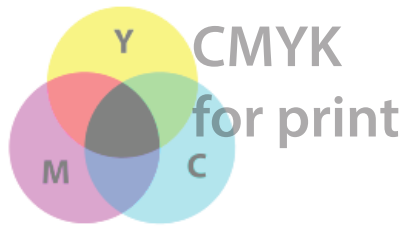


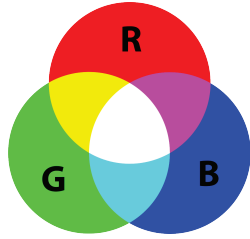
WEB IMAGE BASICS

COLOR MODELS



CMYK
for print

RGB for web images



Red, Green, Blue channels are combined to make all other colors. This is the model used for images on screen.

Why does this matter?

When you receive an image from a designer or download it from webdam beware it may be in CMYK. Using a CMYK image on the web will cause it to display incorrectly.

IMAGE TYPES

Vector for editing

Bitmap (pixels) for web

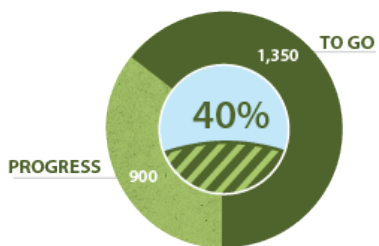
Why does this matter?

Using the incorrect format usually produces images that are larger than necessary particularly when a png is used when a jpg is needed.

MOST USED WEB IMAGE FORMATS

Image.png

Protected Acreage
Goal: 2,250



- Allows to limit the # of colors
- Option for transparency
- No compression

Best for images with a limited number of colors like logos or charts.

Image.jpg

- Uses all possible colors of RGB (16M)
- Option to add compression & reduce file size.
- No transparency option



Best for image with a lot of color variation like landscapes or portraits

The image file size is determined by image format, resolution and compression.

FILE SIZE

When creating an image work your way backwards: Try to keep a nice looking image while maintaining a small file: 100 KByts for a Hero image.

WEB IMAGE RESOLUTION

Resolution refers to the number of pixels in an image. The resolution for web images is defined by the image dimensions or the **Width x Height** in pixels.

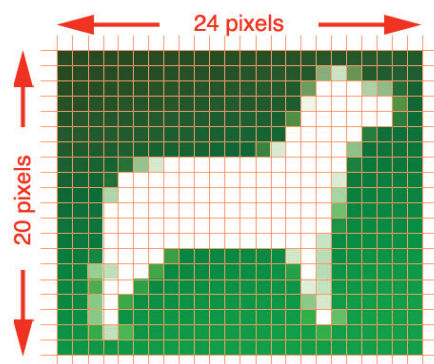
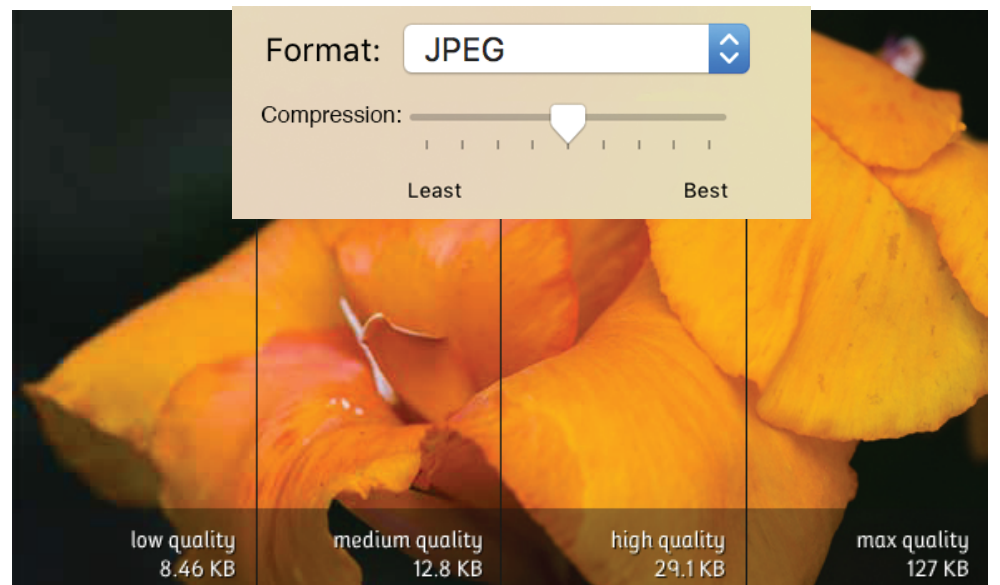


IMAGE COMPRESSION

- The use of algorithms to reduce the file size of images
- Most often used with JPG files
- More compression = Smaller file sizes but less image quality



How much resolution and compression to use?

The resolution should be the defined by the image use as seen on POST's Styling Guide, for example a 'Hero' image is 1280 px x 350 px. More details on image dimensions: openspacetrust.org/styleguide

NAMING YOUR FILES

- Use all lower casing
- Use two to four words max that describe and give context to the image in a unique way and
- Use hyphens to separate word
- Avoid using special characters

~~prettyFlowers.jpg~~ **lillies-field-san-mateo.jpg**

Why does this matter?

Correct naming of a file helps our google find our images and drives traffic to our site. Also it makes it easier to find the images in WP later on. Finally, images named with some special characters won't be correctly displayed by browsers.