

Website photo/imagery quick guide

The Umbraco 7 website has been built for the modern device so uses large image sizes to optimise rendering on High Definition devices. The site is highly responsive so when taking imagery or selecting photography these are some basic guidelines to assist you.

- A majority of the image types and content types will render as expected on the screen for the user but we do recommend previewing in mobile and desktop aspects when building pages.
- When selecting photos ensure that you select high definition photos to avoid pixilation.
- Always preview images when building a page in desktop and mobile views.
- Banner images require more planning when taking and selecting the images as they require exclusion zones as explained below.

Exclusion zones

Banner images

The banner images create the biggest issue for editors this is due to the fact they are required to render the full width of the devices screen and are used on Desktop and mobile devices.

- You will need to factor in an exclusion zone around the main focal point of the image which will need to be central in the image.
- We recommend avoiding logos or text on banners as the image will render depending on the device and we also use overlays to add text to the banners and this will potentially conflict with images containing text/ logos.

Uploaded image preview

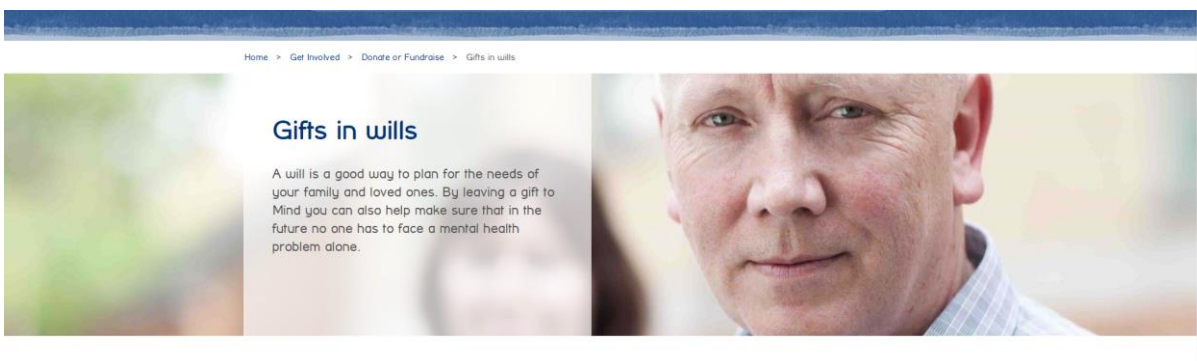


Banner image back office preview



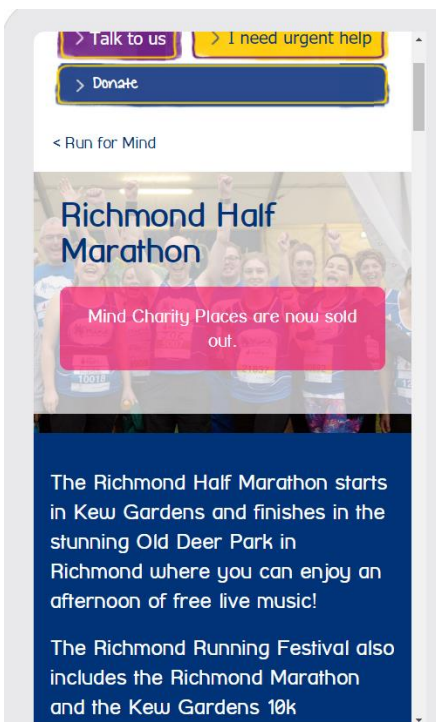
Desktop banner live on site (exclusion zone above and below)

Exclusion zone is required above and below the image to allow the image to stretch across the full width of the screen but not to take up the full depth of the page, as you can see the image renders centrally once it reaches its full width on a higher resolution wider screen:



Mobile device (exclusion zone left and right)

The image now renders as a deeper image and uses the full height of the image but requires an exclusion zone to the left and right of the focal point of the image.



If using an overlay or for quotes

For at least some of the photos, space is needed to the left or right of each shot so text can be applied to the photo if needed. The background needs to be dark or light so we can apply text in white or Mind's brand blue. Here are some examples:



We hope this will help you when selecting the correct imagery for your web pages and for further advice contact Webedits.