

Photo editing for sun.ac.za

The old saying, a picture is worth a thousand words, is still true. We've been treating news article photos in a certain manner over the last couple of years, but it is time for some updates to make the site appear more modern and cohesive. To ensure that our website looks elegant and professional at all times, please follow these guidelines when taking and placing photos on the Stellenbosch University news area.

If you need help editing photos, please read "Step-by-step guide to editing images on Canva". Canva is a free and easy tool to edit photos into the right format.

Thanks for helping us make the site look more professional!

Example A

The old way



The new way



- ✓ Use **one** photo to fill up the whole banner. In this example the existing photo was simply resized
- ✓ The headline of the story is always on the left side of the banner. Take the photo in such a way that the **most important subject is to the right** of the photo, as in this example, so that it will not be obscured by the headline

Example B

The old way



The new way



- ✓ Landscape shots are easier to work with, but it's understood that sometimes only a portrait version may be available
- ✓ Put the photo onto a **grey or white background**. Any shade of pure grey is acceptable, but try to go as light as possible, taking the shade of the photo into account. Do not use any other colours as background
- ✓ Always ensure that the **right, top and bottom of the photo are aligned** with the edges. In this example you will see that there is no colour to the right of the photo
- ✓ **Limit the amount of blank space** in the banner as much as possible. Crop out any vertical dead space in the image to ensure more of the banner is filled horizontally. In this example, the same photo was simply dragged bigger in order to fill more of the space in the banner

Example C

The old way



The new way



- ✓ Use **one** photo to fill up the whole banner. In this example the existing photo was simply dragged bigger

Example D

The old way



The new way



- ✓ Use **one** photo - do not use multiple photos in the banner
- ✓ Put the photo onto a **grey or white background**. Any shade of pure grey is acceptable, but try to go as light as possible, taking the shade of the photo into account. Do not use any other colours as background
- ✓ Always ensure that the **right, top and bottom of the photo are aligned** with the edges. In this example there is no colour to the right of the photo
- ✓ **Limit the amount of blank space** in the banner. Crop out any vertical dead space in the image to ensure more of the banner is filled horizontally
- ✓ In this example the main subject was to the right of the photo to leave enough space for the article headline

Example E

The old way



Image E1: PC view

The new way

- ✓ **Limit the use of logos and text** in the banner
- ✓ The article headline and text or logo in the image will likely collide, unless you align the text to the right
- ✓ Consider that the carousel dots that advance the articles are:
 - at the **bottom** in PC view (as in Image E1 above) and
 - at the **bottom** in landscape mobile view (Image E2), but
 - at the **top** in mobile portrait view (Image E3)

Depending on where you have put the text or logo in your image, the carousel dots and/or article headline may interfere with it in one of those views

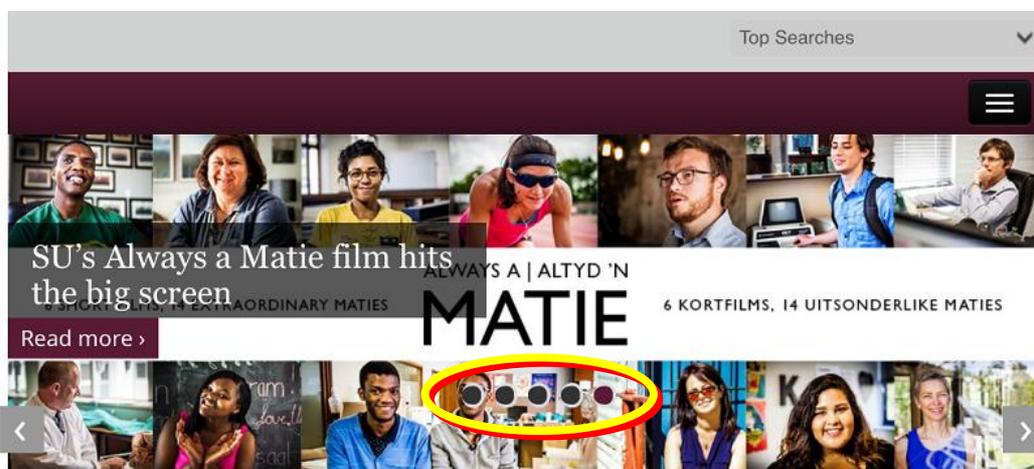


Image E2: Mobile landscape view



Image E3: Mobile portrait view

- ✓ Use large enough fonts. Note how small the font becomes in mobile portrait view

Example F

When no photo is available:

- ✓ Use a graphic design element



- ✓ When the graphic contains text, ensure that the most important text is on the right, as in this example



- ✓ You could use one of the leaf images as your banner. The maroon leaf on the white background takes precedence, but if there is already a story using that image, use the white leaf on maroon background

Some other editing tips:

- ✓ Use photos of reasonable quality (Some photos in this document are low definition due to taking screenshots, but this is merely for illustrative purposes.)
- ✓ You can add photos **within** the story. These photos can be landscape or portrait, placed anywhere in the text, and will add dimension to the story. Therefore, there is no need to place multiple photos together in the banner. You have to add the photo description at the bottom of the story
- ✓ When adding photos inside the story, limit the file size of the photo to 200 kb to ensure fast page download for the user
- ✓ Think about our users and how they engage with your story. The photo merely needs to entice a user to read the story, not tell the whole story. As an example, if the public does not necessarily know our staff members, a beautiful photo of an event venue or the event itself may work better than a photo of three unknown staff members attending that event

Tips for when shooting photos:

- The banner image of the story is **landscape** (940 x 311 pixels). Therefore, the photographer usually needs to step back or take a wider shot than he/she would usually take. This is the best way of ensuring the photo can be cropped to fill the whole area of the banner. For example, a portrait photo will be taken in landscape mode. Only one photo is needed for the banner, so the photographer can then go back to their usual style of shooting
- The headline of the story is always on the left side of the banner on the main newsfeed. Take this into consideration when taking photos. Take the photo in such a way that the **most important subject is to the right** of the photo so that it will not be obscured by the headline.

- When taking photos of groups, limit the number of people in the group where possible, and take the photo even wider so that important faces are not covered by the headline
- Flip photos where appropriate, as long as it does not materially impact on fact, text is not inverted or physical features are not distorted
- It is important that the photographer is briefed properly before the shoot. Feel free to show him/her these guidelines