

# ***How to Size a Photo for the Website***

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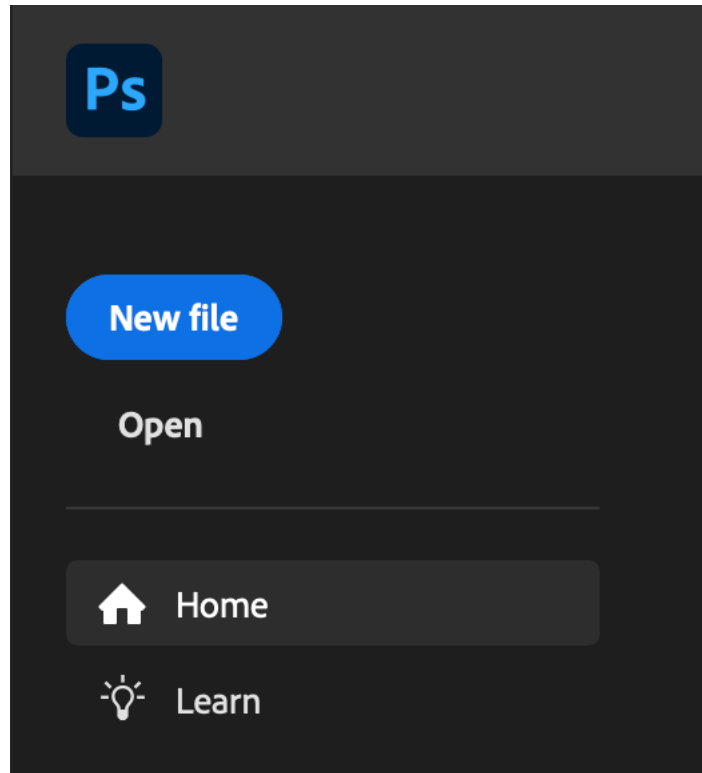
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## **Why do I need to resize my photo before uploading it to the site?**

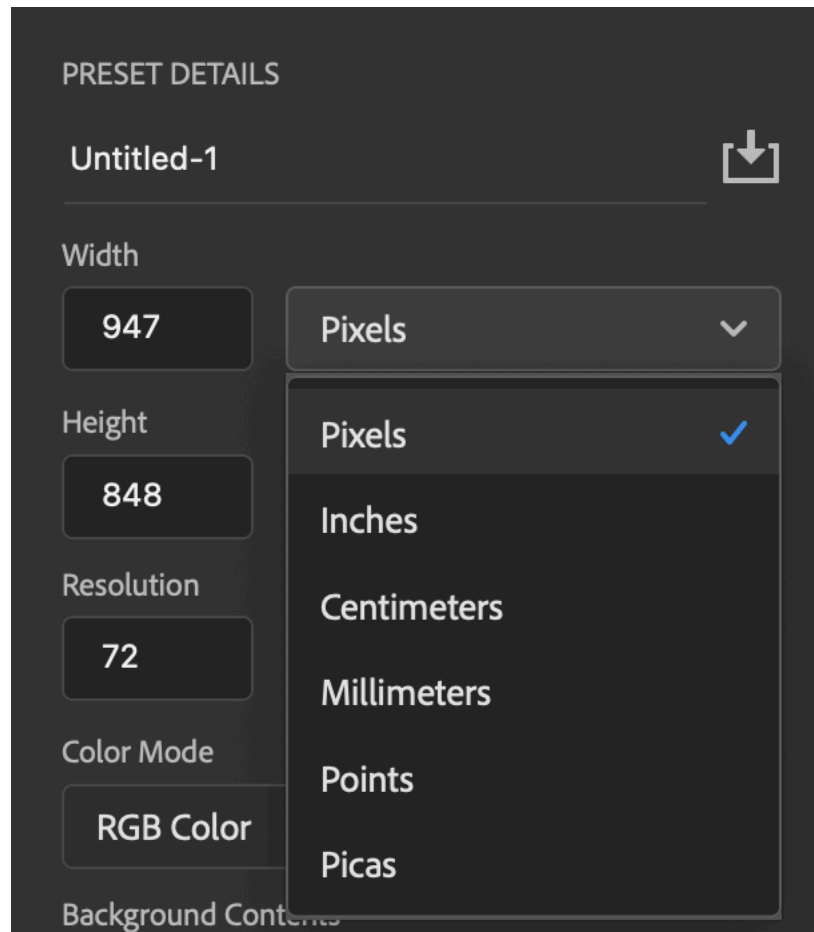
1. **Page load speed/UX** – If you upload a massive image file to your webpage, it puts an additional strain on the server to load all the information in that massive file as it is rendering the page to a user. Think about when you visit a webpage. If it takes too long to load, what do you do? You leave! **Properly sizing images helps us to improve the user experience so that users don't leave our webpages.**
2. **Google ranking** – Whether users are happy with the amount of time it takes for your webpage to load is a factor that is directly linked to Google Page Rank (how high up your webpage ranks on Google's search engine result page). **In other words, if your webpages are too slow, they won't show up in Google search.**

## How do I resize a photo in Photoshop?

- Download your image.
- Upload your image to Photoshop.
  - In Photoshop, select “New File”.

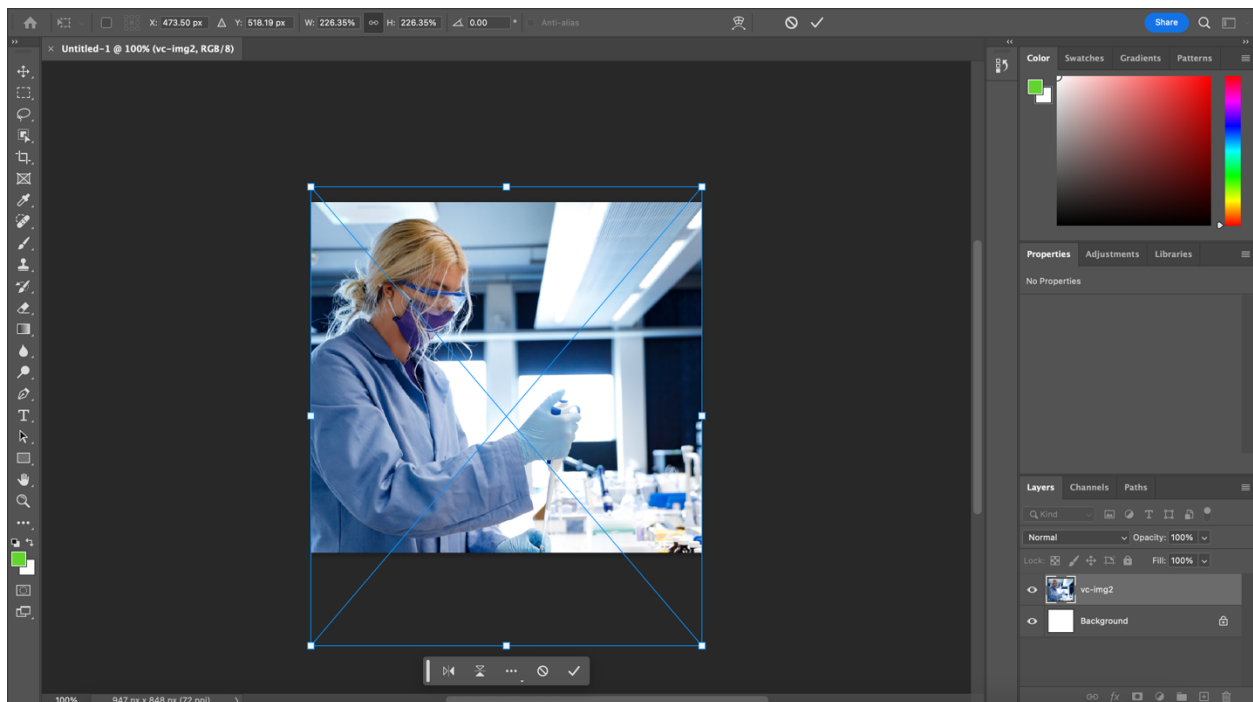
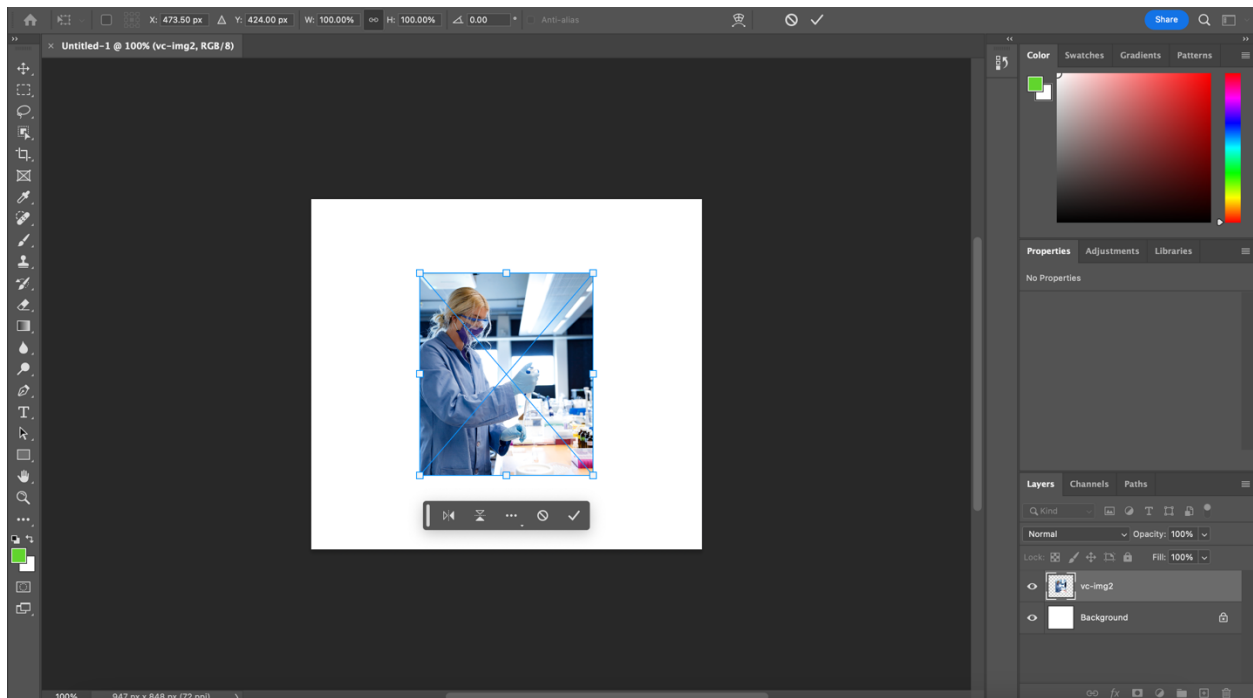


- Under “Preset Details”, select “Pixels” as your unit of measurement.

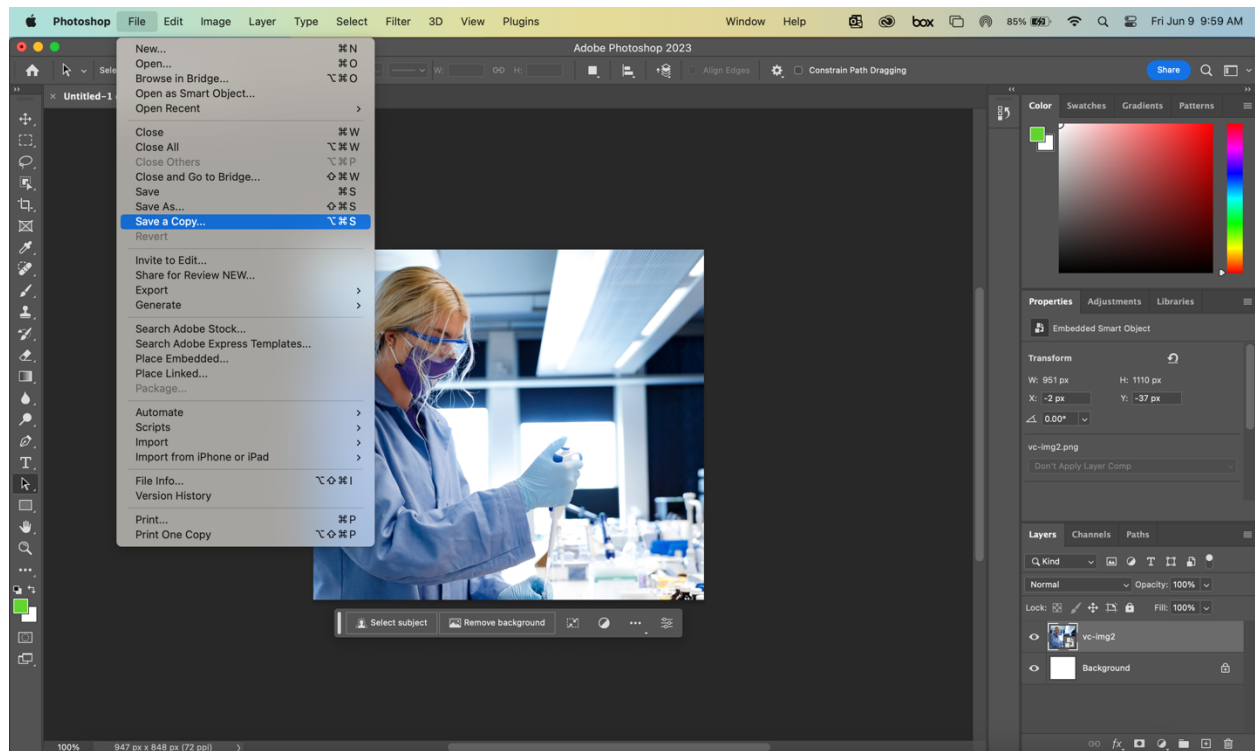


- Make sure to set your “Resolution” to 72.
- Set your “Width” and “Height” to the predetermined measurement for the module you are planning to use. (See “A List of Module Dimensions” below for predetermined measurements)

- Crop the image to fit the frame.



- Always save as a JPEG (unless you are uploading a logo, then use PNG)
  - File > Save a Copy > On Your Computer



- Select “JPEG” as your format.
- Save to your preferred folder.

Save a Copy

Save As:

Tags:

<

>

Downloads

Search

How to Size a...or the Website

Format: JPEG

Save:

☐ Alpha Channels

☐ Notes

☐ Layers

☐ Spot Colors

Color:

☐ Use Proof Setup: Working CMYK

☒ Embed Color Profile: sRGB IEC61966-2.1

- Try to keep the image file size at or below 200KB.

JPEG Options

Matte: None

Image Options

Quality: 8 High

small file

large file

☒ Preview

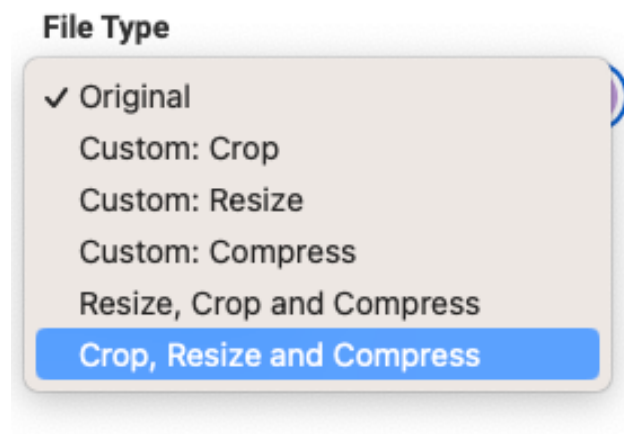
154.0K

## How do I resize a photo in Canto?

- Select a photo in Canto.
- Click the download button in the top left corner (the box and down arrow icon).

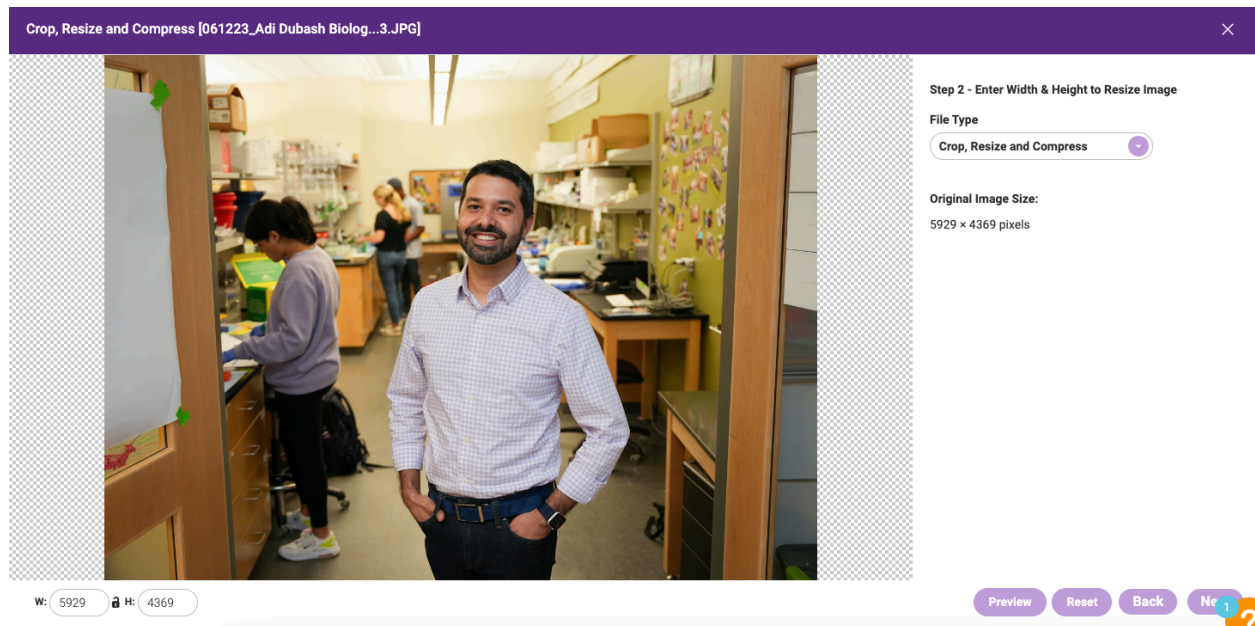


- In the pop-up window, under “File Type”, select “Crop, Resize and Compress”.



- If you're not looking for a specific aspect ratio, click “Next”.

- In the bottom, left-hand corner, insert your width and height. Then, click “Next”.



W: 1280 H: 720



- Please, make sure your file size is below 200KB.
- To compress the image below 200KB, adjust the image “Quality” on the right-hand side.
  - If the image begins to look grainy, you’ve compressed it too far.

**File Type**

Crop, Resize and Compress

**Quality**



**Preview Quality**



- Make sure your DPI (or resolution) is set to “72”. Select “JPEG” as your file type. Select “RGB” as your color scale. Then, click “Download”.

DPI: 72

JPEG

PNG

RGB

CMYK

## How do I know what dimensions my photo should be?

For quick reference, we've provided a list of commonly used modules on the site that you can add images to. For each module, you will find the height and width requirement in Pixels (px), the recommended file type, and the recommended file size.

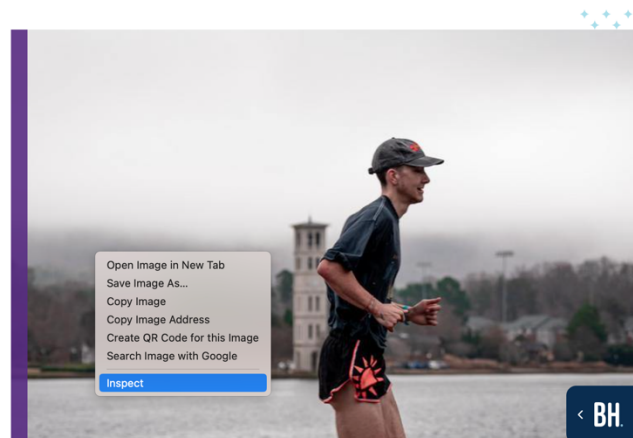
If you would like to know how to determine the dimensions needed on your own, follow these steps:

1. Right click and select "Inspect" on a photo that is currently sitting in a module that you are going to use.

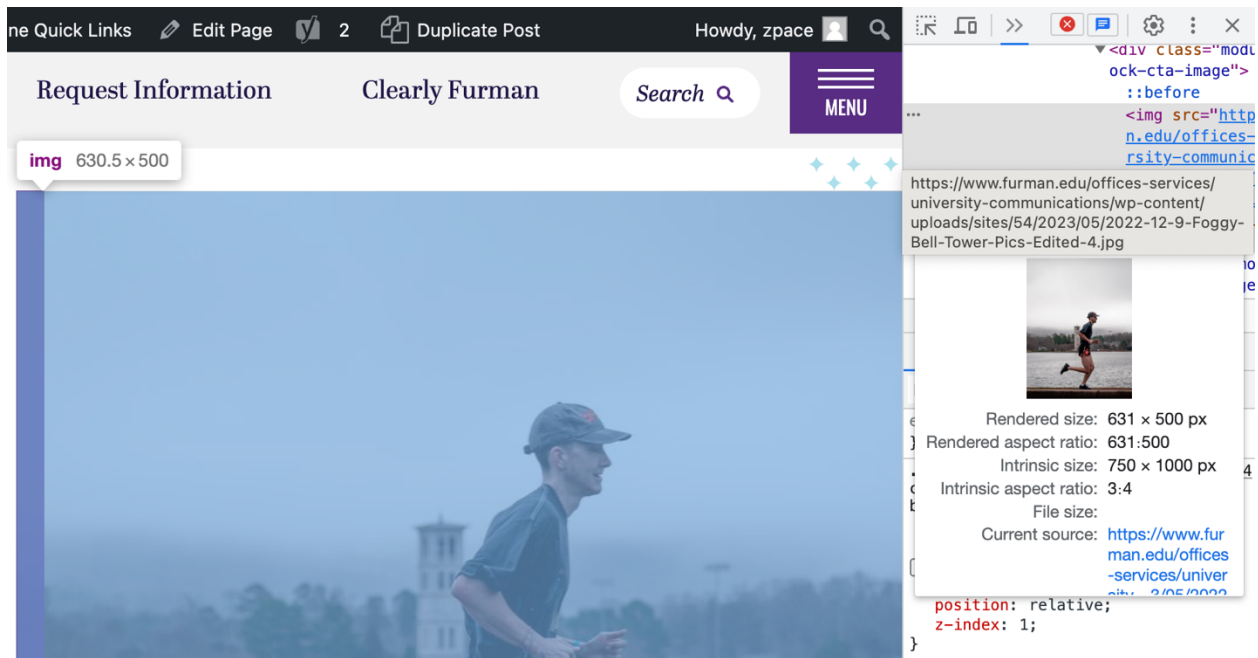
### *Call to Action 1*

We recommend you limiting 2 CTA Block per page. These are intended to be for strong calls to action, such as leading to a form, a contact page, or deeper program information

[Link 1](#)



2. Hover over the image URL.



3. The size of your image should be **two times** the size of your “rendered size”. In this example, your image size would need to be: 1262 x 1000 px.

## A List of Module Dimensions

Want to see what the modules actually look like? Visit [this page](#), and enter this password:

“FurmanSiteEditor”.

### Standard Image

*(If you're not sure what to choose, this option is your safest bet.)*

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **Brand Moment**

- **Width and Height:** 1261 x 550 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **Content Block A**

- **Width and Height:** 1350 x 1156 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **Content Block B**

Large Image

- **Width and Height:** 1604 x 800 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

Small Image

- **Width and Height:** 734 x 414 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **Content Block C**

- **Width and Height:** 1654 x 1007 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **CTA Block**

- **Width and Height:** 1262 x 1000 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## **Fact Block**

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Image Slider

- **Width and Height:** 744 x 744 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Latest News (Featured Image)

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Media Carousel

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Image & Video Gallery

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Media Gallery

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Media Slider

#### Large Image

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

#### Small Image

- **Width and Height:** 800 x 800 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## Multi-Column Promo Feature

### Banner

- **Width and Height:** 2522 x 830 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### Lower Image

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## Meet an Alumnus

- **Width and Height:** 784 x 970 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## Related Degrees

- **Width and Height:** 562 x 466 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## Story Block (Featured Image)

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## Tabs

- **Width and Height:** 800 x 800 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

## TFA Slider

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### **Updates (Featured Image)**

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less

### **WYSIWYG**

- **Width and Height:** 1280 x 720 px
- **File Type:** JPEG
- **Recommended File Size:** 200KB or less