

In our web system, images can easily be uploaded and/or linked to within the text of a web page.

It's not complex because it is *difficult*; it is complex because you have to consider a whole host of technical and aesthetic factors when selecting, sizing, and saving images. There are actually several federal laws and MSU regulations regulating how and when images can be used!

This document will cover some of the rules and how-to's of choosing and using images on your web pages.

Do you need an image?

Images make our website more interesting. However, there are some things about images that don't work very well:

- Images that are too big significantly slow the speed of our website
- As more people use mobile phones to surf the web, big images can create problems for little screens
- Images can distract from messages in the text
- When you use images to convey content or words, the page is not accessible to people with visual disabilities (and that's illegal!)
- Images used in place of text are not search engine friendly

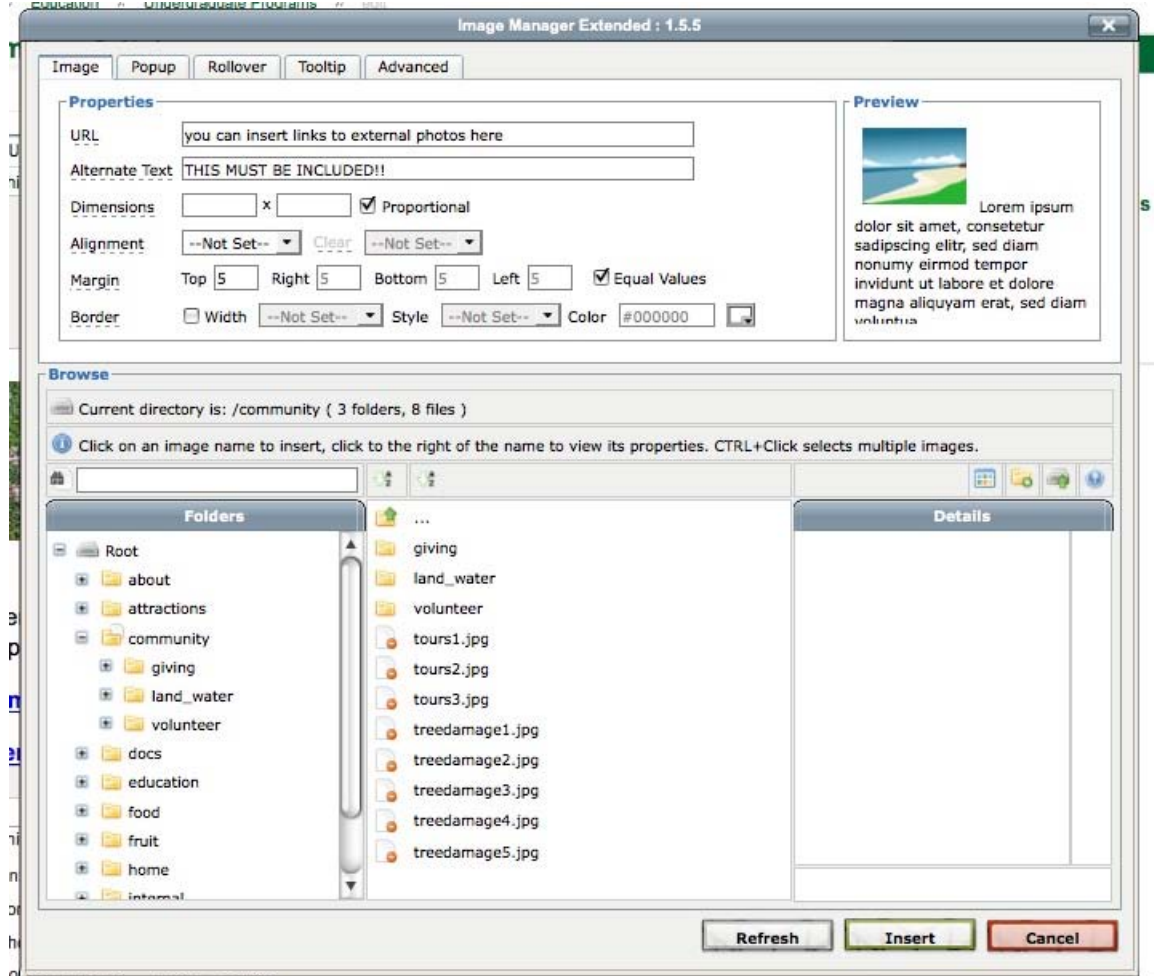
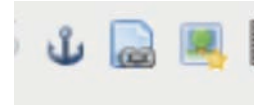
So, choosing the right images, and making them an appropriate size, is an important part of the process!

IMAGE RULES:

1. All images **MUST** have an alternate text description.
Although some people with visual or other disabilities cannot see web images directly, they can still use pages that include alternative, similar information. Imagine you are reading your page to someone over the phone. How might you describe your photo?
 - Image formats appropriate for the web are .jpg, .gif, and .png. No other image file formats may be used.
 - Images files **MUST** be less than 500 px in width. Even if you re-size the photo manually after upload, photos >500px can cause errors.
 - Images must have minimum 5px padding around them.
 - Image files must have a descriptive name. For example, "DSC10028", a common camera file name, needs to be changed to "cow-photo" or some other relevant short name. This will also help you find it later on!
 - Images should be stored in an appropriate folder. The image directory will open automatically when you use the *Insert/Edit image* button on the editor. However, it's up to *you* to choose an appropriate folder to save your images into.

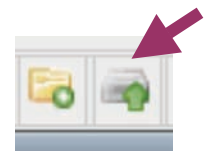
How to add an image to your web page:

First, in the editing pane, click on the *edit/insert image* icon:
This will then open up the **Image Manager** window:

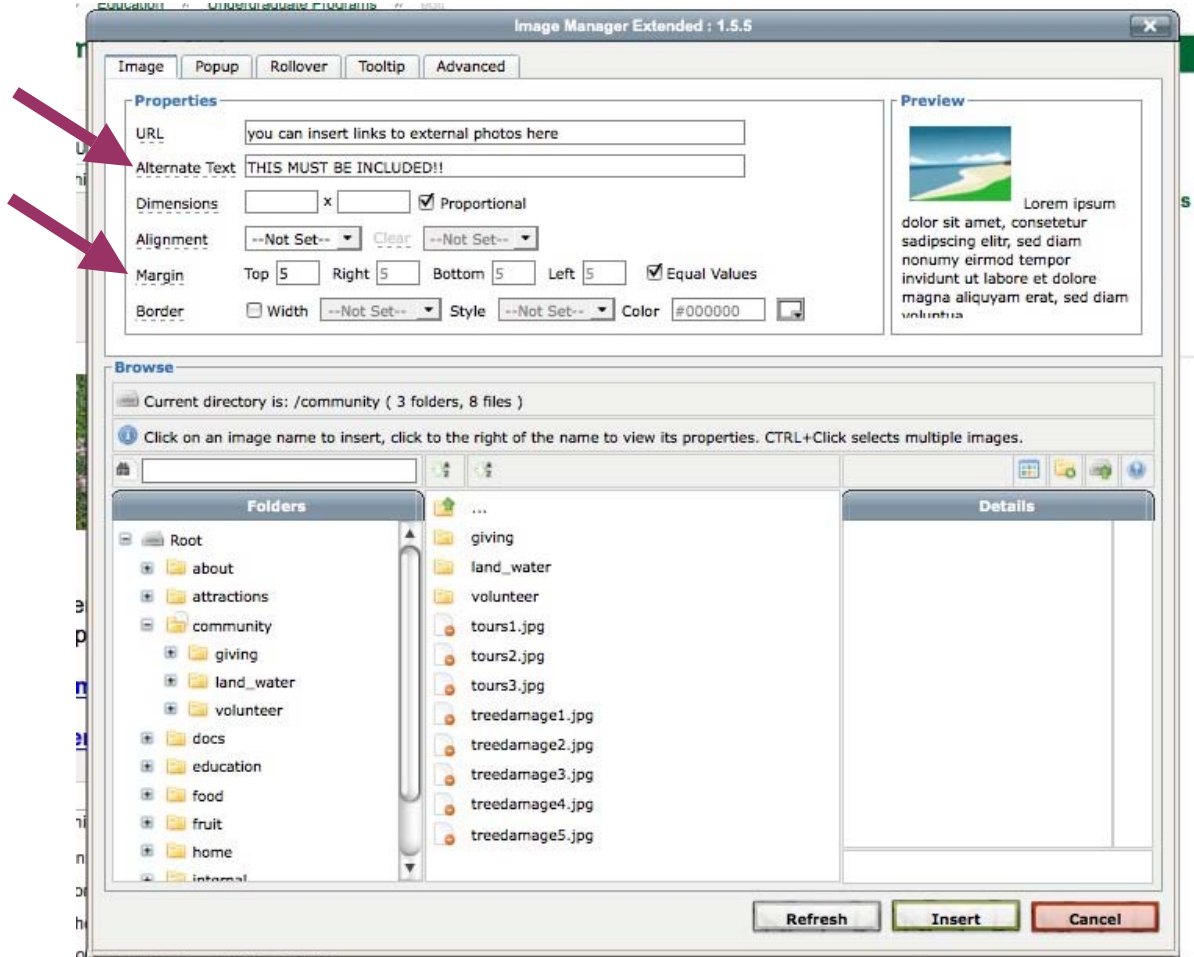


You now have three choices:

1. You can **select from one of the existing image files on our website**; the image directory where they are stored will automatically open in this window.
2. **You can upload a new image file** using the "insert" button found on the right.
3. **You can link to an external image file** if you have permission to use it. An example might be a file hosted on the KBS Flickr site.



In this case, the example here is open to the /community/ photo folder.



Once you have linked to the photo or uploaded it, you need to do a couple of items to finish:

- You **MUST** include an alternate-text description of the image in the relevant box.
- You also need to specify a margin for your photo. Our standard is 5px; all you have to do is put a 5 in the first box.

That's it! Save your changes by clicking the "Insert" button.