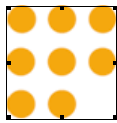


Working with images

Used well, websites really benefit from images. At a glance, they tell visitors a lot about a business, its products, values and aims.

Carefully chosen homepage images create a positive first impression and including a picture in a news item certainly brings it to life.



1. What to do first

Prepare your images

It's a good idea to collect the images you want to post and save them in your 'My Pictures' folder. You can then prepare, and re-save them ready for use. That way, you won't have to interrupt your flow every time you want to upload an image.

Make sure images are in the right format

Only images in **jpeg or gif format** can be viewed over the web and SitesPlus is no exception. If your image is in a different format, for example if it's part of a Word document, open the image in Microsoft Paint (Accessories → Paint) and 'Save as' a jpeg or gif.

Ensure the quality of images

Technically, images with at least 72 pixels per inch definition will look fine on a website. This is standard for most digital cameras or images from the web.

NEVER try to make an image bigger. It will lose clarity and look pixellated and fuzzy.

Saving images

Try to save images with meaningful titles, they can add to your Search Engine presence.

Avoid using spaces or any characters like @ £ & * (' replace spaces with -.



2. Working with images

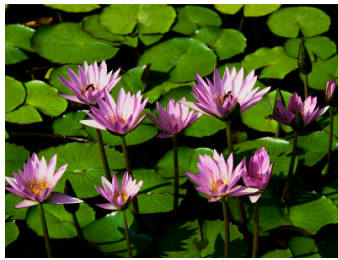
Because every image you post will need to fit into a layout, it's unlikely you will be able to use images in their original form. You'll almost certainly have to resize them.

Large images take longer to download. At times, you'll also need to crop an image, possibly to centre a particular feature.

The easiest and quickest way to resize and crop images is use an online software Picnik www.picnik.com

Resizing vs Cropping

It's not unusual to confuse re-sizing and cropping.



Original image

Resizing retains the whole image



Cropping removes what you don't want and can change the shape of images too

To crop an image in Picnik www.picnik.com

1. Upload photo
2. Click on **Edit** tab
3. Click on **crop** button
4. A frame appears, click and drag the frame until you are happy
5. Click **save & share** tab
6. Rename image and save back onto your computer

To re-size an image in Picnik www.picnik.com

1. Upload photo
2. Click on **Edit** tab
3. Click resize button
4. Enter new height OR new width, making sure the 'keep proportions' button is ticked
5. Click **save & share** tab
6. Rename image and save back onto your computer



3. SitesPlus and images

Home-page images

SitesPlus makes it easy for you to upload images onto your homepage. All you need to do is to prepare the pictures beforehand. Here are a few pointers

Logo: Re-size your logo to around 80 pixels high so it fits comfortably into the space dedicated to it. If the logo appears distorted, try cropping and resizing it.

Style images: All styles have dedicated space for up to 4 homepage images. If you decide to use more than one image, re-size each one to the same height (for horizontal alignments) or the same width (for vertical alignments). Aiming for 150 pixels wide x 100 pixels high works well. If you use fewer than 4 images, you can increase their width accordingly. Try experimenting with different effects.

Kitemarks & promotions: SitesPlus also provides dedicated space for promotional images. Before you upload, try re-sizing to around 150 x 50 pixels. If the image is too big, it will distort the page. While you want visitors to notice your sponsors, you probably don't want them to dominate the page.

Inserting an image into a text box

Remember to resize your images before you insert them.

1. Click the cursor at the beginning of the paragraph which will contain the image
2. Select the Insert Image icon on the text box toolbar. You'll see an **Image Properties** dialogue box
3. Select **Image Info → Browse Server**. Then
 - a. Click **Browse** (at the bottom of the box)
 - b. Locate and open your chosen image file on your **own computer** - the file name should now appear alongside the upload button
 - c. Click **Upload**
 - d. **Select the file** from the new library list
4. Back in the **Image Properties** dialogue box, your selected image now appears in the preview box
5. Use the functions on the left hand side to space it **horizontally** or **vertically**, or **align** it. Choose the **right** or **left** align for text to wrap around the image.
6. Click **OK**. The image will now appear in the text box.