Header Photos

The header photo area is located to the right of the page ID and just under the audience menu in the CMS design (see screenshot below). Departments have several options for the header photo area of the template:

- **static photo** (one picture)
- **photo collage** (limit of 3 pictures)
- **slideshow** (up to 6 pictures)
- **no photo**

Examples of the static photo, collage, and slideshow are below the CMS design elements screenshot.

What makes a good header photo?

It can be difficult to select a header photo due to the extremely horizontal orientation of the image. Keep the following information in mind when choosing a photo for the header:

- extremely horizontal orientation
  - also known as landscape (not vertical or portrait)
  - wide angles and panoramic shots are permissible
  - remember the curves will hide some of the photos
  - expect the provided photo to be cropped by one third
  - specs for the header photo: 740 pixels wide by 255 pixels high
- at least 150 dpi resolution
  - feel free to provide photos right off the digital camera
  - please do not attempt to size photos before sending them to Web Services
- interesting subject matter
  - visitors should be able to determine what is happening in the photo
  - unfortunately, ordinary classroom shots rarely make for an interesting header
- unique to Winthrop
  - pay special attention to shirts with other school’s branding
  - feature subjects that are instantly identifiable as Winthrop
- in focus – out of focus photos will be immediately rejected as an option
- colorful – solid blocks of color make a header photo pop off the page

Photography Tips

All good photography has certain characteristics that make it “good.” Here are a few tips to keep in mind when selecting and/or taking photos for the Winthrop website:

- exhibit good composition
- use a unique perspective
- focus on the details
- capture emotion
- tell a story
CMS Design Elements

Header Photo Area
Static Photo

Photo Collage

Slideshow, manual-automatic combo with marketing messages

Bad Example