

CSSP Website: Photo Recommendations



Below are recommendations on photos requirements for the Center for the Study of Social Policy (CSSP) website.

See the mockup to the left. Make sure the photo composition will work well as a large graphic that may have superimposed text.

If possible, provide at least three options for each page that requires a photo—including, but not limited to, the CSSP Home Page, each Project page, and each Focus Area page.

Approximate minimum photo size

Note: The dimensions below is a general suggestion. Your photos should be large, but do not need to be these exact dimensions)

1650 pixels wide by 1100 pixels tall (landscape format)

Composition

There should be enough white space around the image subject to allow room to crop the photo, if necessary.

It is important that the subject is in the center of the photo (both vertically and horizontally).

Good examples of this:

- <http://themenectar.com/demo/salient-blog-ultimate/wp-content/uploads/2014/07/sam-burriss-285038.jpg>
- <https://unsplash.com/photos/QAB-WJcbgJk>

Don't do this:

- <https://unsplash.com/photos/AlcebJD5Pek> (too close-up on face)
- <https://unsplash.com/photos/AEaTUvnveik> (not centered)

The photo composition should not be too busy. This is important because we may have text over the photos.

Good examples of this:

- <https://unsplash.com/photos/WNAO036c6FM>
- <https://unsplash.com/photos/nkGcZnRW6bs>

Don't do this:

- <https://unsplash.com/photos/m2O58jdJGHg>
- <https://www.istockphoto.com/photo/her-presentation-leaves-an-impact-on-her-colleagues-gm892252488-246979939>

Abstract and close-ups of objects are good. These allow for more flexibility when it comes to cropping.

Good examples:

- <https://unsplash.com/photos/UOwwwZ9Dy6w>
- <https://unsplash.com/photos/fwK-UbV1UQ4>
- <https://unsplash.com/photos/vf4lcUQQG9w>