

GUIDE TO ADDING IMAGES TO MYUFL ARTICLES

Overview

This guide will assist you in understanding the process and standards for adding images to myUFL articles. For detailed instructions on authoring an article, please see the “Authoring and Publishing in myUFL” [instruction guide](#).

Introduction

Adding images to portal articles will enhance portal user experience for the UF campus community. To ensure a “good looking portal”, process and standards have been developed.

Only Jpeg images can be added to portal articles. Authors will be able to upload:

1. Clip Art
2. Icons
3. Photographs

Please review the official UF Graphic Policy - <http://www.pr.ufl.edu/graphplcy.htm>.

Copyright and Ownership of Graphics

All images must be the property of the pagelet owner’s unit or the University of Florida or images must be in the “public domain”.

Authors should gain permission to use a photograph of a person. Example: If a faculty member does not want his/her photo published online, the same would most likely apply for publishing it on the portal.

Contact the Office of News and Public Affairs for permission to use UF images. Contact the University Athletic Association for permission to use UAA graphics.

Image Dimensions

Images must be square. Publication Top Story images are displayed at a size of 52 by 52 pixels. The same image when displayed within the article has a size of 80 by 80 pixels.

Images that are not square will be resized to square dimensions (the height must be the same as the width). "Browser resizing" is what happens when an image is forced to resize for web display by adding "height" and "width" attributes that do not match the image's actual dimensions to its tag in the html code. The portal does this to images. The result for non-square images will be a "squashed" image. Make sure the images you use in the portal are square.

Due to image resizing, authors/publishers and the portal team will need to evaluate whether the quality of an image is good enough on a case-by-case basis.

Image File Size

Image file size must be less than 29K. 29K is a more than adequate size for an image that is going to be displayed at a maximum size of 80 pixels squared. Uploading a file larger than 29K, give a "file is corrupt" error.

Jpeg Settings

- 'Optimized' and 'Progressive' Jpeg Settings.

These settings do not appear to matter. Please note: 'Optimized' may cause display problems in some browsers. It may be best to have this turned off.

- Use Jpeg compression of "medium" (which might also be represented as "5" or "50" in some software) or better (greater) to preserve as much image quality as possible.

Background and Color of Graphics

Images with a solid white background fared best in display on portal pagelets and articles. Images with "busy" or highly detailed backgrounds fare the worst.

When creating graphics, the official UF blue is 0021A5 (or 0R 33G 165B) and the official UF orange is FF4A00 (or 255R 74G 0B).

UF Graphic Policy - <http://www.pr.ufl.edu/graphplcy.htm>

Repetitive Use of Images

Highly repetitive use of images should be avoided. Good use of images will be time limited and used to highlight special events.

Readers may associate repetitive use of images with the use of a repeating article or topic. This can make any portal article using repetitive images appear “stale”. Publishers will be contacted to correct the use of repetitive images.

Choosing Your Graphic

Choose an image that is relevant to the article that it is attached to.

1. Pick a Central Idea

- What is the article about? Articles are going to have several key elements to them.
- Narrow down the key aspect of the story. The image should illustrate this idea.
- Narrow down the key theme and choose a key image that best complements the text.

2. Image Should Serve the Purpose of the Article

Please consider that some clip art may not be essential to an article. However, certain images including a building profile or “mug shot” can be central to the article.

Example: A mug shot can be important when the topic of an article is a bio or news piece on a person.

Mug Tips:

- Fill the frame – crop in tight on the picture to include only the person’s face.
- Eye contact – choose images in which the subject is looking at the camera
- Composition – try the rule of two eyes and one ear with the subject’s face turned slightly in one direction. Assure that eye contact is maintained.

3. Appropriate in tone to the piece.

Consider the tone of the story when choosing the accompanying graphic element. A somber graphic will not draw a reader into a light-hearted article. On the other hand, clip art that is frivolous in nature matched to a serious story risks offending readers.

If you are in question about whether an image is appropriate or not, look back to the other criteria– does it illustrate the central theme of the article? Is the image necessary to the article?

Sensitive Graphics

Images will need to comply with UF's AUP. This policy applies to all users of university computing resources. Please review the official Acceptable Use Policy located at <http://www.it.ufl.edu/policies/aupolicy.html>.

Problems with Images

The publisher is responsible for identifying and correcting problems with images in the publisher's pagelets! Do not approve and publish a questionable image.

Problems may include the following. This is not a complete list. Possible problems will be reviewed on a case by case basis.

- Images not appearing correctly, such as incorrect sizing, poor quality or background.
- Inappropriate or sensitive photographs or images.
- Lack of relevance between image and article.
- Copyright issues.

Rectifying Images

The myUFL portal administration will review the portal every day and determine if any problems have occurred. Others viewing the portal should contact the Portal Content Specialist if they feel an image is inappropriate or not displayed properly.

Once an article and image has been determined to be a problem:

1. The Portal Content Specialist will contact the author and publisher with an explanation.
2. A request will be made to the publisher to resolve the issue immediately.
3. If no action is taken, the Portal Content Specialist will either repost the article without the image or remove the entire article.

Portal Administration reserves the right to remove any article at any time, if it is deemed offensive or inappropriate.