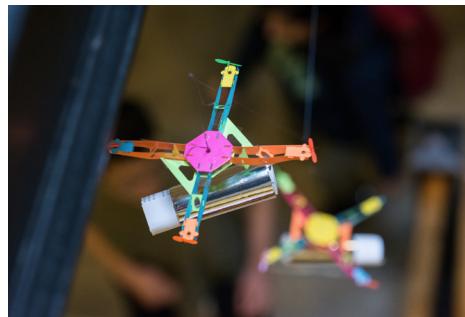
1 Story photos—Examples

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

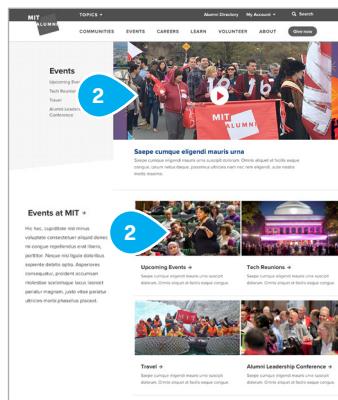
Note: A Video or Gallery story needs one preview photo, which should be chosen with these rules in mind.

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!

DON'T

- 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

- ✗ 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

FEATURED EVENT

✓

SEPT 23
Department Collaboration Brunch
 MIT ALUMNI ASSOCIATION

DO!

- Natural interactions
- Descriptive/representative of the event

✗

SEPT 23
Department Collaboration Brunch
 MIT ALUMNI ASSOCIATION

3
3

Travel Lorem Ipsum

Hic hac, cupiditate nisl minus voluptate consectetur aliquid donec mi congue repellendus erat libero, portitor. Neque nisi ligula doloribus.

Big Cacti - Sea of Cortez Great White July 28 - July 30

Aenean Volutpat Mollis Condimentum Blendum July 29 - July 30

Purus Etiam Aenan Utildes Sem Blandum July 29 - July 30

2.5 Travel Events

TRAVEL COVER & TRAVEL EVENTS

✓
✗

ALUMNAI COMMUNITIES **EVENTS** CAREERS LEARN VOLUNTEER ABOUT Give now

Events

[ALL EVENTS](#) [IN-PERSON](#) [ONLINE](#) [REUNIONS](#) **TRAVEL**

Search all Events

Travel Lorem Ipsum

Hic hac, cupiditate nisl minus voluptate consectetur aliquid donec mi congue repellendus erat libero, portitor. Neque nisi ligula doloribus.

— DATE

Month Year

JULY 28-30 **Hawaii: Geology in motion**

WAIT LIST

July 28 – July 30

— REGION

Africa

Asia

Central America

Middle East

Oceania

Polar

South America

South Pacific

JULY 28-30 **Amazon River Expedition**

WAIT LIST

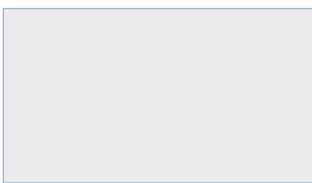
July 28 – July 30

DO!

- Epic landscape shots
- Descriptive details or actions

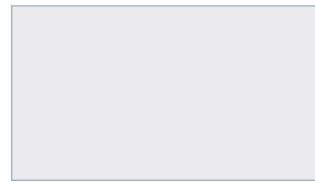
Overview—Story Images

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.



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.

A screenshot of the MIT Alumni website. The main title is "Real Tech for Fighting Hollywood Ghosts". Below it is a thumbnail image of a circular metal detector coil. To the right of the thumbnail are three small recommended images. At the bottom left is a social sharing icon, and at the bottom right is a snippet of the article content.

1

500 px

1 Article cover



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

Story: Feature

A screenshot of the MIT Alumni website. The main title is "AeroAstro Alumni Take the Red Bull Flugtag Challenge". Below it is a thumbnail image of four men standing next to a large aircraft engine. To the right of the thumbnail is a snippet of the article content. At the bottom left is a social sharing icon, and at the bottom right is a snippet of the article content.

2

620 px

2 Feature cover

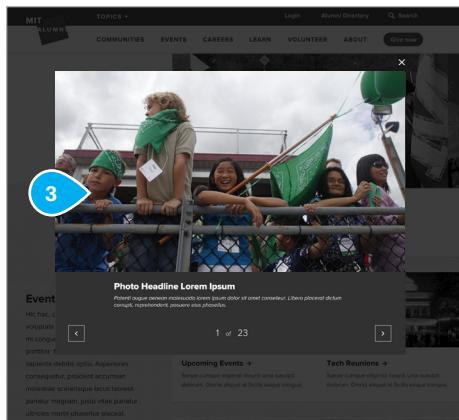


1200 px

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

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.



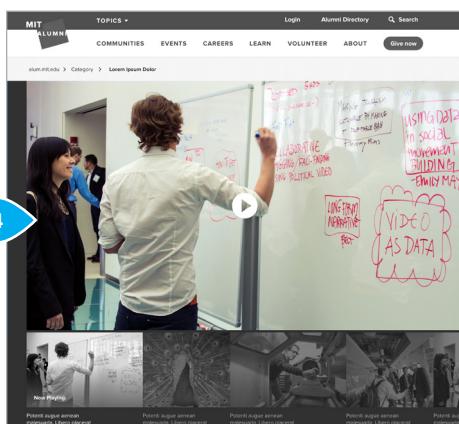
3 Gallery image

650 px



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

Story: Video



4 Video preview image

650 px

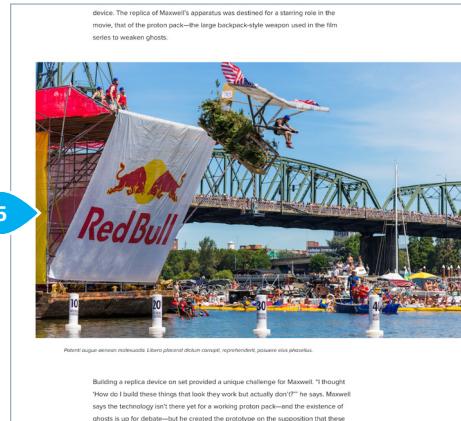


1100 px

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

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.

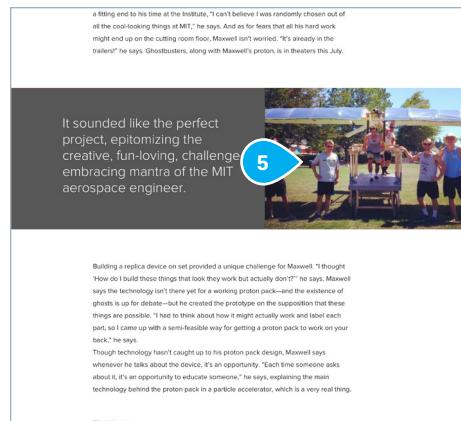


600 px

5 Inset image



1000 px



370 px

5 Quote image



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.



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.

The screenshot shows the MIT Alumni website's "Events" section landing page. At the top, there's a navigation bar with "TOPICS", "Alumni Directory", "My Account", and a search bar. Below the navigation, there's a large image of people at an event. To the left of the image, a blue callout bubble labeled "1" points to the image, indicating the "Cover" image for the section landing page. Below the image, there's a heading "Saepe cumque eligendi mauris urna" followed by a short paragraph of placeholder text. Further down, there's a section titled "Events at MIT" with two sub-sections: "Upcoming Events" and "Tech Reunions". Each sub-section has a thumbnail image, a title, and a brief description of the event. A second blue callout bubble labeled "2" points to the "Upcoming Events" thumbnail, indicating the "Section links" for the landing page.

1 Cover



350 px

750 px

2 Section links



200 px

370 px

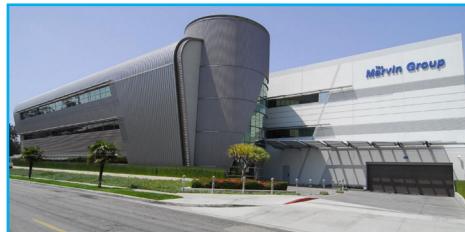
Content—Events

Events have three image types.

A screenshot of the MIT Alumni website's event search results page. The top navigation bar includes links for TOPICS, COMMUNITIES, EVENTS, CAREERS, LEARN, VOLUNTEER, and ABOUT. Below the navigation is a search bar with dropdowns for LOCATION, PROXIMITY (miles), CITY, STATE OR ZIP CODE, and COUNTRY. The main content area shows a grid of event thumbnails. One thumbnail for a 'Marvin Engineering Factory Tour' is highlighted with a blue callout bubble containing the number '1'.

150 px

1 Featured Event



300 px

A screenshot of the MIT Alumni website's travel search results page. The interface is similar to the events page, with filters for DATE, REGION, and TRIP TYPE. The main content area displays travel covers. One cover for a trip to 'Baja California and the Sea of Cortez: Among the Great Whales' is highlighted with a blue callout bubble containing the number '2'.

320 px

2 Travel cover



830 px

3 Travel event



300 px

Note: All angled crops are made automatically by CSS.