



Rutgers Core Component Library (RCCL) Image Sizing Guide

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Table of Contents

Overall Guidelines	3
Landing: Informational	3
F-1 Hero–Swoosh	3
Landing: Marketing	3
F-2 Full-Width Hero.....	3
Landing: Secondary	3
F-3 Basic Hero	3
A-1 Article Heroes	4
C-1 Rich Text.....	4
Inline image.....	4
C-10 Person Card.....	5
E-1 Feature Event	5
F-7 Full-Width Video	6
F-8 Slideshow	6
F-9 Program Finder.....	7
F-10 50/50.....	7
F-11 Animated 50/50 Image.....	7
F-12 Photo Feature: 2-Column	8
F-15 User Choice Carousel	8
F-16 User Choice: Vertical Tabs.....	9
F-20 Description & Image Cards.....	9
F-22 Description & Card Carousel	10
F-23 Featured Summaries	10
F-25 Display Cards with Rollover	11
F-29 Featured Topic	11
F-30 Descriptive Links.....	12
FA-2 Feature Article Hero.....	13
FA-3 Feature Article–Chapter.....	13
How to Optimize Images	14
Image Naming Conventions	15
How to Take a YouTube Screenshot and Save as a .jpg	16

Overall Guidelines

- Dimensions are given as width x height unless otherwise noted
- Default image size is 2100 wide x 1400 high pixels at 72ppi (pixels per inch) resolution
- For image sizes, see <http://rutgers-pattern-lab.herokuapp.com>
- Export photos and save them for web as [optimized jpg files](#)
- Save graphics or artwork as png files
- Note that the RCCL system automatically compresses images
- For more information on using images with the RCCL, visit rccldemo.rutgers.edu/images

Landing: Informational

F-1 Hero–Swoosh

- There are two color options—white and red (as shown)
- The image occupies only the shaded area
- Size images to 2100 wide x 1400 high pixels at 72ppi



Landing: Marketing

F-2 Full-Width Hero

- The image is full width and uses most of the height
- There is an overlay tint on the entire image to accommodate the mandatory title and optional description
- Size images to 2100 wide x 1400 high pixels at 72ppi



Landing: Secondary

F-3 Basic Hero

- The image is full width but uses a portion of the height
- After uploading, adjust the focal point in the preview to target the area that works best
- There is a gradient overlay tint from bottom to top to accommodate the optional text
- Size images to 2100 wide x 1400 high pixels at 72ppi



A-1 Article Heroes

- Size images to 2100 wide x 1400 high pixels at 72ppi
- Two hero options
 1. **Headline on Image:** the top and bottom of the image are not visible. There is a gradient overlay tint from bottom to top to accommodate the text.
 2. **Headline and Image:** the full image is displayed with no overlay tint



[Headline on Image](#)

Tips On Striking a Balance As We Return To the Office



[Headline and Image](#)

C-1 Rich Text

Inline image

- A minimum image width of 500 pixels and maximum image width of 2100 pixels can be added to the rich text component. There is no depth (height) restriction.
- There are three image display options. The “Embed” will place the image at half the content width, and “Embed-Small” will display it at 1/3 the content width.

Edit media ✕

Align

☐ None
 ☐ Left
 ☐ Center
 ☒ Right

☒ **Caption**

Display

☒ **Embed**
☐ Embed-Small

Save


Students usually play a critical role on the farm. Student workers assist with the care of animals. They help socialize the new animals when they are born to help them get used to visitors. The farm staff also teaches classes for animal sciences majors in the School of Environmental and Biological Sciences to give them hands-on experience.

This spring the staff found ways to adjust their teaching. Rebecca Potosky, a senior research animal care tech who oversees care of the sheep and goats and the chicken flock, used her camera phone to record and share moments the students were missing.

"I was able to capture a goat giving birth, some treatments, and other routine procedures to share," Potosky said.

"I feel thankful that in this time of uncertainty and so much loss, I am able to continue to work," she said. "I also recognize the importance of my job. Animals need to be fed, cleaned, and taken care of regardless of the situation. Our program provides students with animals for hands-on teaching opportunities that are essential to their future careers, and I am dedicated and proud to continue providing care."

Kelly Vuong, a senior research animal worker who



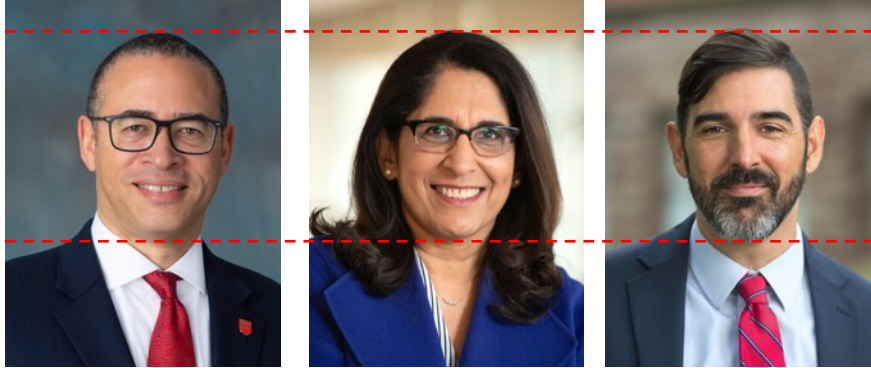
Rebecca Potosky, a senior research animal care tech, oversees care of the sheep and goats and the chicken flock.

Image at half the content width

C-10 Person Card

- Size image to 634 wide x 846 high pixels at 72ppi

Tip: Try to keep the size of the person's head consistent with one another for a uniform look



E-1 Feature Event

- Size images to 1000 wide x 563 high pixels at 72ppi
- The default size of 2100 wide x 1400 high pixels at 72ppi can also be used

NOV
17

Rutgers Undergraduate New Music Ensemble

Date & Time
Wednesday, November 17, 2021, 7:30 p.m.-9:30 p.m.

Category

Location
Shindell Choral Hall
85 George Strett New Brunswick, NJ, 08901
[View Map](#)

Information
Presented by Mason Gross School of the Arts

[Learn More](#)

Share

Mason Gross is back this fall with a full slate of live events featuring our up-and-coming artists!

The Rutgers Undergraduate New Music Ensemble will feature world premiere works by Rutgers graduate and undergraduate composers.

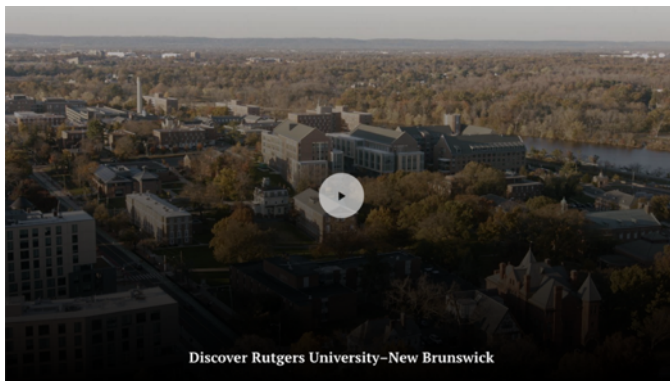
The event is free and open to all.

F-7 Full-Width Video

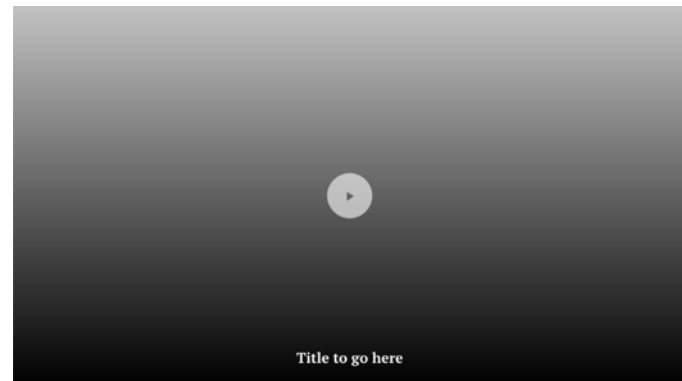
- A poster image (static image) needs to be uploaded and sized to a 16:9 aspect ratio of 1920 wide x 1080 high pixels at 72ppi
- The default size of 2100 wide x 1400 high pixels at 72ppi can also be used. Note that a small portion of the top and bottom will not be visible in order to adhere to the aspect ratio

Tips:

- *The poster image is visible prior to playing the video. If one is not added, then the image will be blank.*
- *A screenshot of an image will work if a bigger image is not available. See the section on How to Take a YouTube Screenshot and Save as a .jpg.*



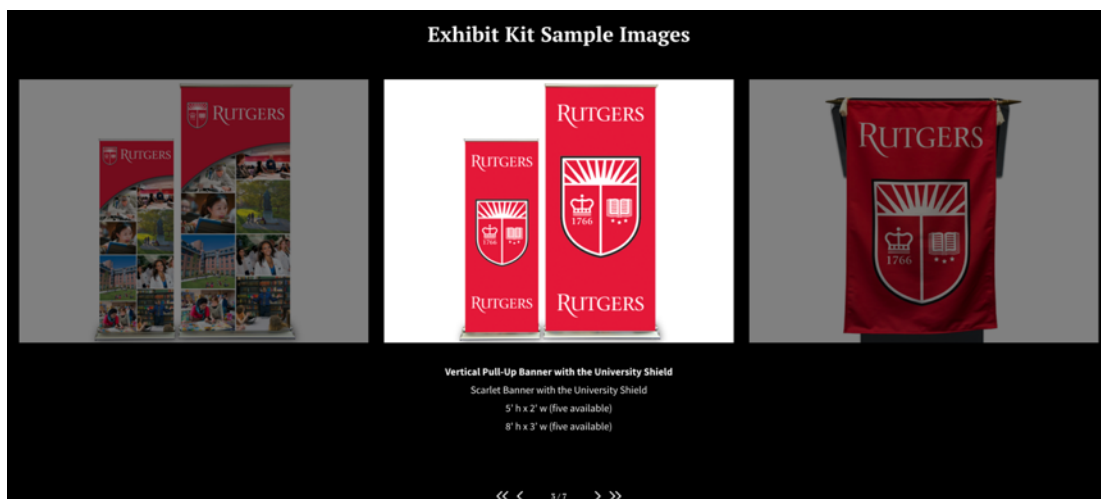
With poster image



Without poster image

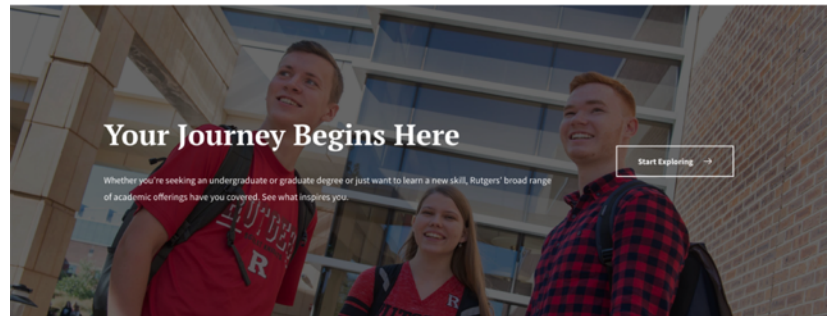
F-8 Slideshow

- Size images to 1000 wide x 753 high pixels at 72ppi



F-9 Program Finder

- The image is full width but uses a portion of the height to accommodate copy on the overlay tint
- After uploading, adjust the focal point in the preview to show the area that will work best
- Size images to 2100 wide x 1400 high pixels at 72ppi



F-10 50/50

- A horizontal image is preferred. The entire height of the image is used and will adjust according to how much text there is.
- Size images to 2100 wide x 1400 high pixel at 72ppi
- After uploading, adjust the focal point in the preview to target the area that works best
- If using a vertical image, background must be added to the image. Create a canvas in Photoshop that is 2100 wide x 1400 high pixels at 72ppi and center the vertical image on a matching background color.



Original image

F-11 Animated 50/50 Image

- It's the same as a regular 50/50 but needs to be adjusted when using vertical images
- If using a vertical image, background must be added to the image. Create a canvas in Photoshop that is 2100 high x 1575 wide pixels at 72ppi and center the vertical image on a matching background color.



F-12 Photo Feature: 2-Column

- A horizontal or vertical image will work for this
- Size images to 2100 wide x 1575 high pixels at 72ppi or 1575 wide x 2100 high pixels at 72ppi

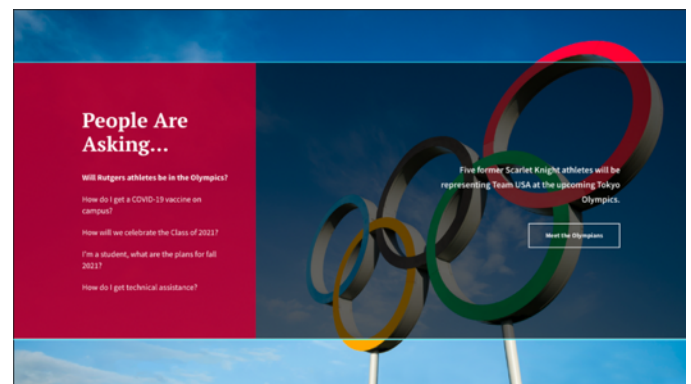


F-15 User Choice Carousel

- Choose an image that has dead space on the image's left side to allow for the text
- When placed, the component will not show a portion of the top and bottom of the image
- Size images to 2100 wide x 1400 high pixels at 72ppi

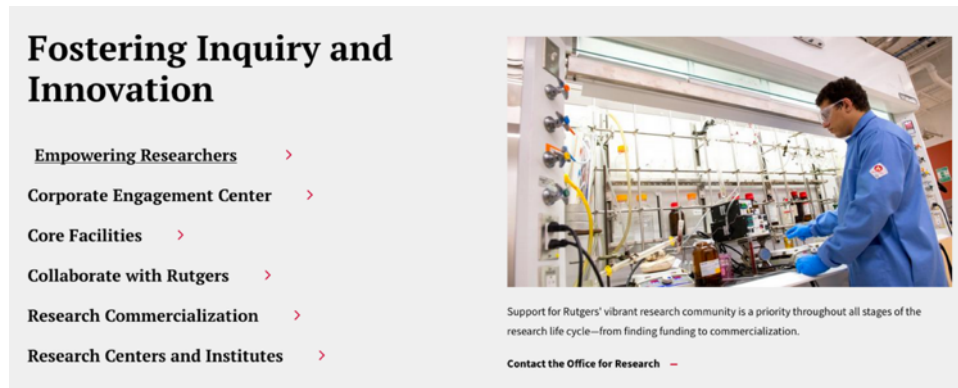


Original image



F-16 User Choice: Vertical Tabs

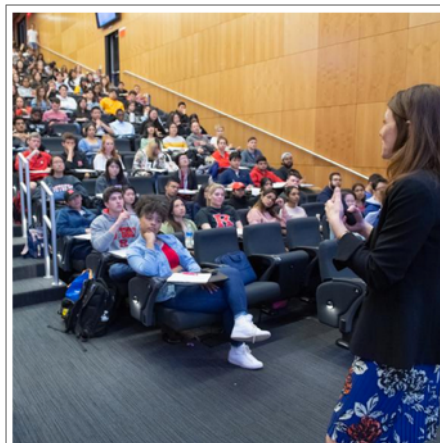
- Size images to 1000 wide x 563 high pixels at 72ppi
- The default size of 2100 wide x 1400 high pixels at 72ppi can also be used. Note that a small portion of the top and bottom of the image will not be visible.



F-20 Description & Image Cards

Two size options

- Size images as a square at 1000 wide x 1000 high pixels at 72ppi
- The default size of 2100 wide x 1400 high pixels at 72ppi can also be used. The system automatically uses the center of the image unless you upload the image using the square dimension.

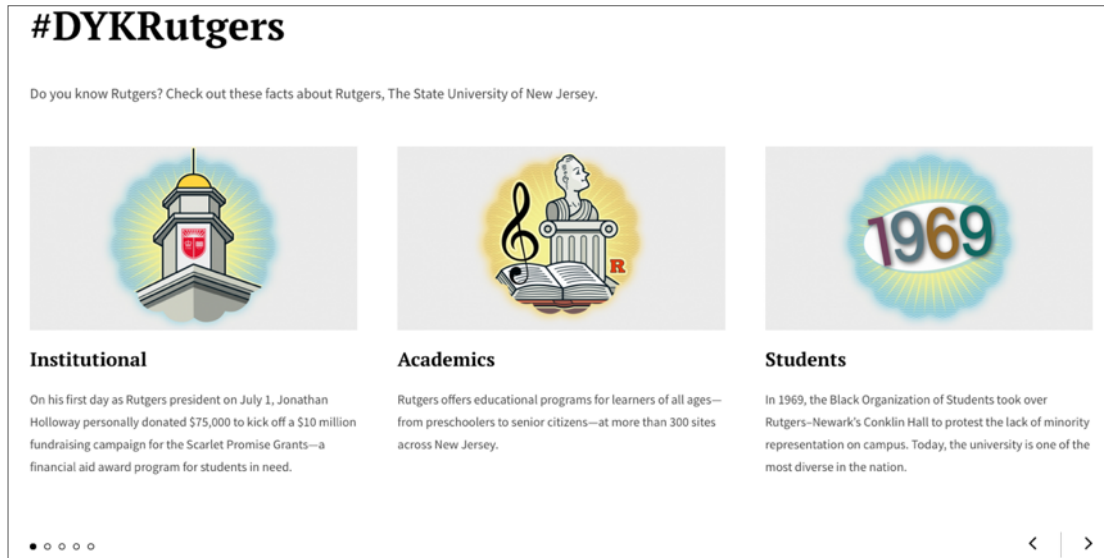


Renowned Faculty

The achievements of our award-winning faculty drive Rutgers' world-class reputation. They teach, discover, provide health care, innovate, mentor, and share their knowledge. Leaders in their fields, their everyday endeavors yield brilliant outcomes.

F-22 Description & Card Carousel

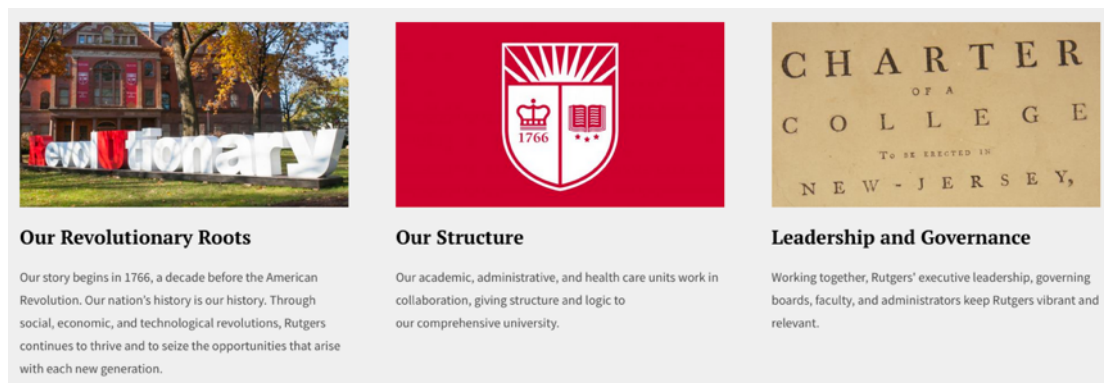
- Size images to 1000 wide x 563 high pixels at 72ppi



F-23 Featured Summaries

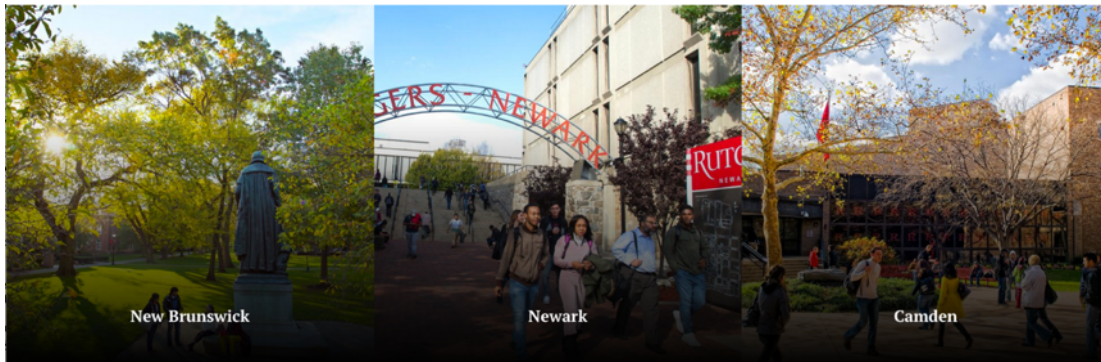
Image Card

- Size images to 1000 wide x 563 high pixels at 72ppi



F-25 Display Cards with Rollover

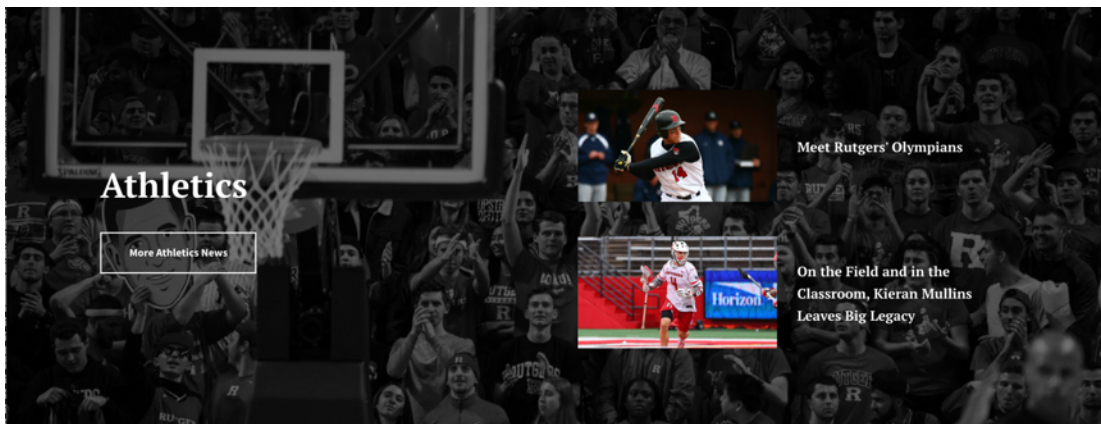
- Use three images to fill the browser width
- Size images to 2100 wide x 1400 high pixels at 72ppi



F-29 Featured Topic

- The image is full width but uses a portion of the height to accommodate copy placed on the overlay tint
- Size images to 2100 wide x 1400 high pixels at 72ppi

Tip: Converting the background image to grayscale helps to highlight the information



F-30 Descriptive Links

- The image is full width but uses a portion of the height to accommodate copy that appears on the overlay tint
- After uploading, adjust the focal point in the preview to show the area that will work best
- Size images to 2100 wide x 1400 high pixels at 72ppi



Original image



FA-2 Feature Article Hero

- There is an overall overlay tint to accommodate the text
- Size hero image to 2100 wide x 1400 high pixels at 72ppi

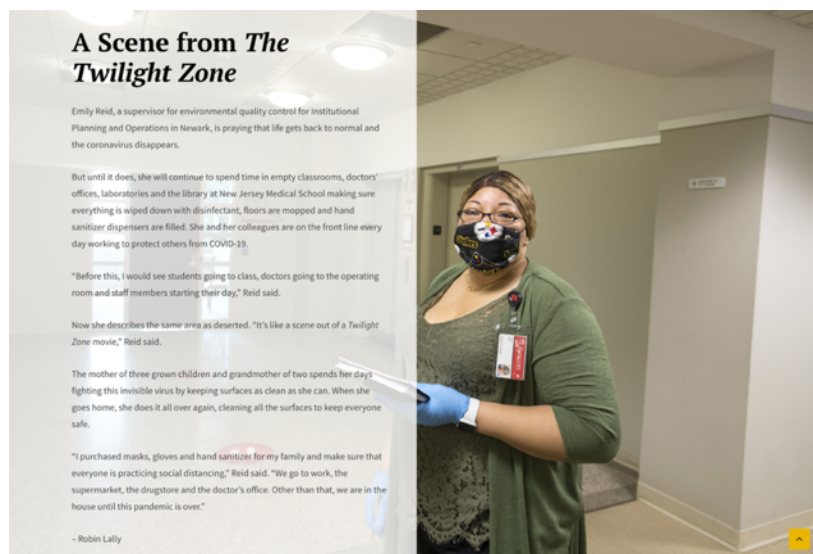


FA-3 Feature Article—Chapter

Parallax Scroll Chapters

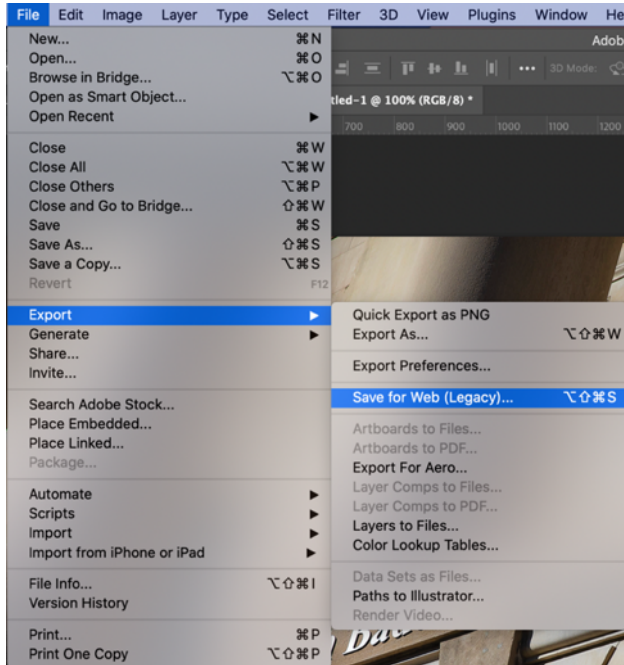
- The full image width will be used
- The image depth will adjust according to the amount of copy positioned left or right
- Size images to 2100 wide x 1400 high pixels at 72ppi

Tip: Have your subject more to the right or left if you are using this component. This is only available with the Feature Article. The ghosting effect under the text is automatic and is not optional.



How to Optimize Images

1. Under File>Export>Save for Web



2. When the window opens, adjust the quality from 50–75%, depending on the photo's clarity. Note that some colors will not be as vibrant at a lower optimization.
3. You can preview the image in the browser before saving the file as a jpg.

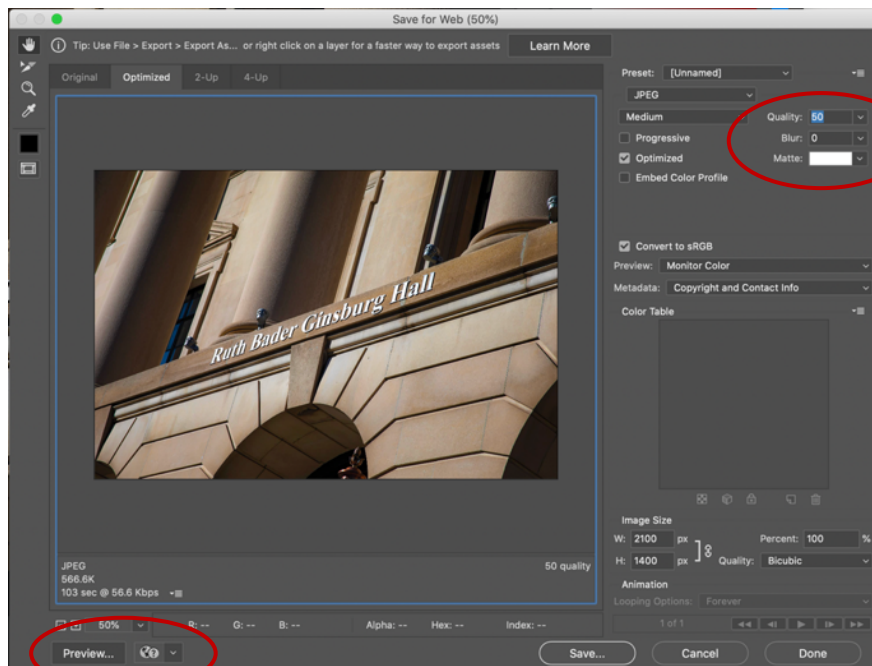


Image Naming Conventions

Images Downloaded from MerlinOne

Most images downloaded from [MerlinOne](#), the university's digital asset library, will be at least 2880 wide x 2160 high so that they can be used anywhere on the site. In some cases, images will be sized for a specific space, and will maintain the current file name and have the appropriate designation appended:

- event_ = used for event
- grab_ = screengrab from video
- lg_ = Common Images (max size)
- mag_ = Magazine cover
- sm_ = Homepage Mosaic, Stats Image
- pub_ = In the News | Publication Icon
- pro_ = profile image
- prmo_ = Rutgers Today article promotional thumbnail image
- x_ = images should not be reused

Images from Elsewhere

These images can be any size, so it will be important to indicate their size as they are added to the site. Images from elsewhere will use the same size designations as UCM images:

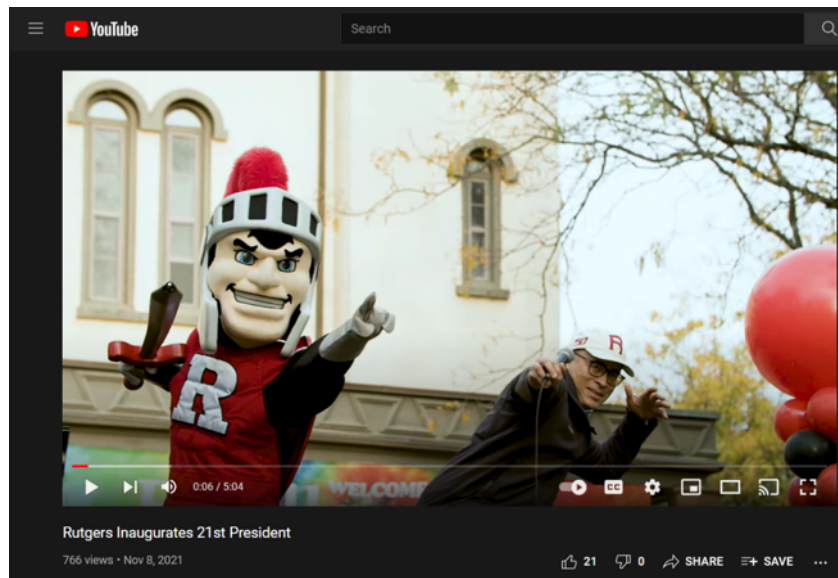
- event_ = used for event
- lg_ = Common Images (max size)
- mag_ = Magazine cover
- sm_ = Homepage Mosaic, Stats Image
- pub_ = In the News | Publication Icon
- pro_ = profile image
- prmo_ = Rutgers Today article promotional thumbnail image
- x_ = images should not be reused

In [University Communications and Marketing](#), a school designation will also be appended so they can be traced back to their source. The school designations are:

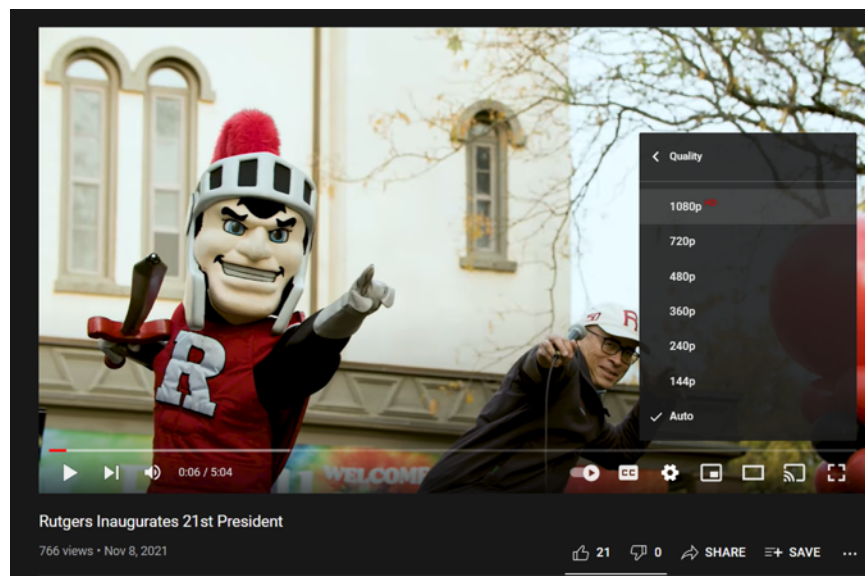
- _ccas = Camden College of Arts and Sciences
- _cs = Continuing Studies
- _ejb = Edward J. Bloustein School of Planning and Public Policy
- _pharm = Ernest Mario School of Pharmacy
- _gsapp = Graduate School of Applied and Professional Psychology
- _gse = Graduate School of Education
- _gsc = Graduate School–Camden
- _gsn = Graduate School–Newark
- _mgsa = Mason Gross School of the Arts
- _njms = New Jersey Medical School
- _rwjms = Robert Wood Johnson Medical School
- _rbs = Rutgers Business School–Newark and New Brunswick
- _rlaw = Rutgers Law School
- _rsdm = Rutgers School of Dental Medicine
- _sas = School of Arts and Sciences
- _sasn = School of Arts and Sciences–Newark
- _sbc = School of Business–Camden
- _sci = School of Communication and Information
- _scj = School of Criminal Justice
- _eng = School of Engineering
- _sebs = School of Environmental and Biological Sciences
- _sgs = School of Graduate Studies
- _shp = School of Health Professions
- _smlr = School of Management and Labor Relations
- _sn = School of Nursing (Newark and New Brunswick)
- _snc = School of Nursing–Camden
- _spaa = School of Public Affairs and Administration
- _sph = School of Public Health
- _ssw = School of Social Work

How to Take a YouTube Screenshot and Save as a .jpg

1. [Download the Google Chrome browser extension “hyde”](#) or something similar. The hyde extension allows you to hide the playback controls on YouTube.
2. Go to your YouTube video.



3. Check the gear icon on the playback bar to ensure the video quality is as high as possible, e.g., 1080p.



4. Navigate to the screenshot you need.

Tip: Use the left and right arrow keys to advance/rewind in 5-second increments; use the comma (,) and period (.) keys to advance/rewind by 1 second.

When you've found the moment in the video you want to screenshot, pause your video and bring your player to full-screen mode (note the rightmost, broken square icon in the playback bar below).

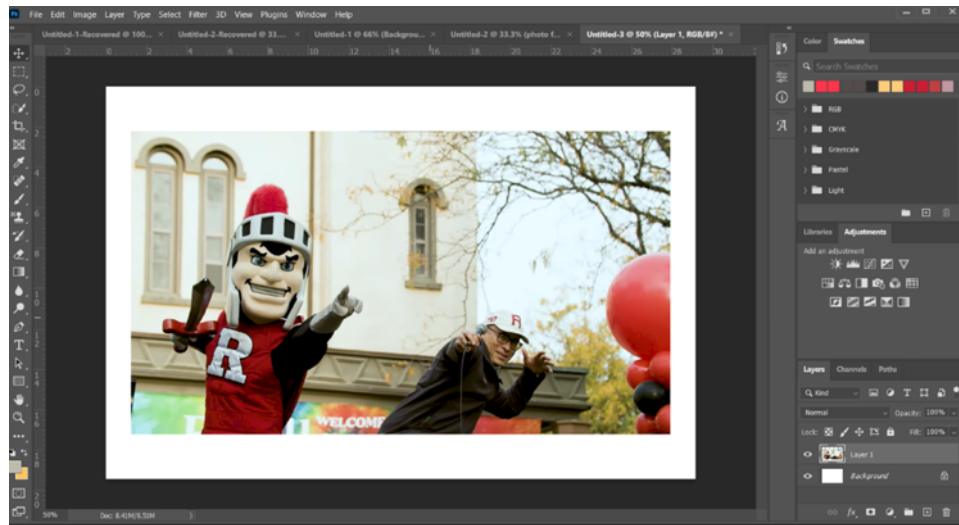


5. Activate the hyde extension by pressing Ctrl+M to remove the playback controls.
6. Take a screenshot. (On a PC: Shift+Windows key+S. Use the toolbar at the top of the screen to take a full-size screenshot. On a Mac: Command+Shift+3)

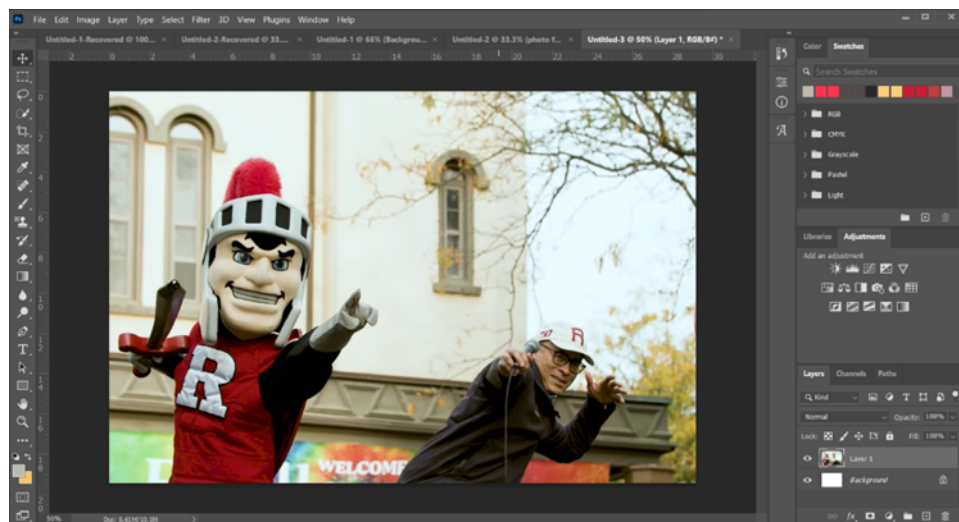


7. Open Photoshop or your photo editing app of choice and create a 2100 wide x 1400 high pixel at 72ppi canvas, or one sized to meet the needs of your use case.

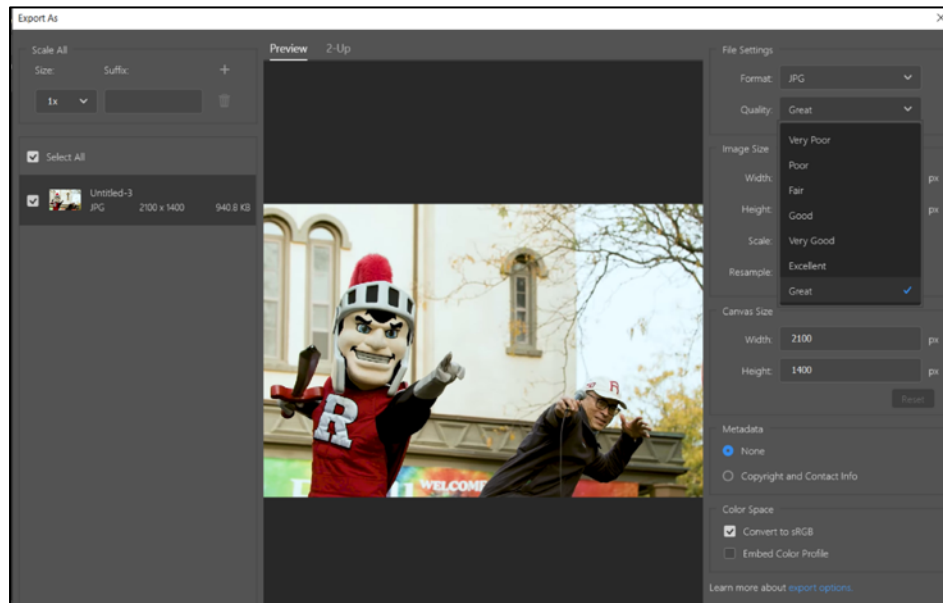
8. Place your screenshot over the canvas. (On a PC: Window key+V to paste from clipboard; On a Mac: drag the screenshot file from your Finder into your photo editor.)



9. Scale your image to fit. (In Photoshop: Edit > Transform > Scale.) Adjust your image from the corner to fit completely into your canvas. Optional – edit your image by adjusting brightness, color saturation, or other quality edits.



10. Export your image as a .jpg. (In Photoshop: File > Export > Export As.) Use the quality of your original screenshot to determine the quality to apply to your .jpg. Screenshots are generally lower quality than a true photo, so select Very Good, Great, or Excellent based on your judgment. Remember, the higher the quality, the larger the image file size. Large image files take longer to load on webpages than smaller ones.



11. Save the file you just made into the Media Library of your RCCL site. (Content > Media > Add Media > Add Image.)

Content
Structure
Appearance
Extend
Configuration
People
Reports
Help

Add Image ★

[Home](#) » [Add media item](#)

Image *

Choose File
No file chosen

One file only.
100 MB limit.
Allowed types: png gif jpg jpeg.

Attribution

☐ Allow Hi-Res Download

Name *

☒ Published

Rabbit Hole settings
Simple XML Sitemap

Revision information
No revision

URL alias
No alias

Authoring information
By jaf478 (23) on 2021-11-23

Revision log message

Briefly describe the changes you have made.

Save