

WEBSITE GRAPHICS:

Specs + Best Practices

FR1ENDS of the
CH1LDREN



AGENDA

Pixels, Resolution and Screen Dimensions

File Types

File Sizes

Best Practices

Craft Image Optimizer

How to ~~Find~~ Your File Specs

Aspect Ratios

Canva Demo

New Homepage Templates

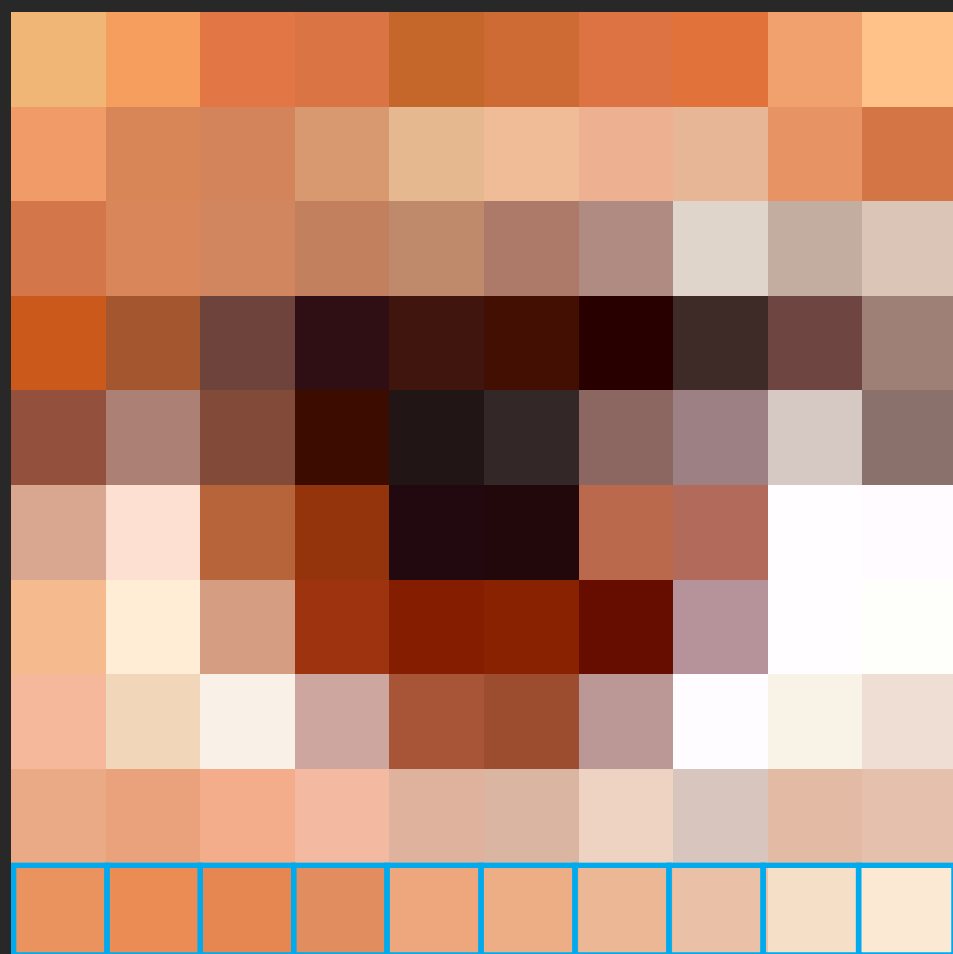
Craft Editing Tools

Responsive Images

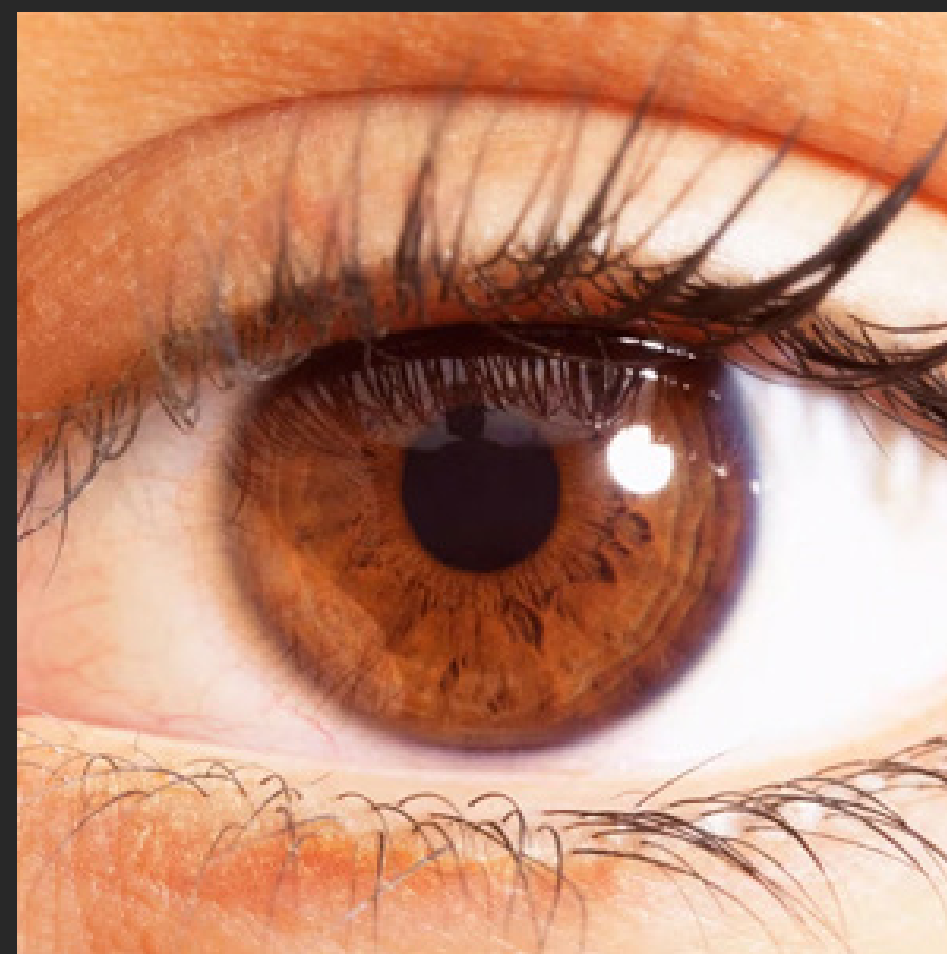
PIXELS AND RESOLUTION

PPI (pixels per inch) - display resolution - squares

DPI (dots per inch) - print resolution - dots



10 pixels per inch

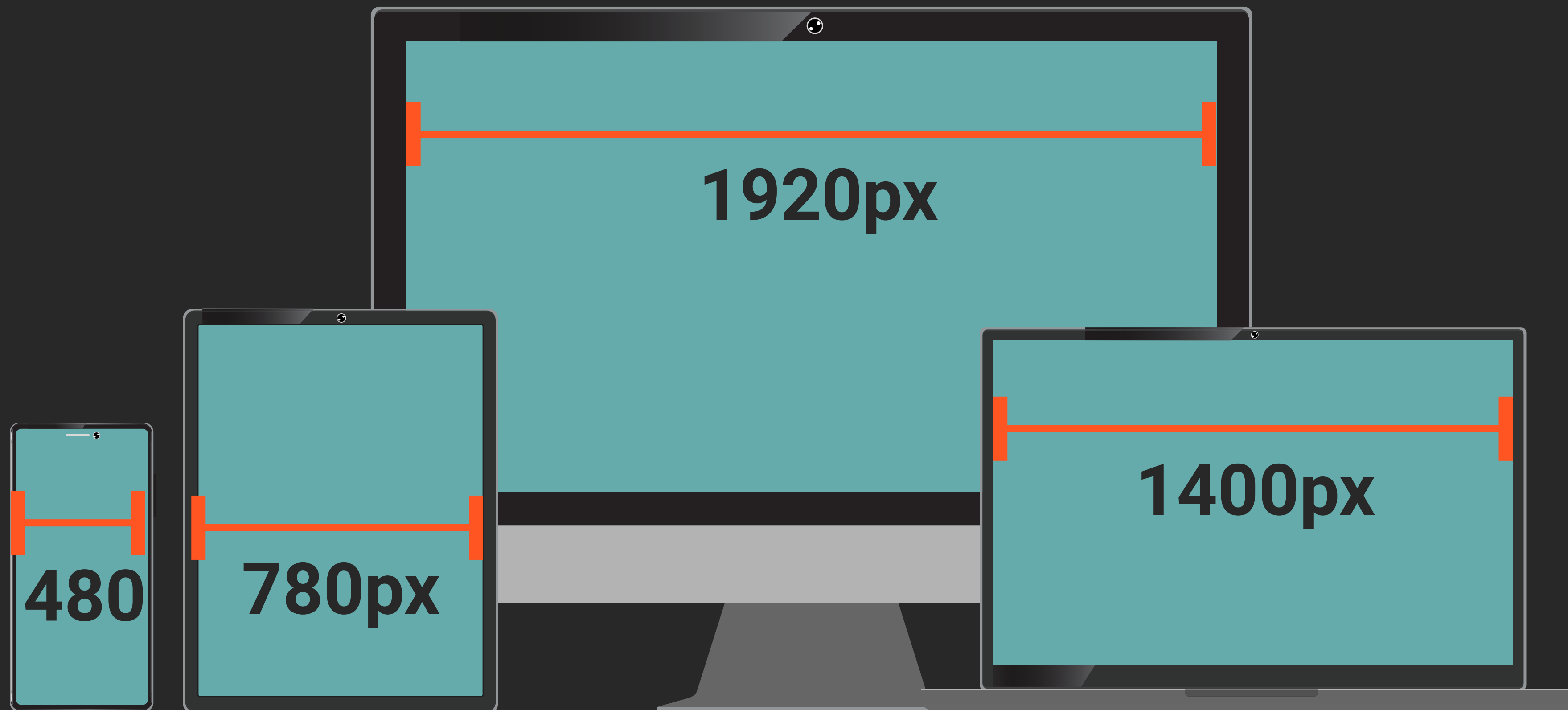


72 pixels per inch



300 pixels per inch

SCREEN SIZES + Breaking Points



BEST PRACTICES

The standard resolution for web images is (often called “screen resolution”)

72dpi

Exported Resolutions in Canva:

- PNG / JPEG - **96dpi**
(slightly better quality for printing web pages)
- PDF - 300dpi

FAQ:

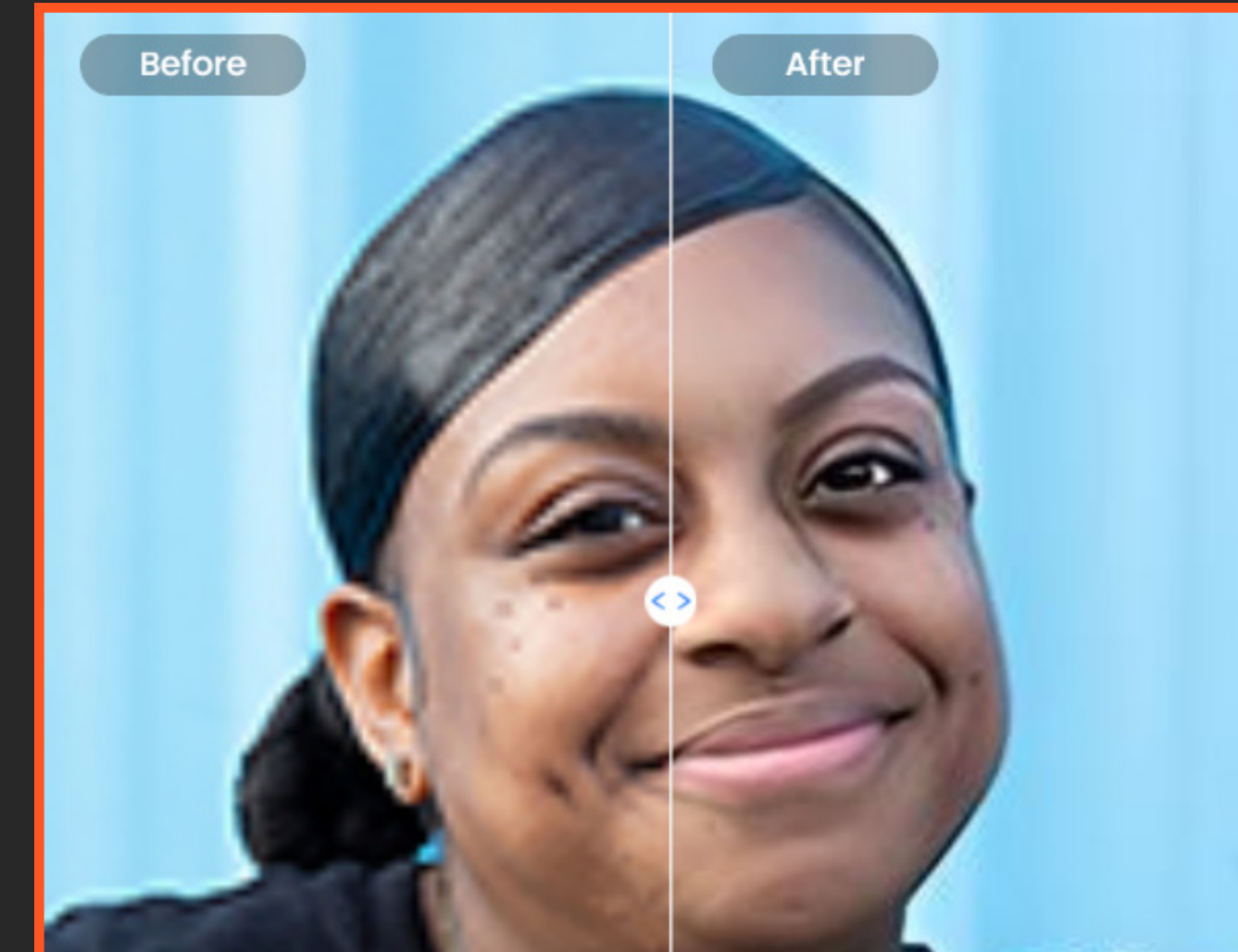
How can I improve the quality of a bad photo?



72dpi



300dpi



ONLINE APPS

FR1ENDS of the
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VECTOR VERSUS RASTER IMAGE



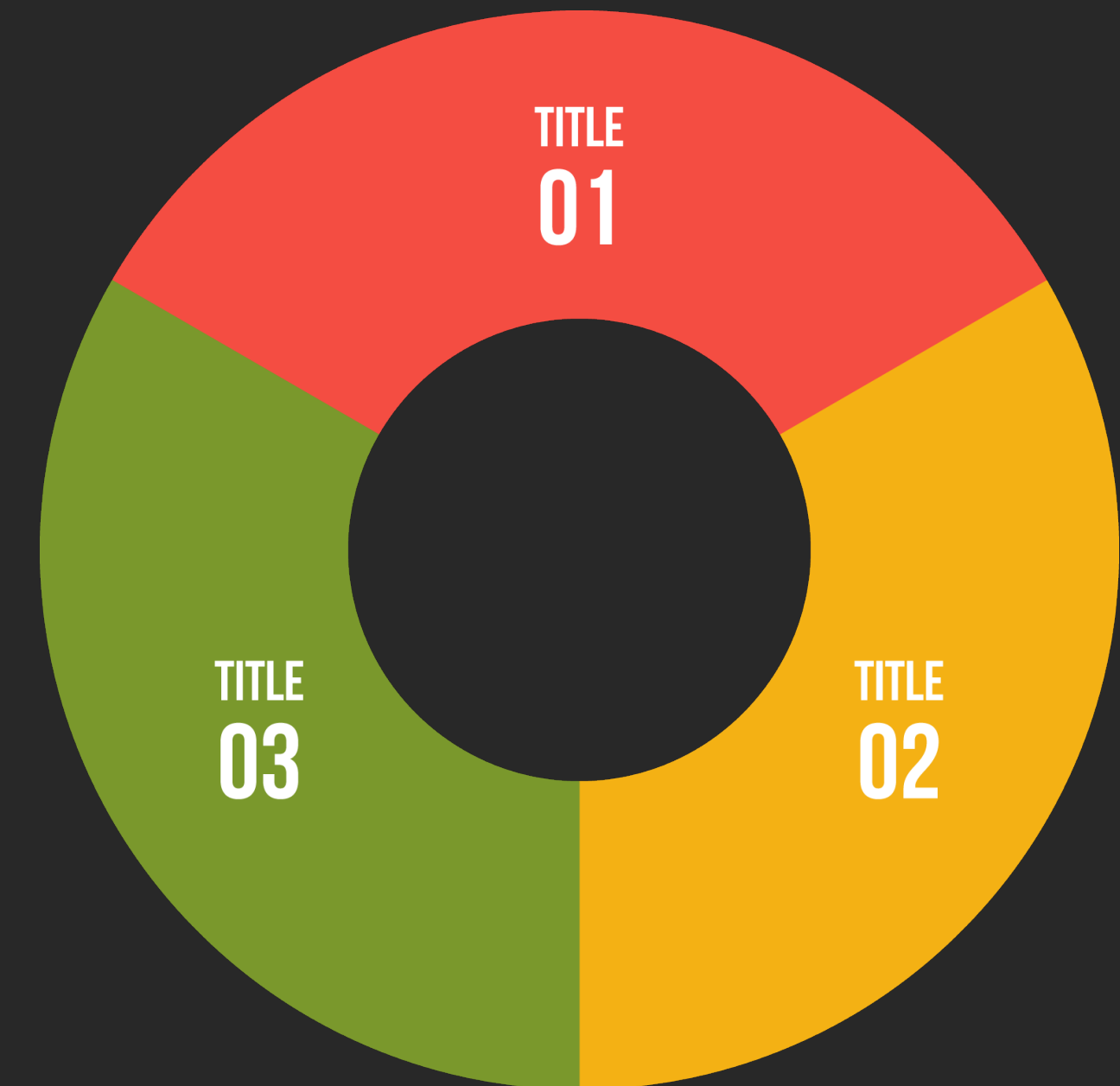
**Geometric shapes
(points, lines, curves)**

Don't lose quality

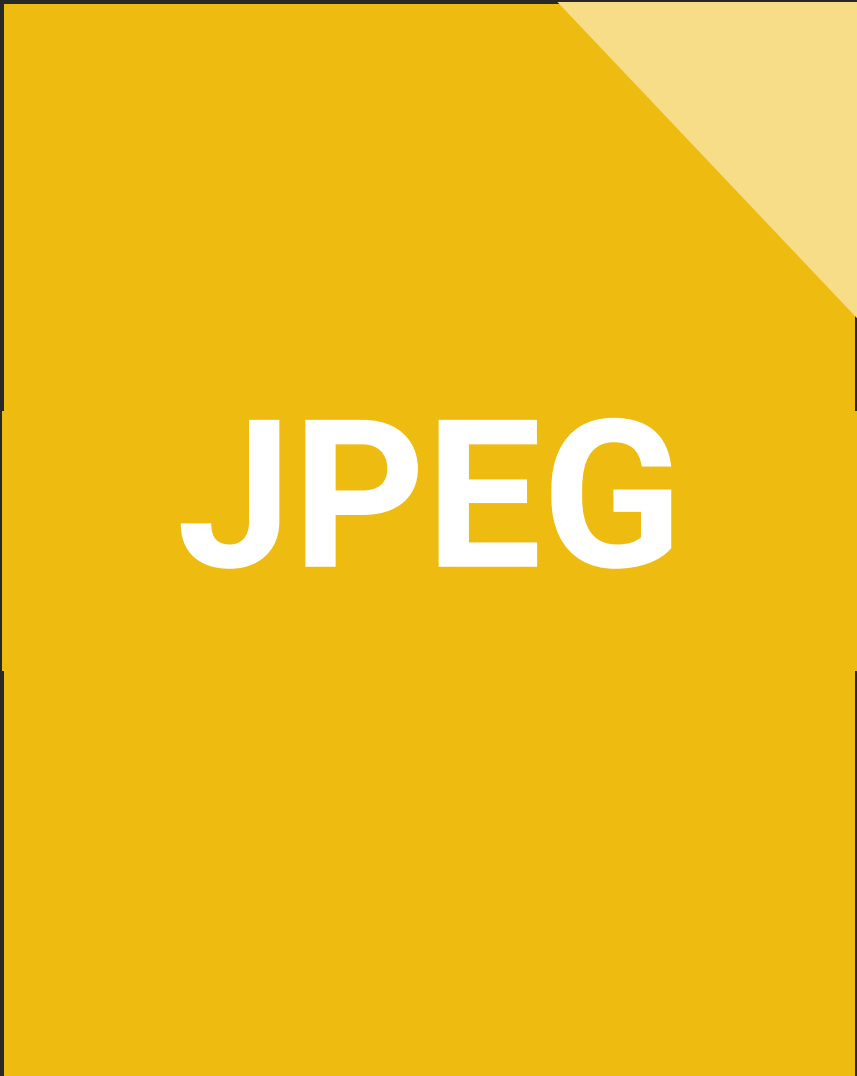
Smaller file size

Pixel based

**Lose quality
when enlarged**



FILE TYPES



JPEG

DETAILED
PHOTOS
COMPRESSED
SMALLER
FILE SIZE
THAN PNG



PNG

SIMPLE
GRAPHICS
TEXT/LOGOS
TRANSPARENCY
LOSSLESS



SVG

SCALABLE
VECTOR
TEXT/LOGOS
TRANSPARENCY



GIF

SIMPLE
ANIMATION
TRANSPARENCY



WEBP

DEVELOPED BY
GOOGLE TO
REPLACE
JPEG, PNG, GIF

FILE SIZES [Amount of Disk Storage Space]

File sizes are measured in bytes

kilobytes (KB) = 1000 bytes

megabytes (MB) = 1000 kilobytes

gigabytes (GB) = 1000 megabytes

or terabytes (TB) = 1000 gigabytes



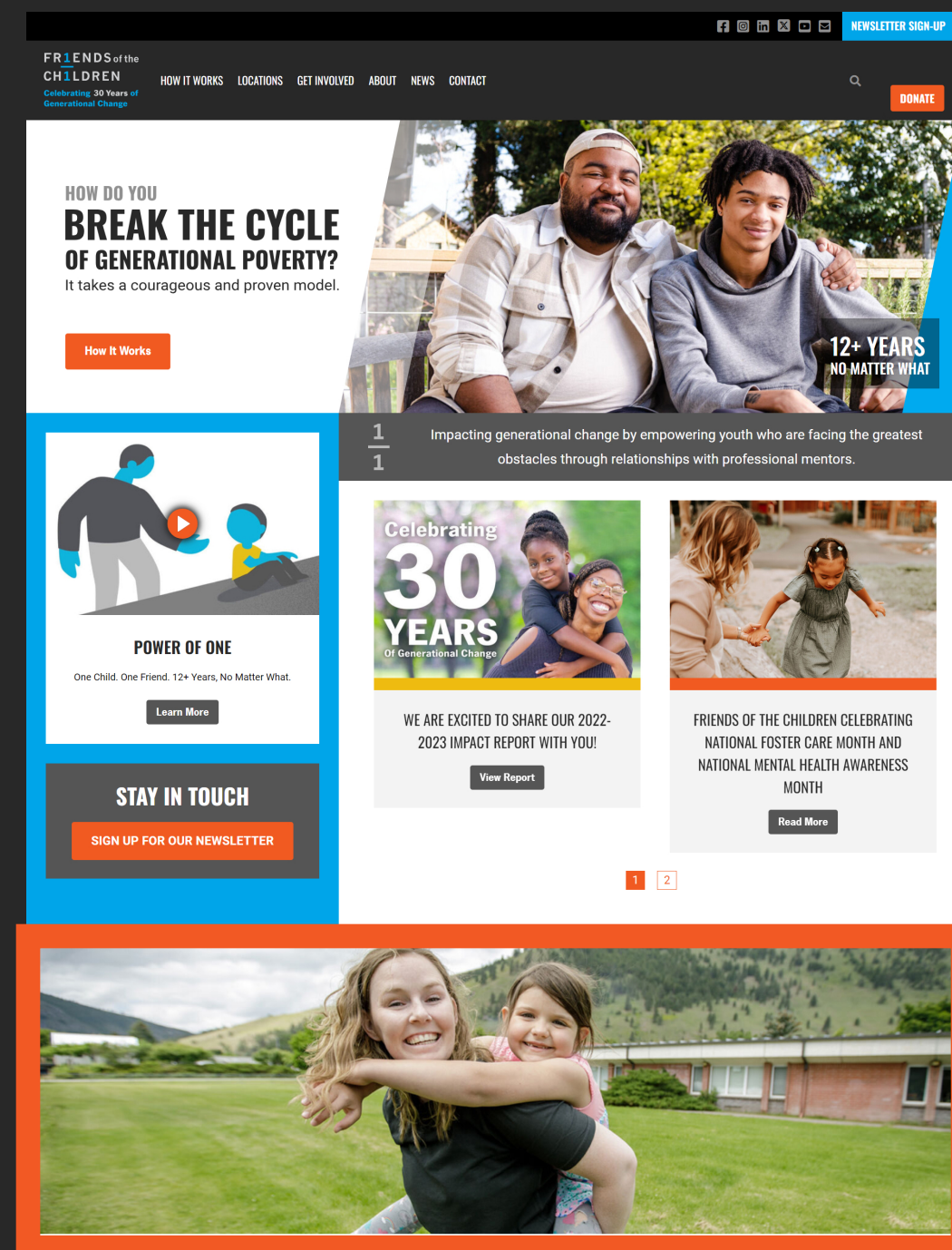
IMAGE SIZES
500KB - 1MB

NEGATIVE IMPACT OF LARGE IMAGE FILE SIZES

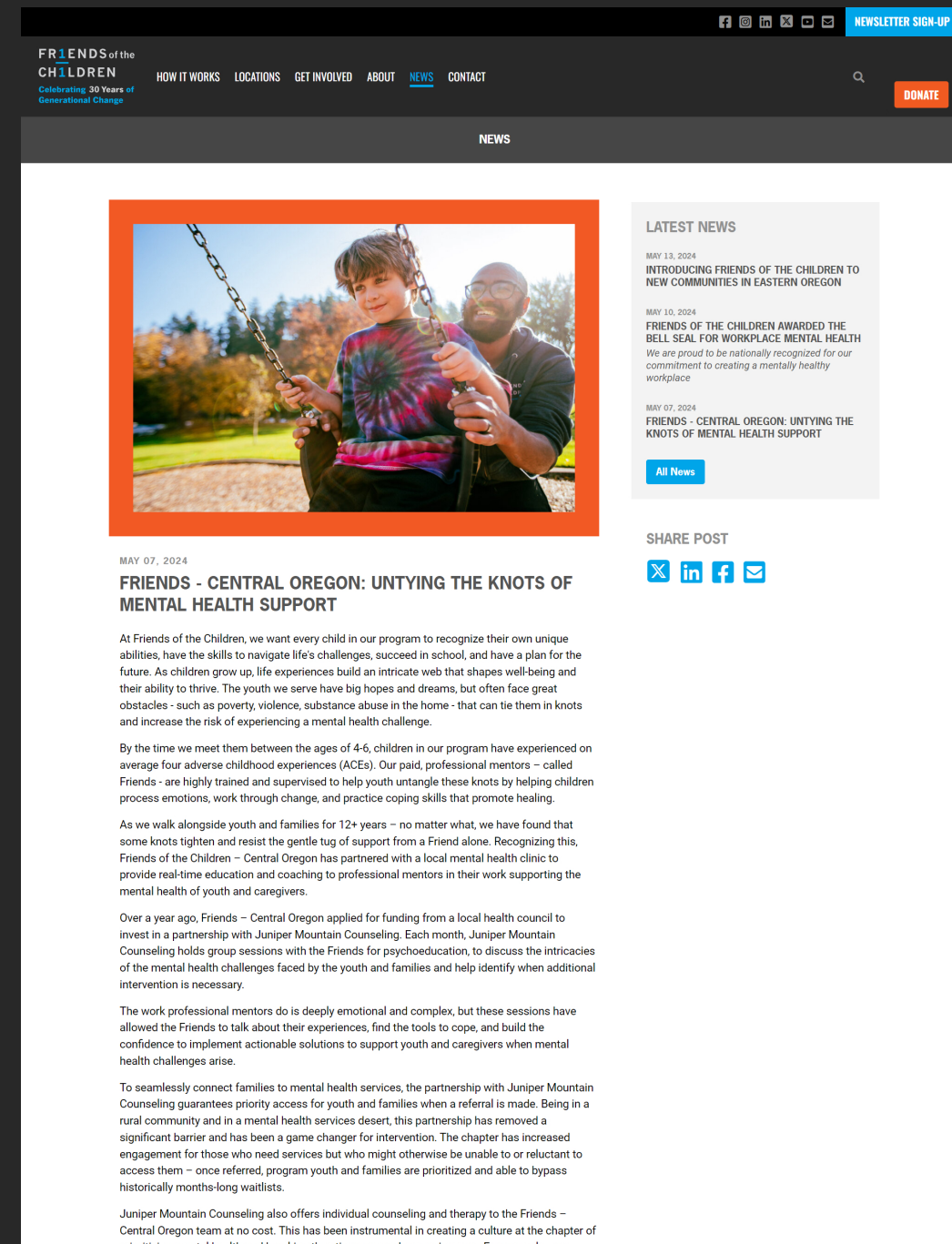


- Slows down page loading time
- Google's SEO considers page load time a key factor
- Overloads CraftCMS Image resizer
- Multi-site storage capacities

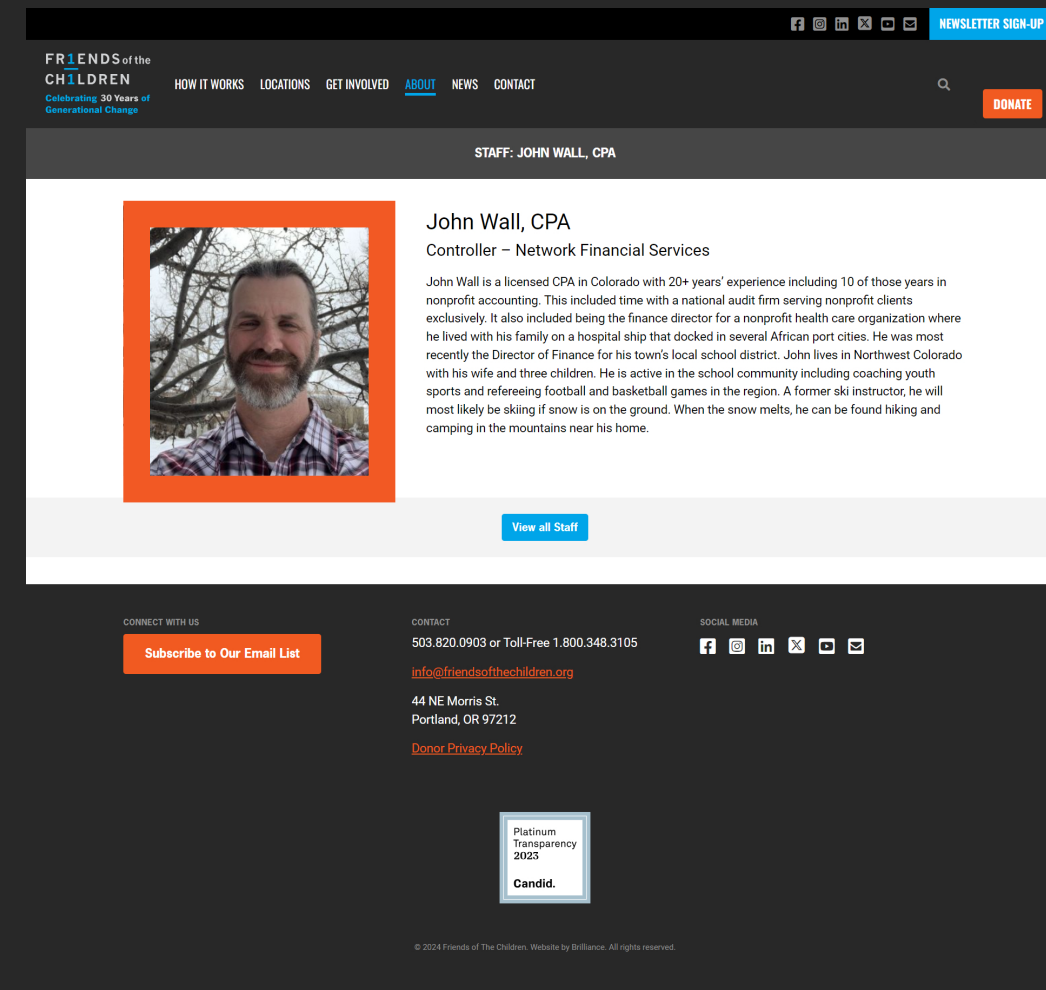
BEST PRACTICES



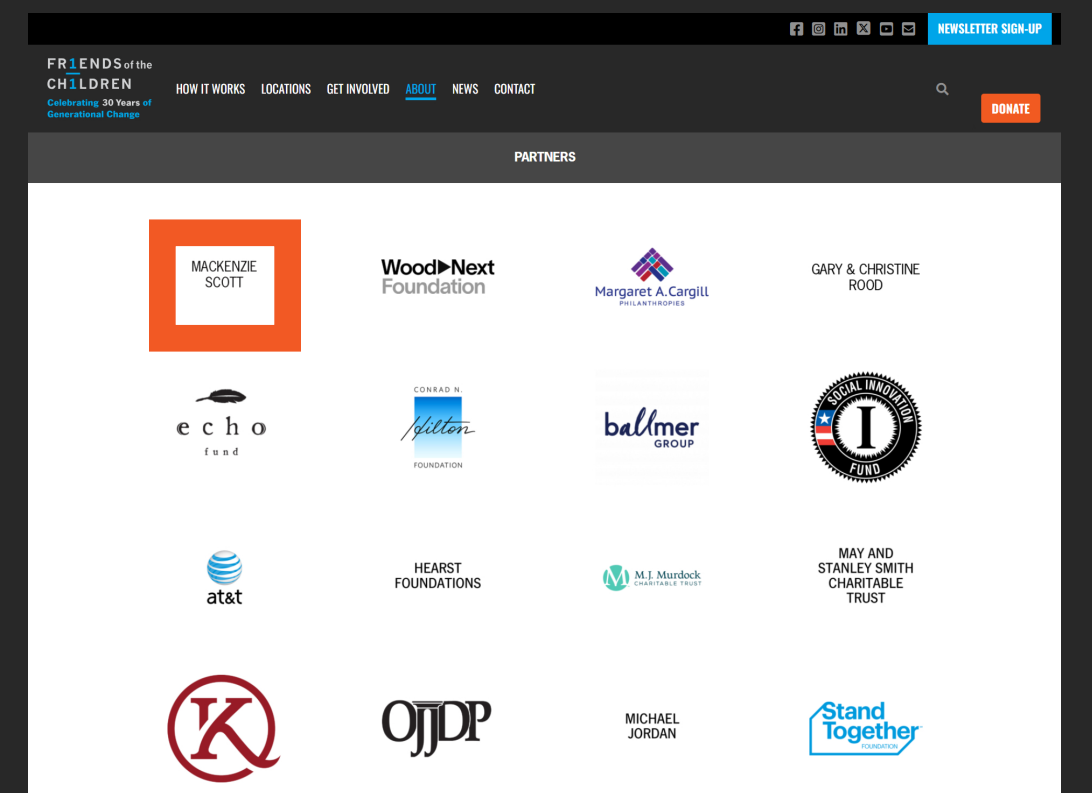
FULL WIDTH - 1MB



2 THIRDS - 600KB



1 THIRD - 300KB



1 QUARTER - 250KB

FR1ENDS of the
CH1LDREN

BEST PRACTICES

BEFORE UPLOADING IMAGES

- **CHECK FILE SIZE**

File sizes should be between **500KB - 1MB**

- **CHECK FILE DIMENSIONS**

DIMENSION SHOULD BE **UNDER 1920PX WIDE**

- **CHECK RESOLUTION**

Resolution should be between **72-96dpi**

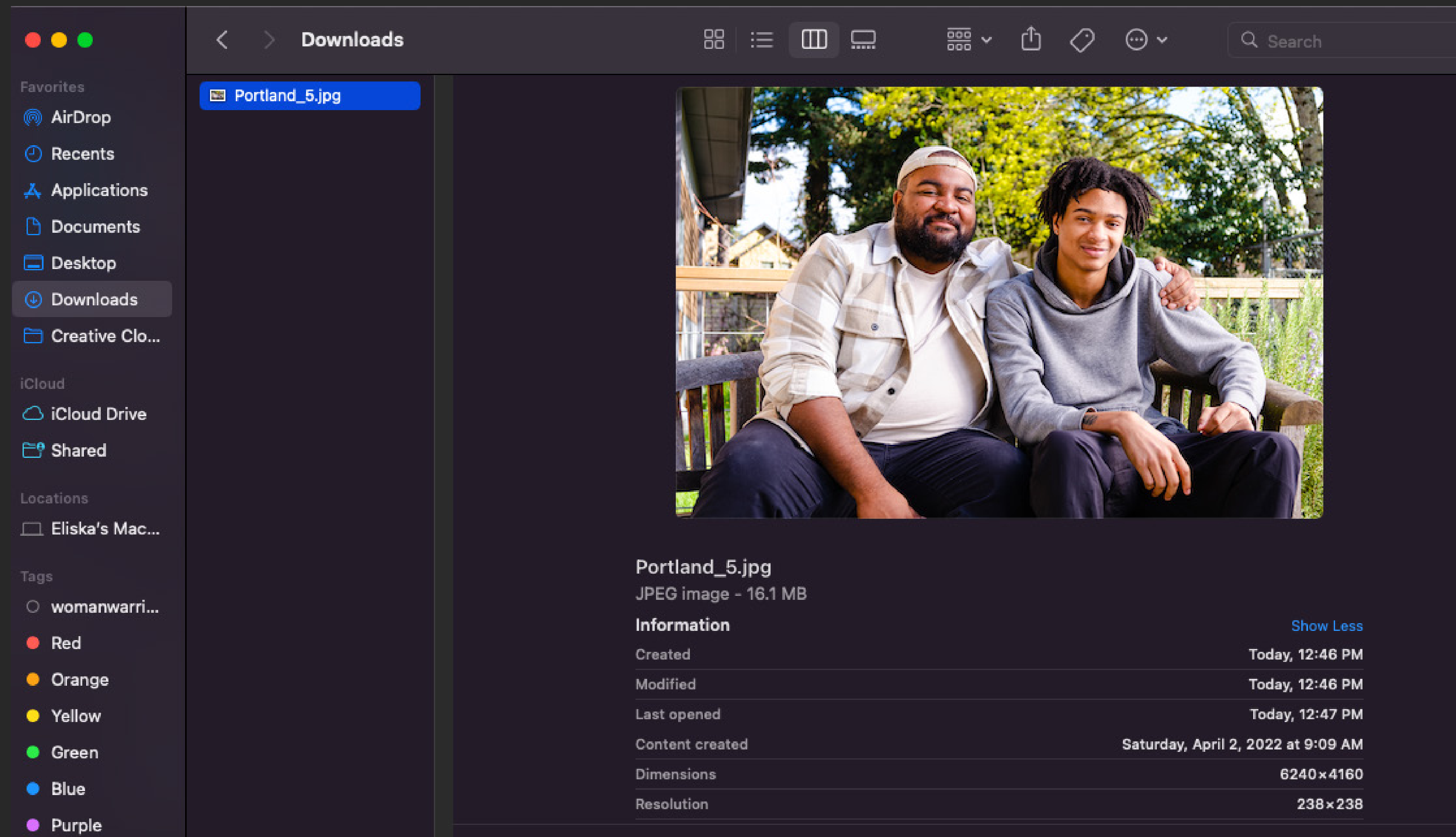
CRAFTCMS IMAGE RESIZER

- Resizes your assets when they are uploaded
(Image uploads can get “stuck” when dimension exceed 1920px wide)
- Permanently alters the original uploaded image
- Optimizers file by 50%

FILE UPLOAD LIMIT: 20MB (set high for document resources)

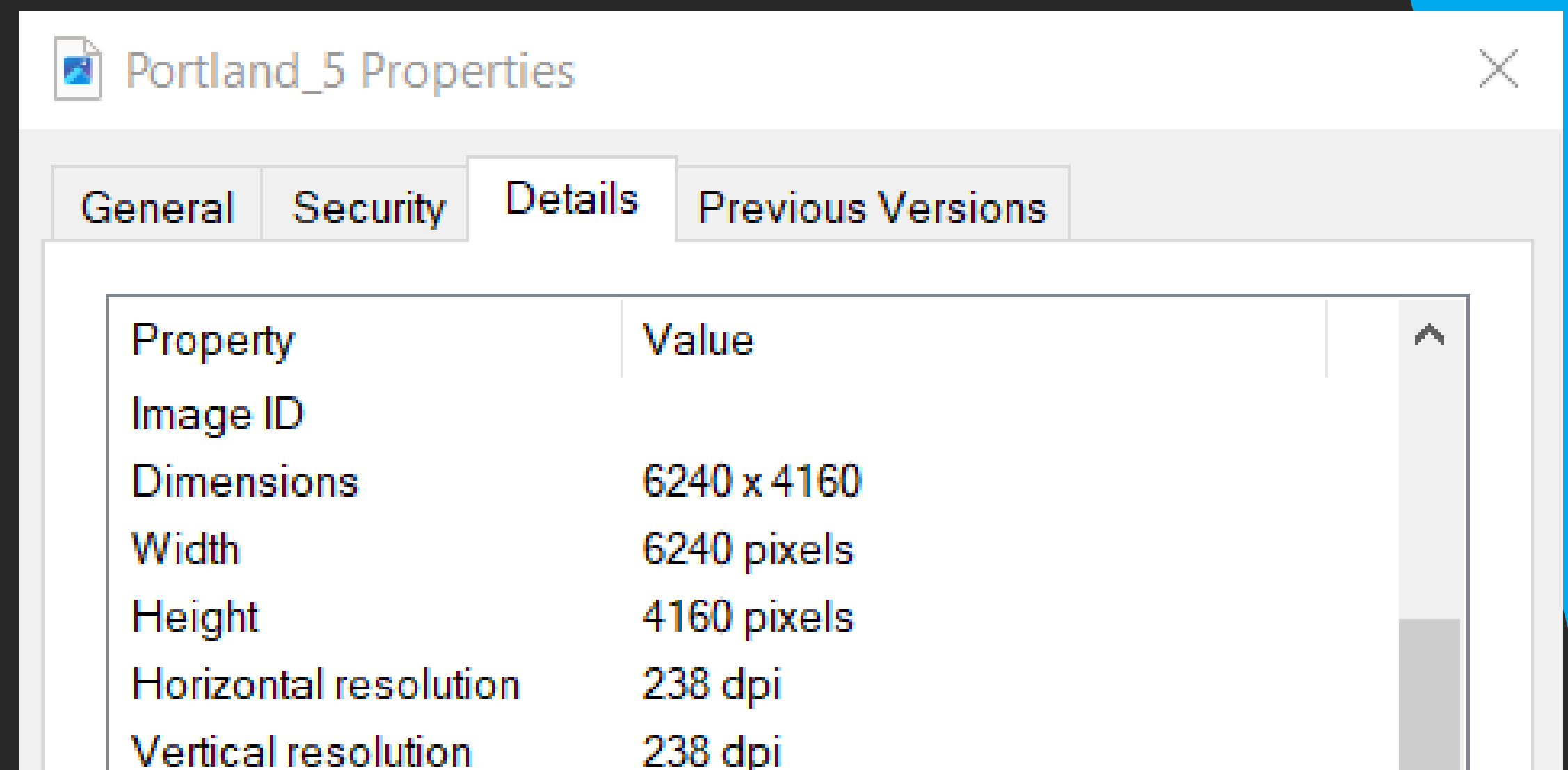
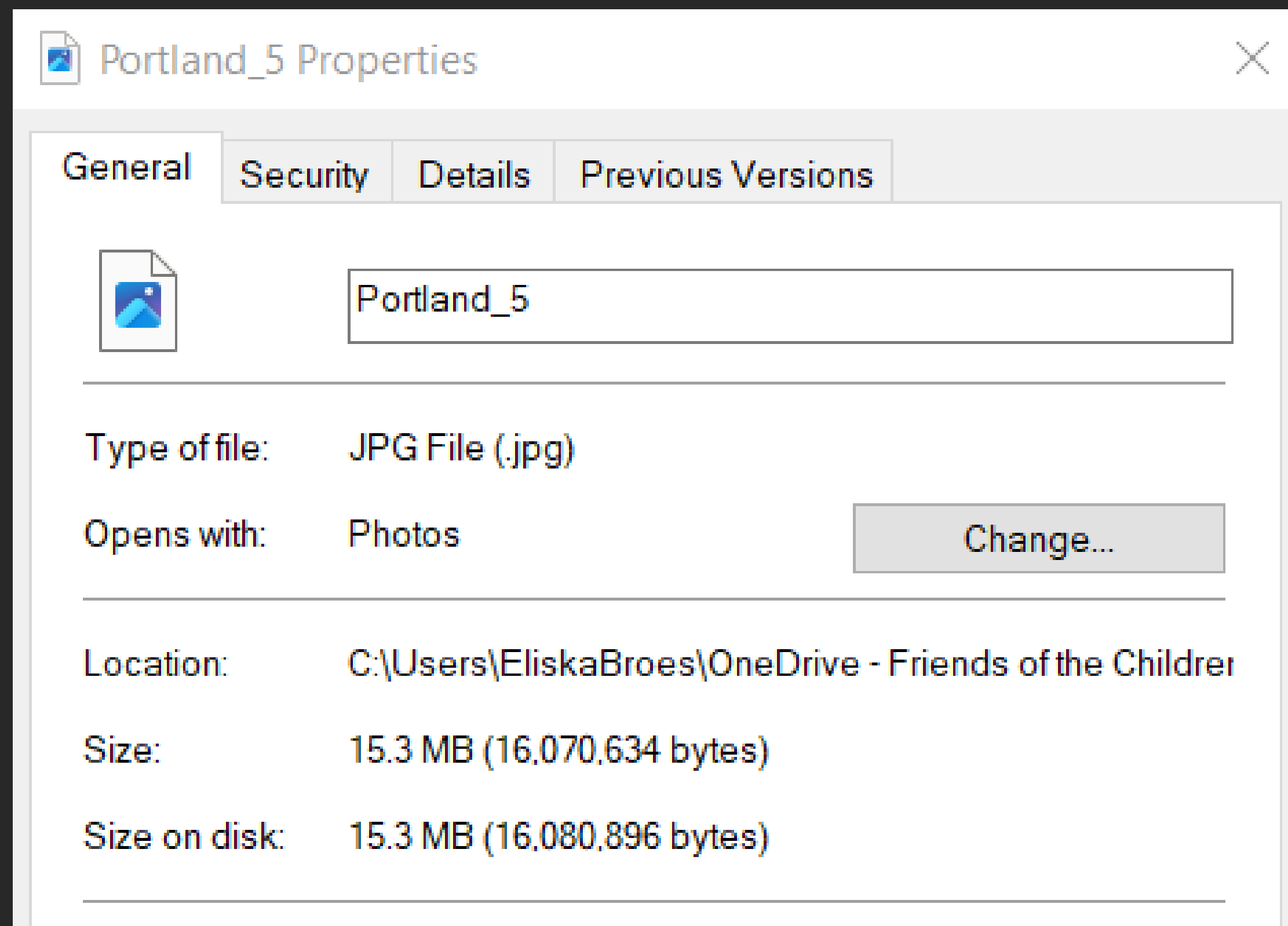
USES EXTERNAL ASSETS SERVER

FILE SPECS ON A MAC



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FILE SPECS ON A PC



CRAFT

CRAFTCMS WILL CROP AND CENTER



MAY 20, 2024
ENTRY HEADING

LATEST NEWS

DONATE

MAY 20, 2024
ENTRY HEADING

MAY 13, 2024
INTRODUCING FRIENDS OF THE CHILDREN TO NEW COMMUNITIES IN EASTERN OREGON

MAY 10, 2024
FRIENDS OF THE CHILDREN AWARDED THE BELL SEAL FOR WORKPLACE MENTAL HEALTH
We are proud to be nationally recognized for our commitment to creating a mentally healthy workplace

All News

ASPECT RATIO

STANDARD PHOTO 3:2



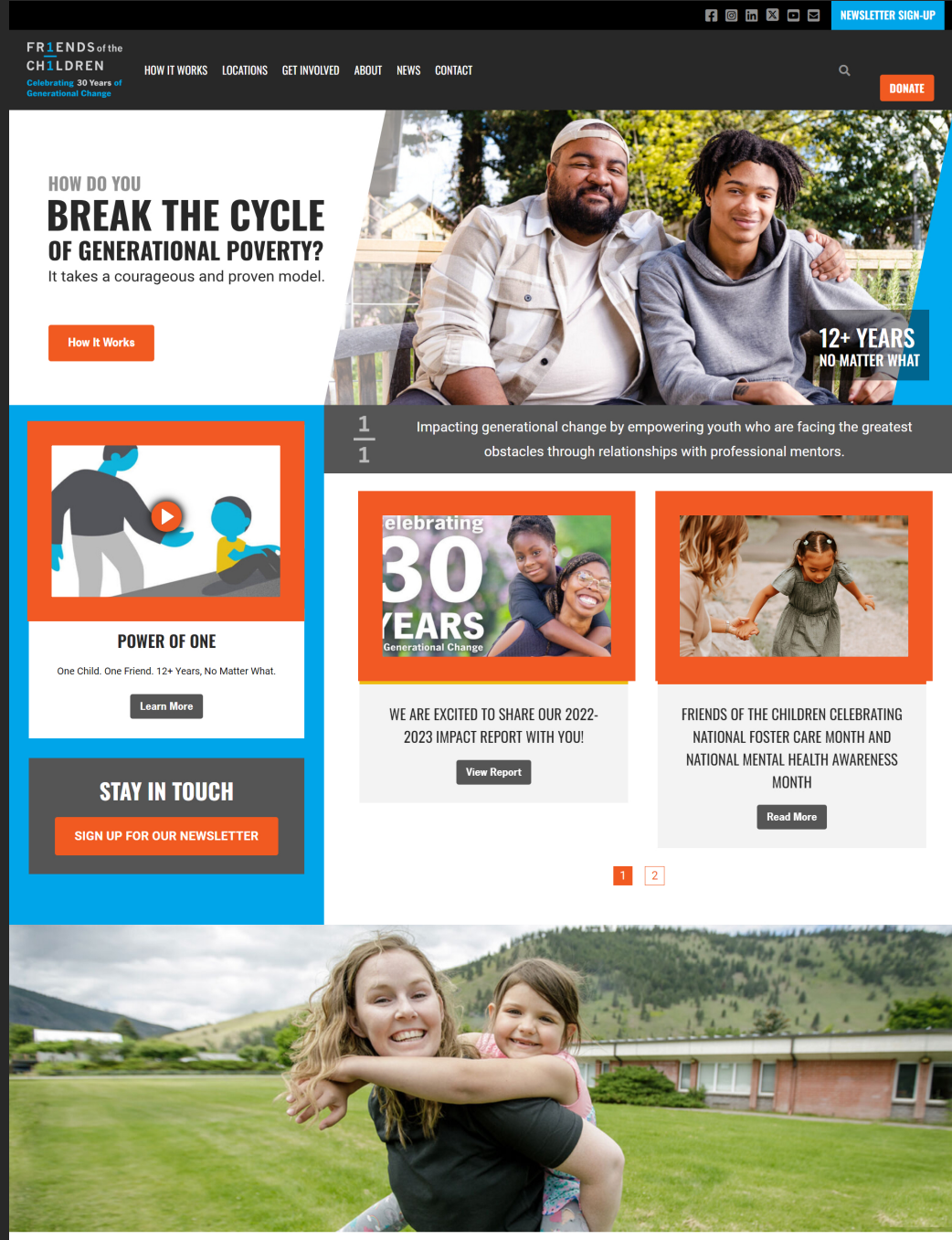
1200:800

300:200

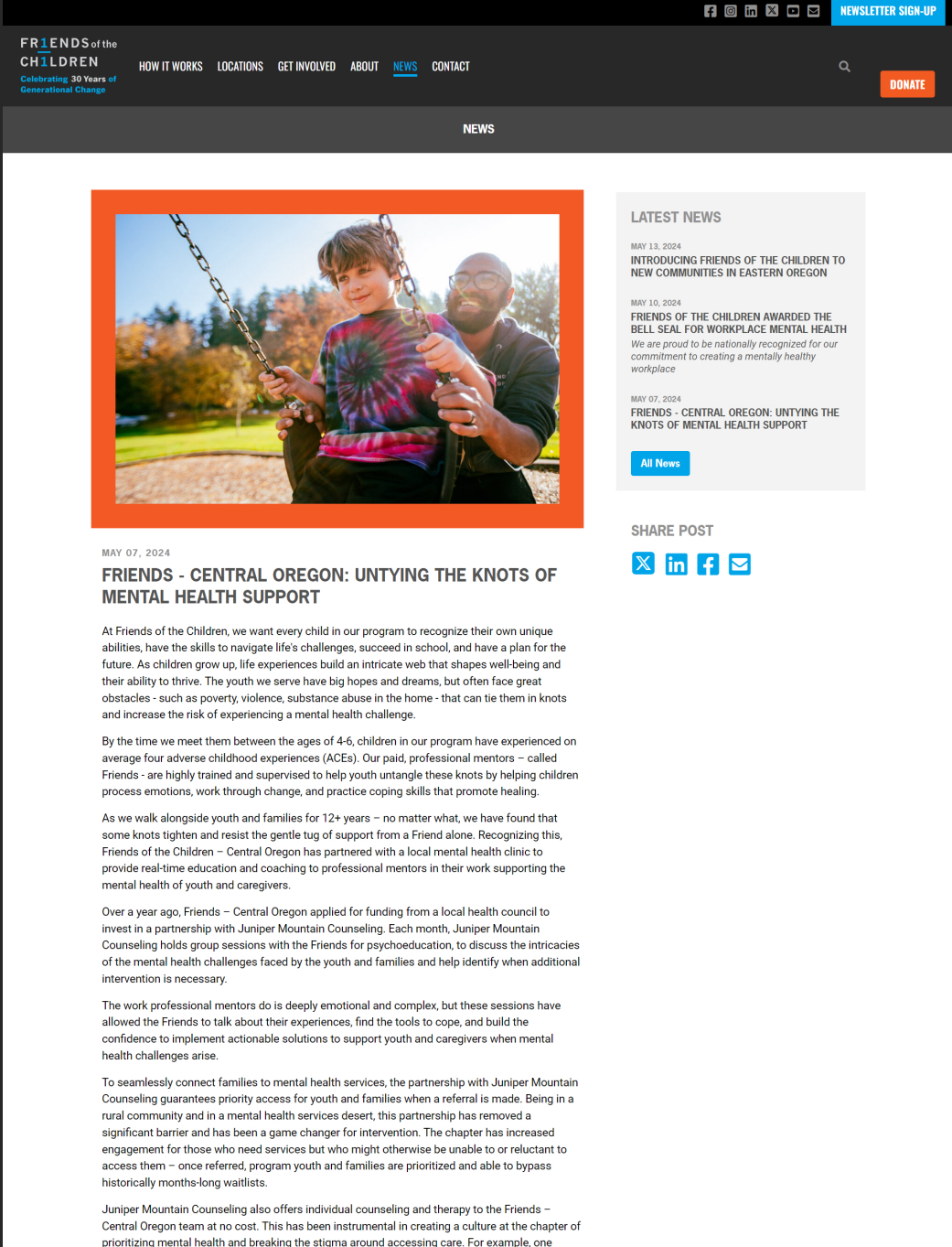
3:2

3:2

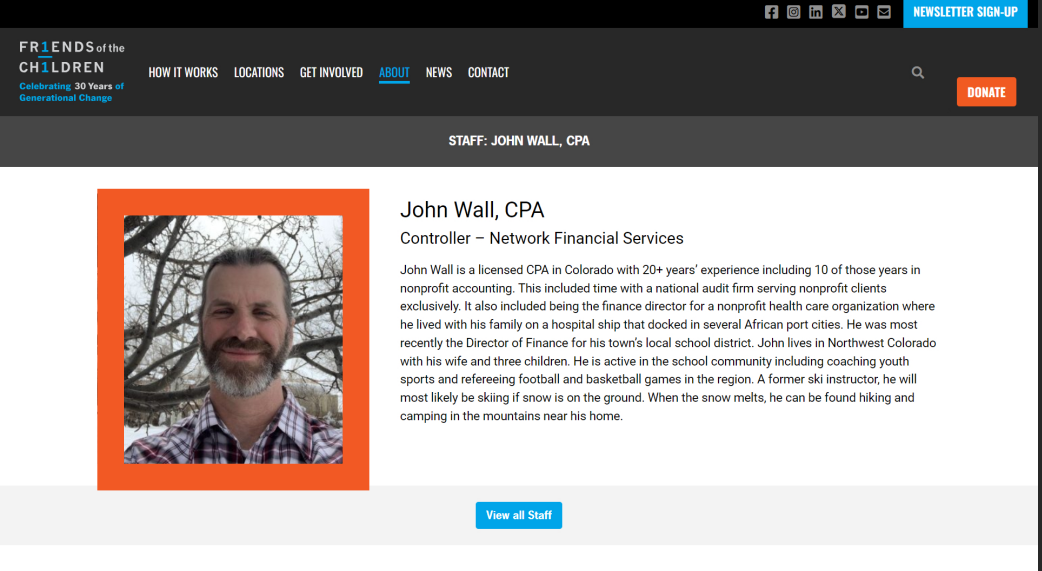
ASPECT RATIOS ON WEBSITE



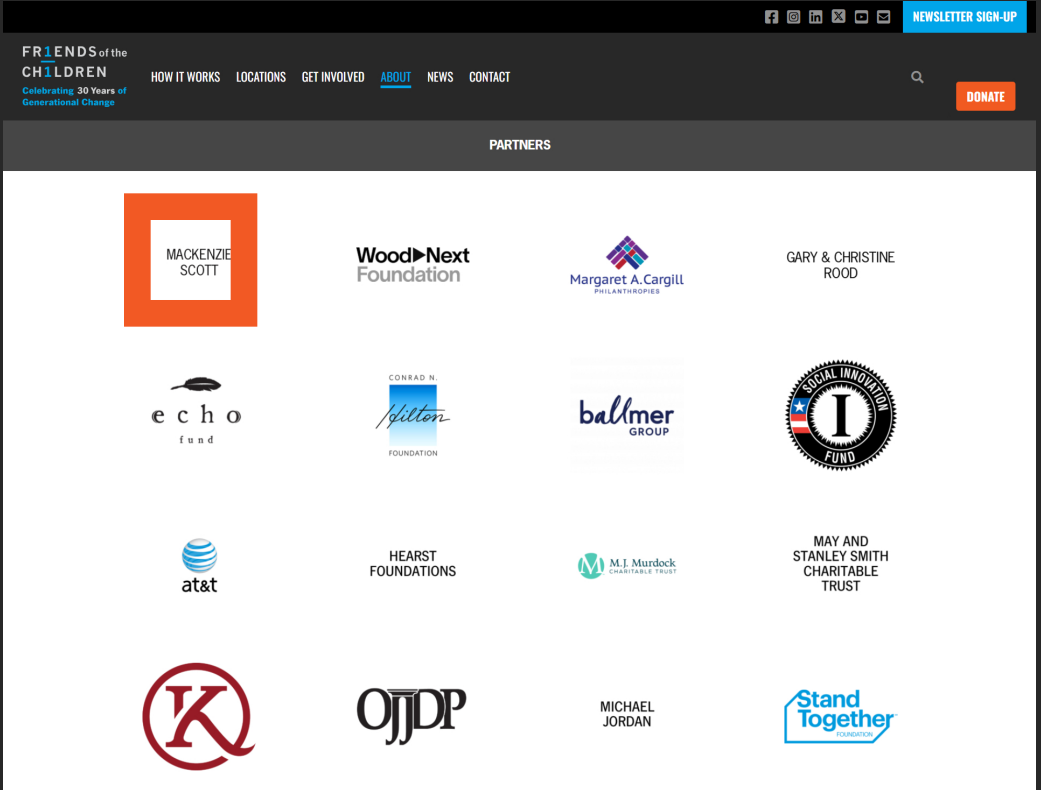
3:2



3:2



1:1 - Square



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