

Next gen **SWS**

Image guidelines

A picture speaks 1000 words. Use these guidelines to make sure the images you use on your school website are saying the right thing.



Banner – theme 1

- Dimensions: 1280x335px
- Anything less will appear stretched or distorted. Anything more will bog down page load times.
- Maximum file size: 200kb
- Acceptable image formats include: JPG, PNG
- Use RGB colour mode.



Banner – theme 2

- Dimensions: 895x400px
- Anything less will appear stretched or distorted. Anything more will bog down page load times.
- Maximum file size: 200kb
- Acceptable image formats include: JPG, PNG
- Use RGB colour mode.



School logo

- Dimensions: 130x150px
- Anything less will appear stretched or distorted. Anything more will bog down page load times.
- Maximum file size: 50kb
- This image will appear in the header and footer.
- Acceptable image formats include: JPG, PNG
- Use RGB colour mode.



Newsletter thumbnail

- Dimensions: 140x100px
- Anything less will appear stretched or distorted. Anything more will bog down page load times.
- Maximum file size: 50kb
- Acceptable image formats include: JPG, PNG
- Use RGB colour mode.



News and event detail images

- Dimensions: 770x370px
- Anything less will appear stretched or distorted. Anything more will bog down page load times.
- Maximum file size: 100kb
- Acceptable image formats include: JPG, PNG
- Include alt text for news images unless the image is purely decorative. Alt text for event images will be added for you.

Content images

- Dimensions depend on page layout
- Maximum file size: 100kb
- Acceptable image formats include: JPG, PNG
- Include alt text and caption unless the image is purely decorative.

General information

Make sure you have permission to publish

You can't publish information that identifies a student, a parent or carer, or any other individual without their permission. Make sure you have a signed permission to publish form for every student. You might choose to update these forms every year, or include a blanket permission to publish form when a student enrolls, with a disclaimer that you consider that permission current unless otherwise notified.

We highly recommend that you set the expiry to 12 months. If you choose not to do so, you leave your school open to risk if the permission is revoked.

See more about permission to publish at education.nsw.gov.au/inside-the-department/communication-and-engagement/services-and-support/planning-your-communication/publishing-and-privacy-guidelines.

Don't violate image copyright

Do not use images downloaded from Google or other search engines without permission.

If you have purchased stock images or used Creative Commons images, make sure you include the appropriate credit in your caption.

Make sure your images are accessible

Don't put text on your images. It will be hidden or cropped in many cases, and images with text do not meet accessibility requirements.

Don't use animated GIFs on your website. They don't meet accessibility requirements.

Include alternative text (alt text) where required

Alt text describes what's in the image for people who can't see the image for reasons including:

- they're blind or have low vision, so they use a screen reader to read web pages to them
- their internet connection is slow, so they've turned images off to speed up load time.

All images must include alternative text (alt text) unless they're purely decorative, meaning:

- they serve no purpose other than to add visual interest to a page
- someone reading your content won't miss out if they can't see the image.

If an image is purely decorative, mark it as decorative when you upload it. Banner images and thumbnails are automatically marked as decorative.

It's important to use keywords in your alt text as well. This will help with search engine optimisation.

Include captions where required

Most of the images you include with news items or content pages should include a caption.

Captions should not just repeat alt text. Instead, they should give your audience more context for why the image is there.

What's the difference between alt text and caption?

- Alt text describes the image for someone who can't see it. Example alt text:
 - Photo of a Year 4 girl using an iPad while sitting on a beanbag in a classroom
- A caption gives context to the image. This should be a full sentence. Example caption:
 - Flexible learning spaces and mobile technology allow students to learn in the ways that suit them.

Use only photos of Aboriginal or Torres Strait Islander peoples still living

Many Aboriginal people and Torres Strait Islanders are offended by the depiction of deceased members of their communities.

- 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. For example:
 - We are aware that many Aboriginal people and Torres Strait Islanders are offended by the depiction of deceased members of their communities. 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.
- Provide a way to report an incident.

Stick to recommended image sizes

Images smaller than the recommended dimensions may appear blurry or pixelated when they stretch to fill containers such as banners. Don't enlarge a smaller image, as this can make it appear pixelated.

Stick to recommended file types

Adobe Experience Manager accepts standard image file types including JPG and PNG. Don't use PSD and TIFF files as these aren't web-compatible.

JPG is good for photographs. Saving a photo as JPG removes detail from the photo and reduces the file size. Good photo editors let you control how much detail is removed (the 'compression').

PNG is good for both photographs and line art. It compresses photos without losing detail, but usually makes larger photo files than JPG files.

Image file naming

Only use **letters**, **numbers** and **hyphens** in file names. Other characters – like spaces, question marks, percent signs, commas and ampersands – will cause issues.

Color mode and profile

Save images in RGB color mode and sRGB color profile.