

FORS web image guide

If you have an image to upload on any FORS website, please follow the recommendations below.

File types

The file type, when speaking about images, refer to the ways the image are compressed and encoded. Depending on the image type, a file type will be preferred on others.

Png

This file format provides the best compression, but is limited to relatively small color palettes (number of different colors in one image). Therefore, it should be used for **drawings, logos, charts** and other images that can be displayed with a limited amount of different colors. It's also useful for its ability to encode transparency.

Jpg

Also called jpeg, this format can use much bigger palettes of colors, and will be best used to compress **photos** and other images with a large amount of different colors (more than 200). It doesn't allow transparency.

Gif

Like png, gif use quite small palettes of colors and should not be used for photos. It has the ability to encode several images in an **animation** and should be used for that, but for static images png is more efficient and should be preferred.

Image size

The size of the image expressed in pixels is of course very important for the size of the file. Generally speaking, it should be **as close as possible of the size it will really take on the web page**. For an image that will take the full page, you should take into account that a standard screen is 1920px in width and 1080px in height. Anything bigger than this should be banned.

Containers

Depending of the place the image will be displayed on, the image will not take the full page. In this case the image should have the size of the container it will be displayed into. Depending of the website, the containers can be of fixed or dynamic size. If the container size is fixed, please use this exact size for your uploaded image. If the container size is dynamic, choose a size as close as possible to the expected one. Feel

free to ask webaster@forscenter.ch if you have any doubt on the size you should use for any given situation.

Crop vs resize

There is two ways of resize an image. The first is to crop it by taking off the parts outside the desired size, the second is to directly resize the image to the desired one. Resizing the image to a different width/height ratio will deform the image, and should not be used on logo.

Often a combination of the two is the best. First resize the image while keeping the w/h ratio to meet either the width or the height of the final size, then crop the parts that are in surplus.

Tools

Windows

[How to resize and crop an image with Window Photo Editor](#)

MacOS

[How to crop an image with Mac Preview](#)

[How to resize an image with Mac Preview](#)

Links to images databases

You can find free images on these websites :

<https://unsplash.com/>

<https://stocksnap.io/>

<https://librestock.com/>

<https://www.flickr.com/creativecommons/cc0-1.0/>

Or you can use <https://fr.dreamstime.com/> with your UNIL email address, since UNIL has a special deal with them. See https://www.unil.ch/ci/banques-images#standard_2328 (bottom of the page) for more information.