

Heller School Photo Standards for Web Editors

Overview

To maintain a uniform look and feel on the Heller website, we encourage all web editors to follow these guidelines for uploading images on all Heller School websites.

Note that the content management system (CMS) does not automatically resize and crop photos to fit these standards. Therefore, web editors must edit photos in advance of uploading them to the website.

File Type and Naming Conventions

All photos uploaded into the CMS should be .jpg filetype. As with PDFs and other files uploaded to the CMS, image file names should be all lowercase, with words separated only by dashes (no spaces, underscores, periods, or other special characters). For example:

Good: 2018-zinner-forum.jpg
2018zinnerforum.jpg

Bad: 2018 Zinner Forum.jpg
2018_zinner_forum.jpg
2018.zinner.forum.psd

Quick Guide (more detail on each below)

Specs for Banner Photos:

- Always horizontal (landscape) orientation
- Aspect ratio: 16:9
- Minimum pixel width: 2,000

Specs for WYSIWYG Full-Width Photos:

- Always horizontal (landscape) orientation
- Aspect ratio: 16:9
- Minimum pixel width: 800

Specs for WYSIWYG Thumbnail Photos:

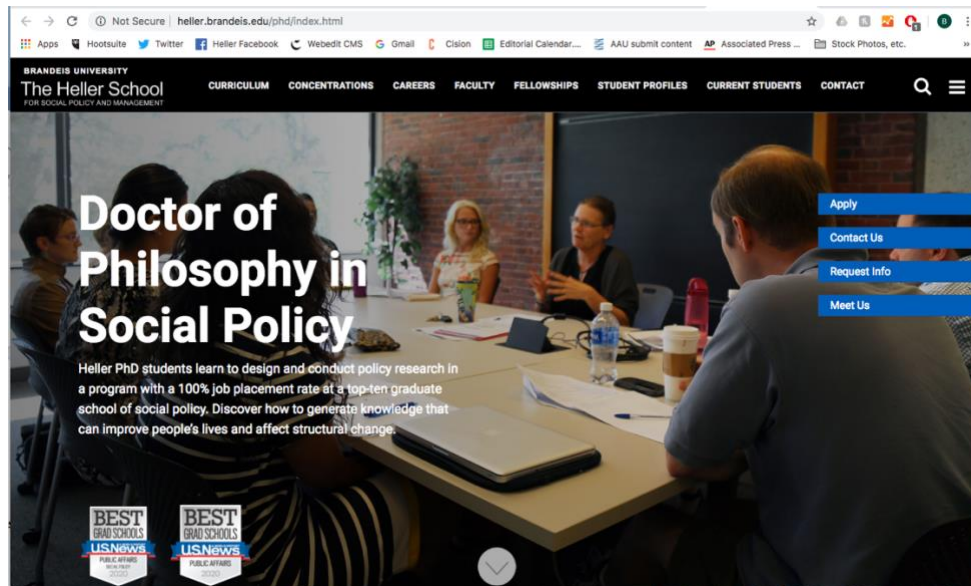
- May be vertical (portrait) or horizontal (landscape) orientation
- Aspect ratio: 4:3 or 3:4
- Minimum pixel width: 500

Approved Photo Standards

Home Page Banner Photos

Banner photos (often called hero photos) are only found on website homepages. These are full-screen-width images and therefore require the highest resolution. In the CMS, the following content blocks should follow the standards for Banner photos: Banner, Teaser, Feature, Hero, Separator, and News (background image only).

Example of a Banner Photo:



Specs for Banner Photos:

Always horizontal (landscape) orientation

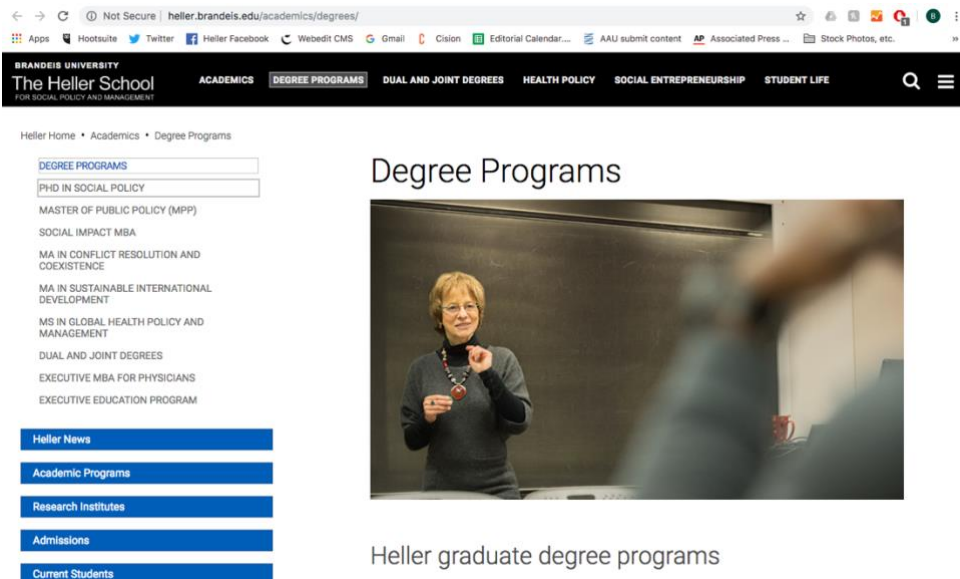
Aspect ratio: 16:9

Minimum pixel width: 2,000

WYSIWYG Full-Width Photos

Full-width photos are found in WYSIWYG content sections on inside pages and on home pages. These images span the full width of the WYSIWYG content area and are typically followed by text. They can also form part of a slideshow.

Example of a WYSIWYG Full-Width Photo:



The screenshot shows a web browser displaying the 'Degree Programs' page of The Heller School. The browser's address bar shows 'heller.brandeis.edu/academics/degrees/'. The website's navigation bar includes 'ACADEMICS', 'DEGREE PROGRAMS', 'DUAL AND JOINT DEGREES', 'HEALTH POLICY', 'SOCIAL ENTREPRENEURSHIP', and 'STUDENT LIFE'. A sidebar on the left lists various degree programs, including 'PHD IN SOCIAL POLICY', 'MASTER OF PUBLIC POLICY (MPP)', 'SOCIAL IMPACT MBA', 'MA IN CONFLICT RESOLUTION AND COEXISTENCE', 'MA IN SUSTAINABLE INTERNATIONAL DEVELOPMENT', 'MS IN GLOBAL HEALTH POLICY AND MANAGEMENT', 'DUAL AND JOINT DEGREES', 'EXECUTIVE MBA FOR PHYSICIANS', and 'EXECUTIVE EDUCATION PROGRAM'. Below the sidebar are blue buttons for 'Heller News', 'Academic Programs', 'Research Institutes', 'Admissions', and 'Current Students'. The main content area features a large photograph of a woman with short blonde hair, wearing a dark sweater, standing in front of a chalkboard in a classroom setting. The photo is titled 'Degree Programs' and is followed by the text 'Heller graduate degree programs'.

Specs for WYSIWYG Full-Width Photos:

Always horizontal (landscape) orientation

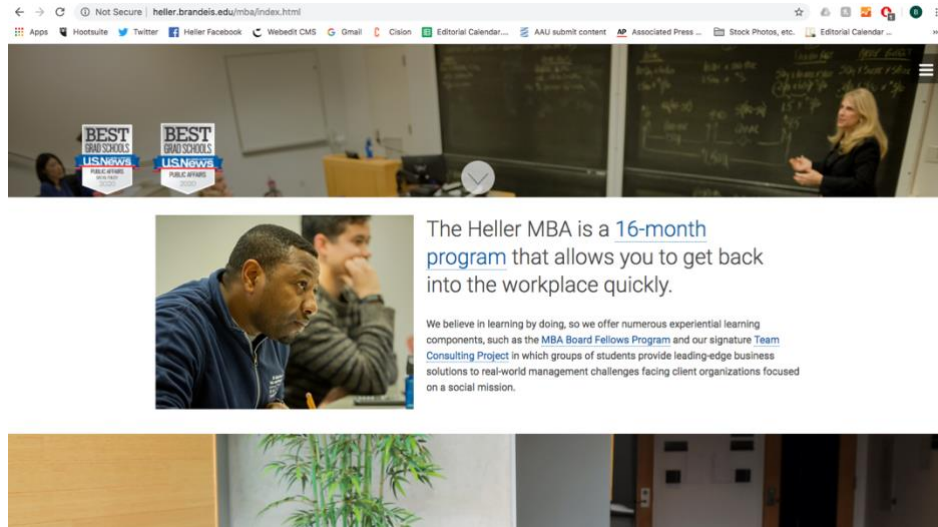
Aspect ratio: 16:9

Minimum pixel width: 800

Thumbnail Photos

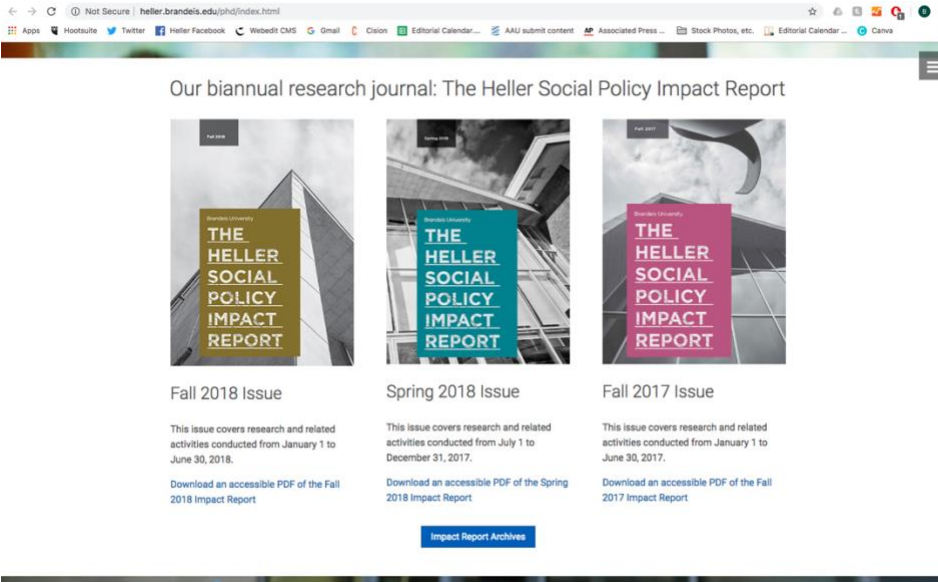
Thumbnail photos are the smallest photo type and may be found in a variety of places, including as Spotlights in the homepage template, in left float or right float images in any WYSIWYG section, or as thumbnails in a faculty/staff profiles page. Thumbnails are the only image type that may appear in vertical (portrait) orientation.

Examples of Thumbnail Photos:



The Heller MBA is a [16-month program](#) that allows you to get back into the workplace quickly.

We believe in learning by doing, so we offer numerous experiential learning components, such as the [MBA Board Fellows Program](#) and our signature [Team Consulting Project](#) in which groups of students provide leading-edge business solutions to real-world management challenges facing client organizations focused on a social mission.



Our biannual research journal: The Heller Social Policy Impact Report

Fall 2018 Issue

This issue covers research and related activities conducted from January 1 to June 30, 2018.

[Download an accessible PDF of the Fall 2018 Impact Report](#)

Spring 2018 Issue

This issue covers research and related activities conducted from July 1 to December 31, 2017.

[Download an accessible PDF of the Spring 2018 Impact Report](#)

Fall 2017 Issue

This issue covers research and related activities conducted from January 1 to June 30, 2017.

[Download an accessible PDF of the Fall 2017 Impact Report](#)

[Impact Report Archives](#)

Specs for WYSIWYG Thumbnail Photos:

May be vertical (portrait) or horizontal (landscape) orientation

Aspect ratio: 4:3 or 3:4

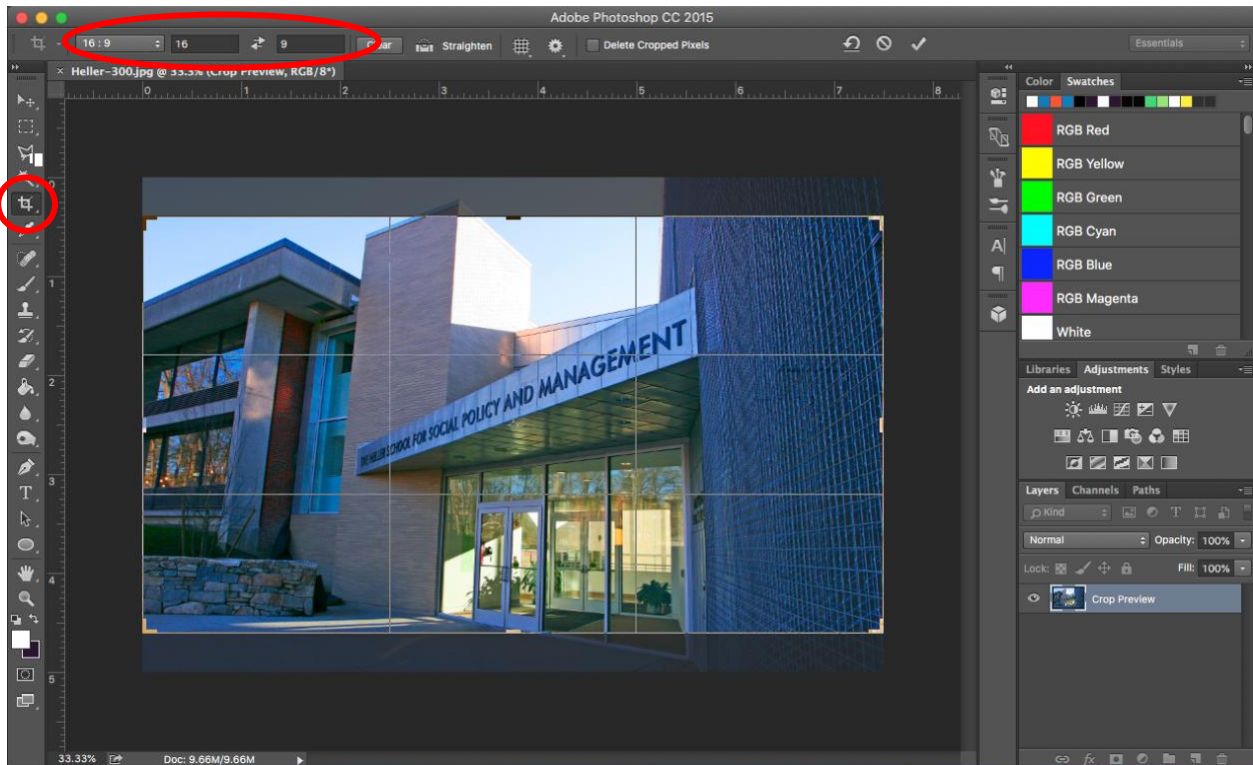
Minimum pixel width: 500

How to crop and re-size a photo using Adobe Photoshop

Adobe Photoshop is available for download onto any university-owned computer. Access Photoshop and other software through LTS: <https://kb.brandeis.edu/display/LTS/Software>

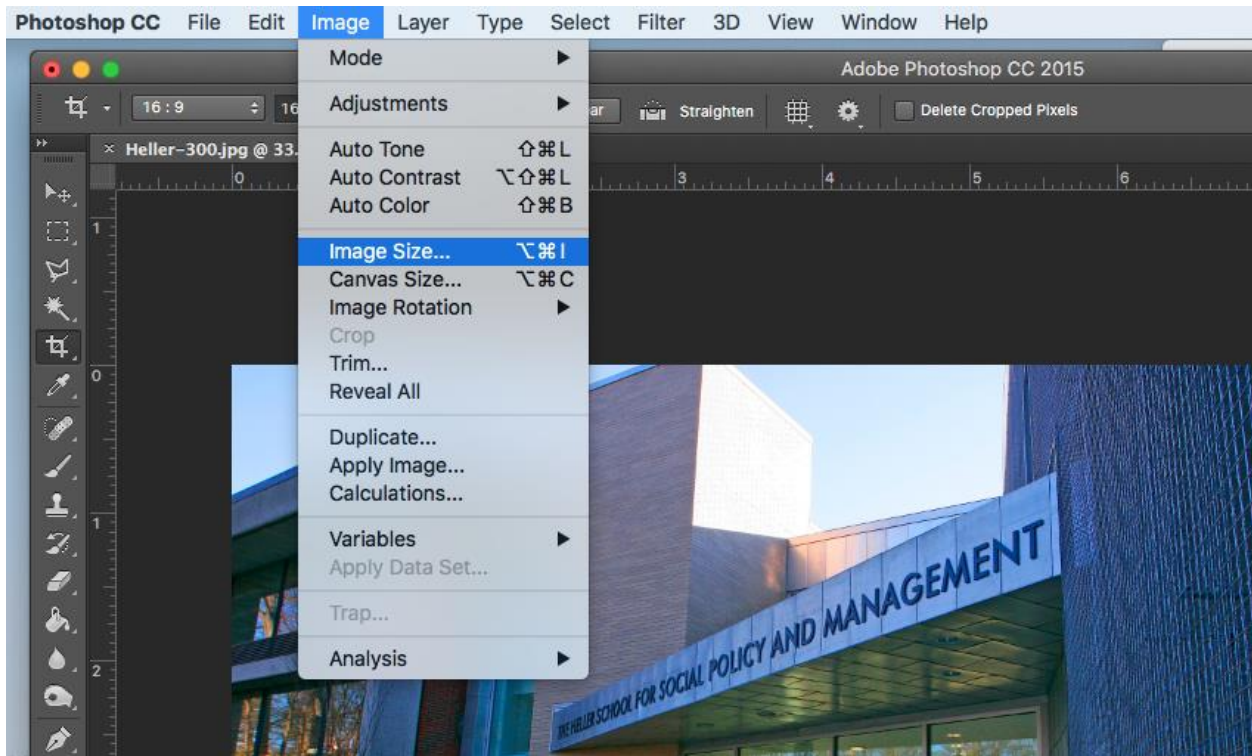
Step One: Cropping an image

- Select the 'crop' tool from the toolbar on the left side.
- Select 16:9 in the drop down at the top of the screen, or enter the dimensions manually in the fields next to the drop down.
- Drag the crop screen around your image to select what you want to crop out
- Hit 'enter' or 'return' to crop



Step Two: Resizing a cropped image

A. Once your image is cropped, select “Image size” from the Image menu.



B. Change the number of pixels in the ‘Width’ field only. This should automatically update the Height field to retain your current aspect ratio. You should not need to adjust any of the other fields. Click “OK” to finish resizing the photo.

C. Save your edited photo as a .jpg file to upload it to the CMS.

