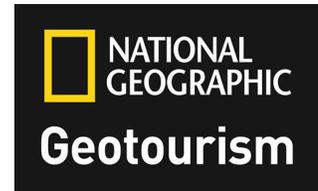


# Geotourism Website Media Guidelines



## Summary

- *Minimum size:* 700 pixels wide
- *Ideal dimensions:* 700 wide x 430 tall
- *Aspect ratio (width:height):* 16:10 (1.6:1)
- *Resolution:* 72 dpi (max 144 dpi)
- *Format:* JPEG (use .jpg extension)

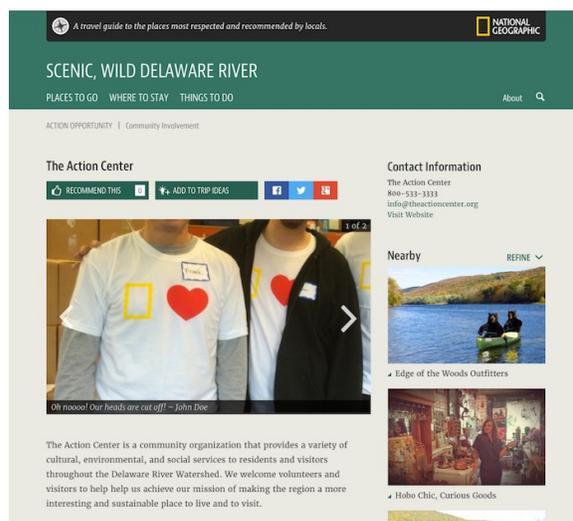
## Auto-Cropping of Vertical Images

For design reasons and to display content “above the fold” on standard computer screens, Geotourism websites use horizontal image frames with a wide aspect ratio of 16:10 (1.6:1).

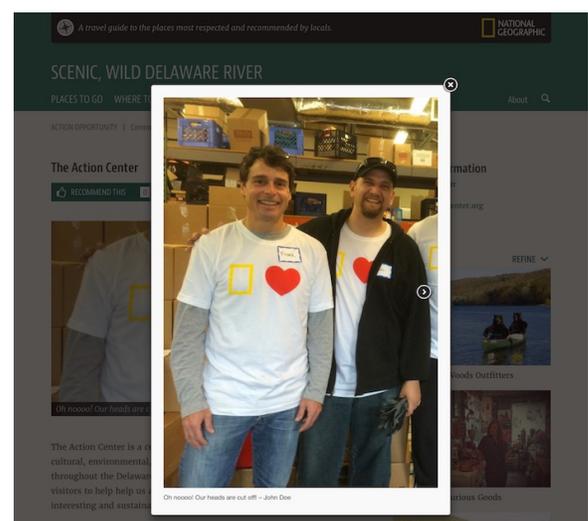
Thus, images for nominations should be horizontally-oriented (i.e. landscape) to look best in the *inline media gallery* at the top of each nomination, as *featured content* on the home page, and in the small *thumbnail images* used throughout the site. This is particularly important for the lead image on each nomination, since it represents the nomination in feature placements, map popups, search results, and related content in the right column and on the bottom of certain pages.

Although vertically-oriented (i.e. portrait) images will display in their original aspect ratio when opened in the *popup image gallery* (by clicking an image in the inline gallery), the top and bottom portions of these images will appear cropped-off in the inline gallery and in the thumbnail images used throughout the site (see screenshots below). This avoids adding blank margins on the sides of vertical images.

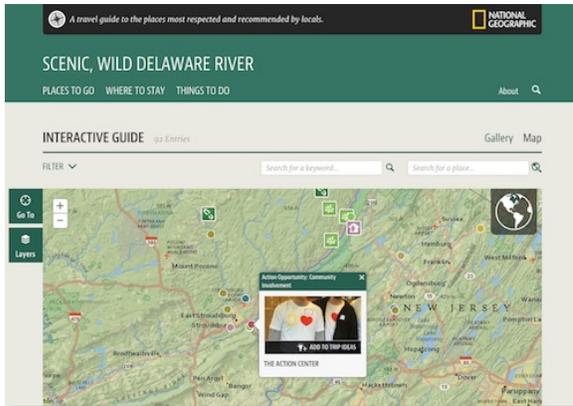
Vertical cropping can affect images of people the most since heads are normally at the top of the image. Tall objects like monuments and trees may also be unacceptably cropped. However, most geotourism images are not people portraits, so cropping on the center works best in most situations. There is no way to automate this cropping so it is optimized for every type of image, so **for best results, vertical images should be cropped to a landscape or square orientation with the most important content near the middle of the image.** Be sure to preview your page and images before submitting to editor.



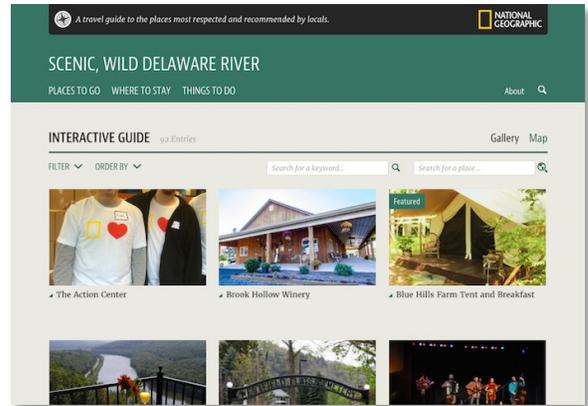
Inline media gallery showing auto-cropped vertical image



Popup image gallery showing full vertical image



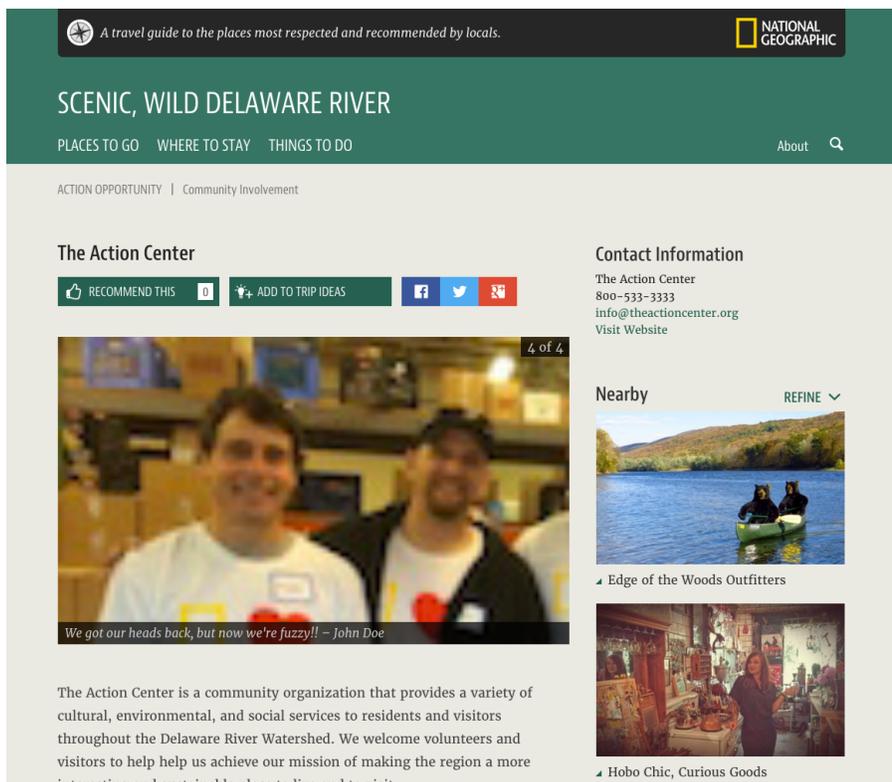
Interactive map popup with auto-cropped vertical image thumbnail



Gallery with auto-cropped vertical image thumbnail

## Low Resolution Images

To avoid looking blurry, **images should be at least 700 pixels wide** since they will be scaled up or down to fit the width of the image frames on the nomination pages and featured content placements on the home page. Images should not be larger than 1200 pixels wide to enable fast uploads.



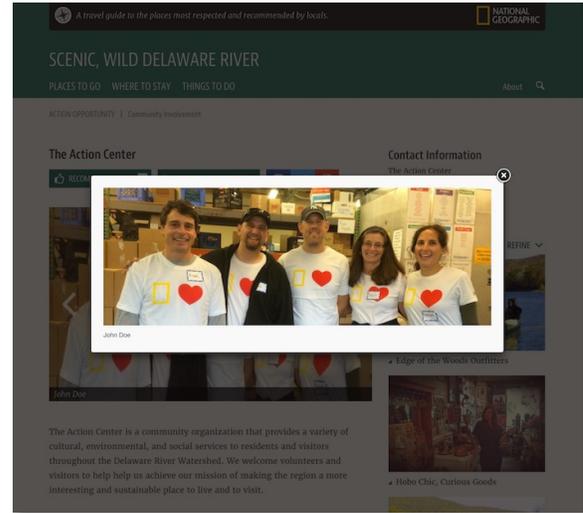
Images less than 700 pixels wide look blurry in the standard image frames (but good crop on this one!)

## Panoramic Images

If the image width is more than 1.6 times its height (i.e. panoramic format), the image will be horizontally compressed to fit the frame width and the image height will be stretched to the height of the frame to avoid blank margins above and below the image. Thus, **images should have an aspect ratio near 16:10** to avoid compression of panoramic images and extreme cropping of vertical images.



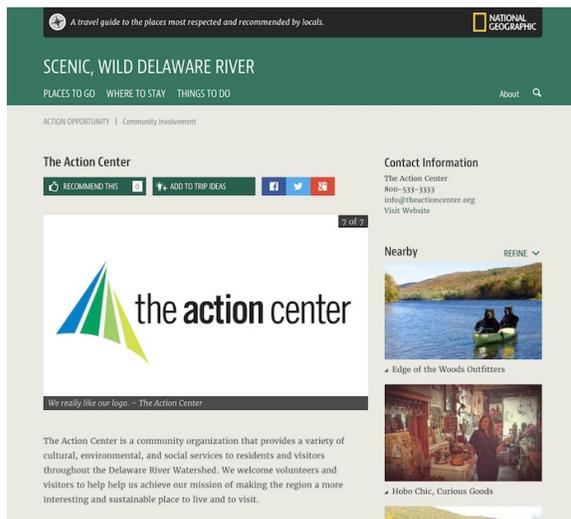
Panoramic images are compressed to fit the inline gallery frame



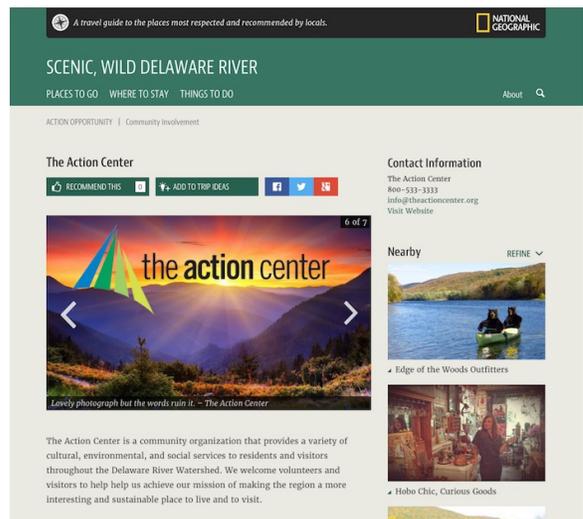
Popup image gallery showing full panoramic image

## Credits, Captions, and Logos

**Every image must include a credit** for the photographer or the organization that owns the copyright for the image. Short captions for each image are also strongly recommended to help visitors know what is in the picture and/or where it was captured. Business or organizational **logos or images with text should never be used as the lead image for a nomination** and are generally discouraged.



Logos should not be used as pictures, and never as the lead picture



Don't use photographs with text overlays or that look like ad banners

