



Rutgers Core Component Library (RCCL) Image Sizing Guide

Current as of December 9, 2021

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Overall Guidelines

- Dimensions are given as width x height unless otherwise noted
- Default image size is 2100 width x 1400 height pixels at 72ppi (pixels per inch) resolution
- For image sizes, see <http://rutgers-pattern-lab.herokuapp.com>
- Export photos and save 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 1200 x 675 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 x 1400 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 x 1400 pixels at 72ppi



A-1 Article Heroes

- Size images to 1200 x 773 pixels at 72ppi
- Two hero options
 1. Headline on Image: the top and bottom of the image is 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](#)



[Headline and Image](#)

C-1 Rich Text

Inline image

- A minimum image width of 500 pixels and maximum of 2100 pixels can be added to the rich text component. There is no depth 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

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

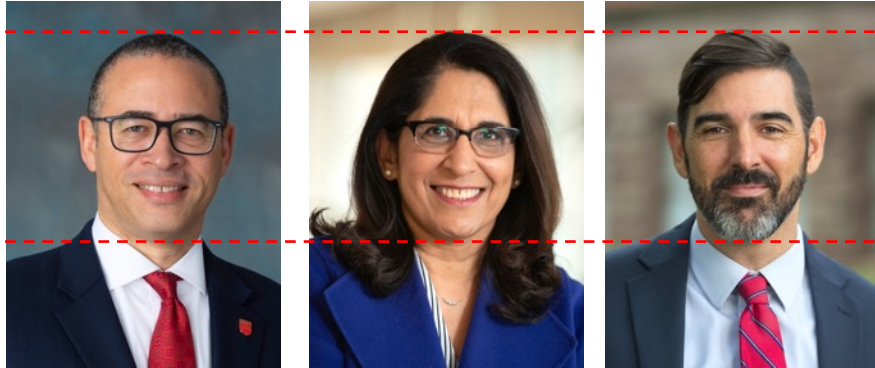
Rebecca Potosky, a senior research animal care tech, oversees care of the sheep and goats and the chicken flock.

Image at half the content width

C-10 Person Card

- Size image to 91 x 121 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 720 x 405 pixels at 72ppi

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 Street 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.

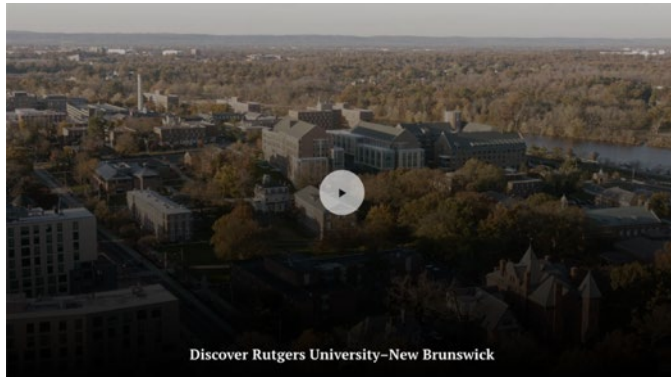
The event is free and open to all.

F-7 Full Width Video

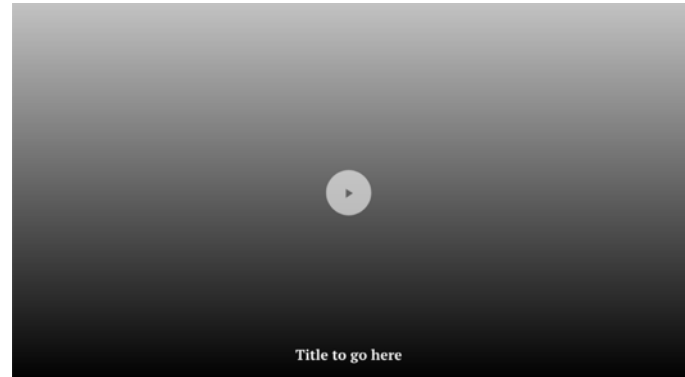
- A poster image (static image) needs to be uploaded and sized to 1600 x 900 pixels

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](#).*



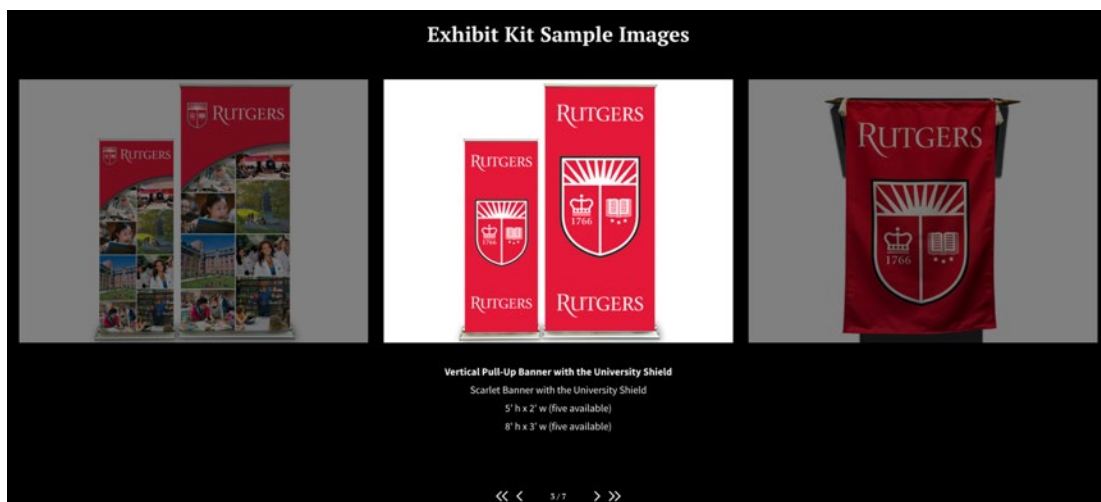
With poster image



Without poster image

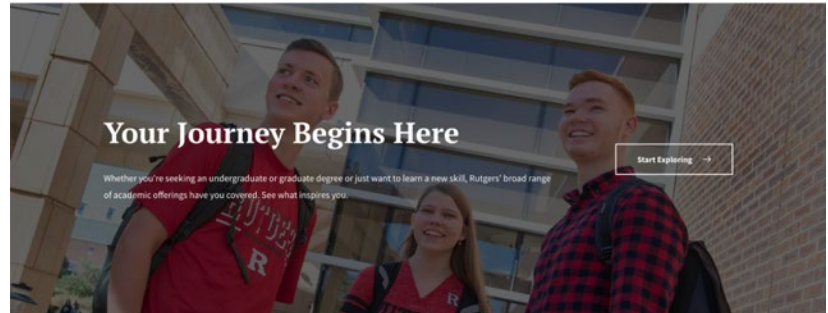
F-8 Slideshow

- The image area uses the height and crops off a bit off the sides
- Size images to 1200 x 675 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 1200 x 600 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.
- 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 800 x 800 pixels at 72ppi and center the vertical image on a matching background color.
- Size images to 800 x 800 pixels at 72ppi



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 900 x 675 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 800 width x 800 height pixels

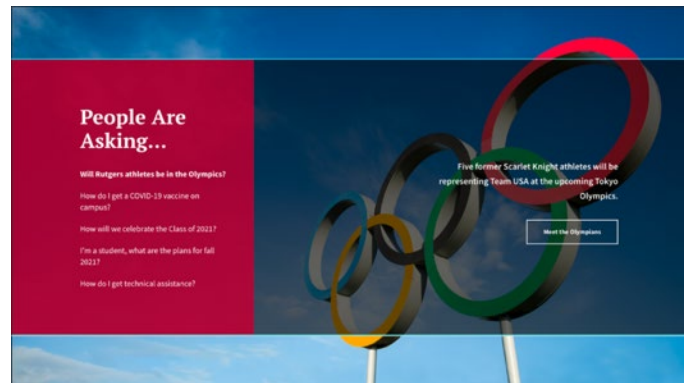


F-15 User Choice Carousel

- 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 1600 x 900 pixels at 72ppi



Original image




F-16 User Choice: Vertical Tabs

- Size images to 1600 x 900 pixels at 72ppi if you want to see the entire image

Fostering Inquiry and Innovation

- Empowering Researchers >
- Corporate Engagement Center >
- Core Facilities >
- Collaborate with Rutgers >
- Research Commercialization >
- Research Centers and Institutes >



Support for Rutgers' vibrant research community is a priority throughout all stages of the research life cycle—from finding funding to commercialization.

Contact the Office for Research —

F-20 Description & Image Cards

Two size options

- Size images to 336 x 336 pixels at 72ppi and the system will display it from top to bottom as a square
- The system automatically uses the center of the image unless you upload the images as an exact square



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 720 x 405 pixels


#DYKRutgers

Do you know Rutgers? Check out these facts about Rutgers, The State University of New Jersey.




Institutional

On his first day as Rutgers president on July 1, Jonathan Holloway personally donated \$75,000 to kick off a \$10 million fundraising campaign for the Scarlet Promise Grants—a financial aid award program for students in need.



Academics

Rutgers offers educational programs for learners of all ages—from preschoolers to senior citizens—at more than 300 sites across New Jersey.



Students


In 1969, the Black Organization of Students took over Rutgers-Newark's Conklin Hall to protest the lack of minority representation on campus. Today, the university is one of the most diverse in the nation.

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F-23 Featured Summaries


Image Card

- Size images to 336 x 189 pixels



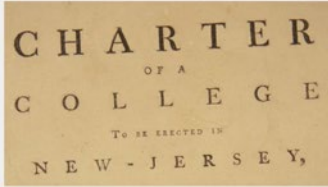
Our Revolutionary Roots

Our story begins in 1766, a decade before the American Revolution. Our nation's history is our history. Through social, economic, and technological revolutions, Rutgers continues to thrive and to seize the opportunities that arise with each new generation.



Our Structure

Our academic, administrative, and health care units work in collaboration, giving structure and logic to our comprehensive university.

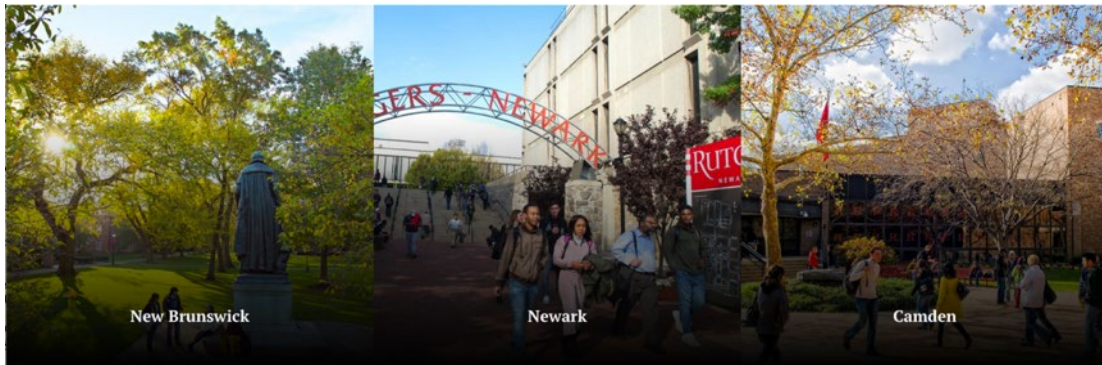


Leadership and Governance

Working together, Rutgers' executive leadership, governing boards, faculty, and administrators keep Rutgers vibrant and relevant.

F-25 Display Cards with Rollover

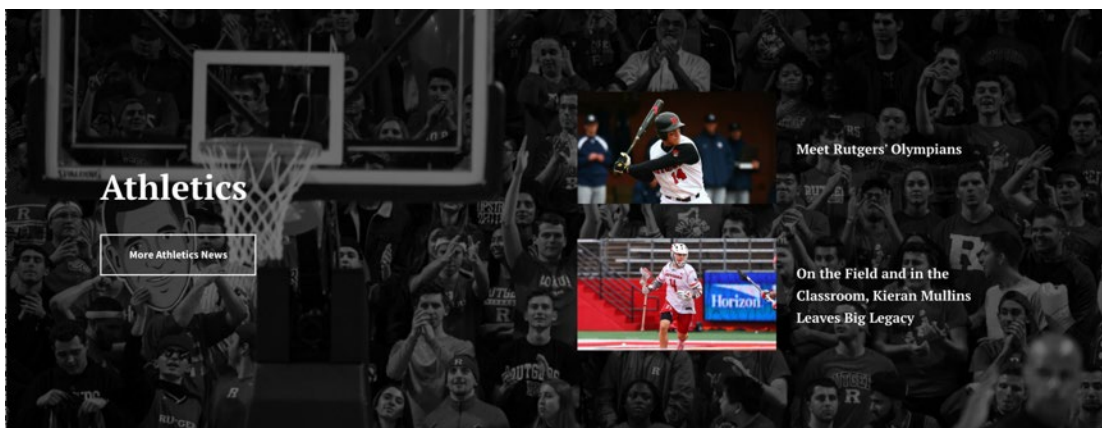
- Use three images to fill the browser width
- Size images to 400 x 533 pixels at 72ppi and the system will display it from top to bottom as a square



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 1200 x 765 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 x 418 pixels at 72ppi



Original image



FA-2 Feature Article Hero

- There is an overall overlay tint to accommodate the text
- Size hero image to 1200 x 773 pixels at 72ppi

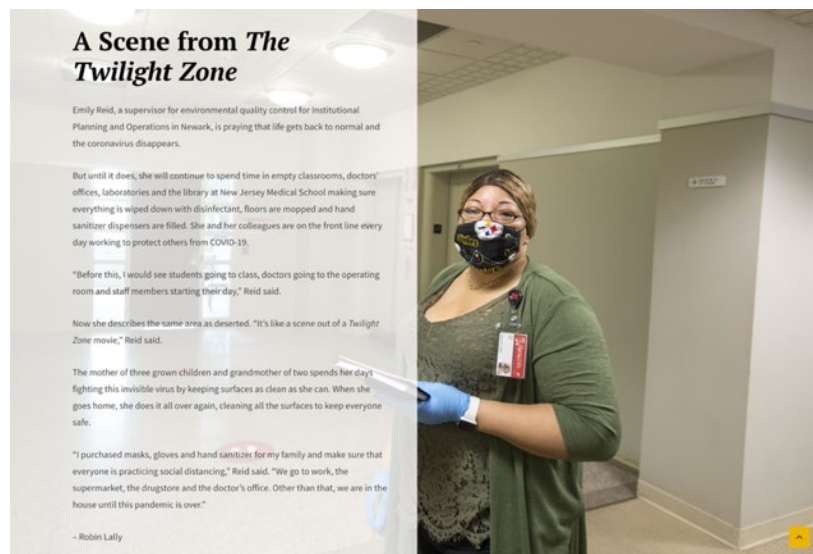


FA-3 Feature Article—Chapter

Parallax Scroll Chapters

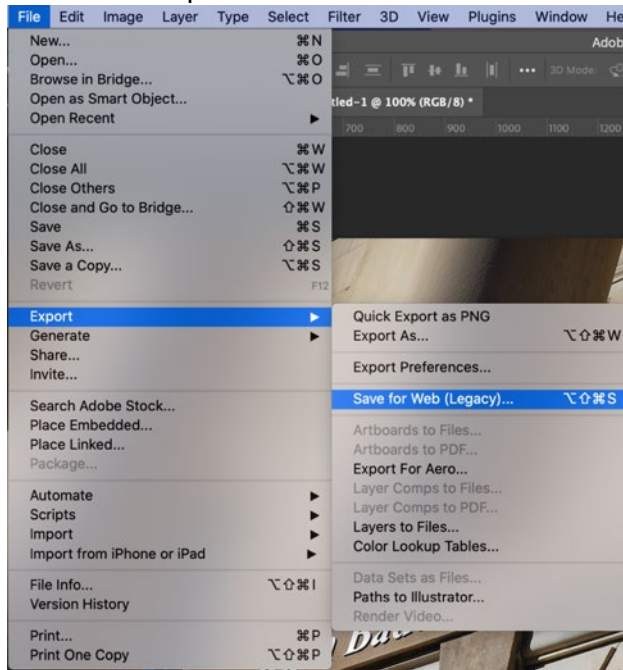
- The full image width will be used
- The image depth will adjust according to the amount of copy positioned left or right
- Size images to 2100 x 1400 pixels at 72ppi

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 to 50–75% depending on the clarity of the photo. A sharp image will look good at 50% quality.

3. You can preview the image in the browser before you save the file as a jpg.

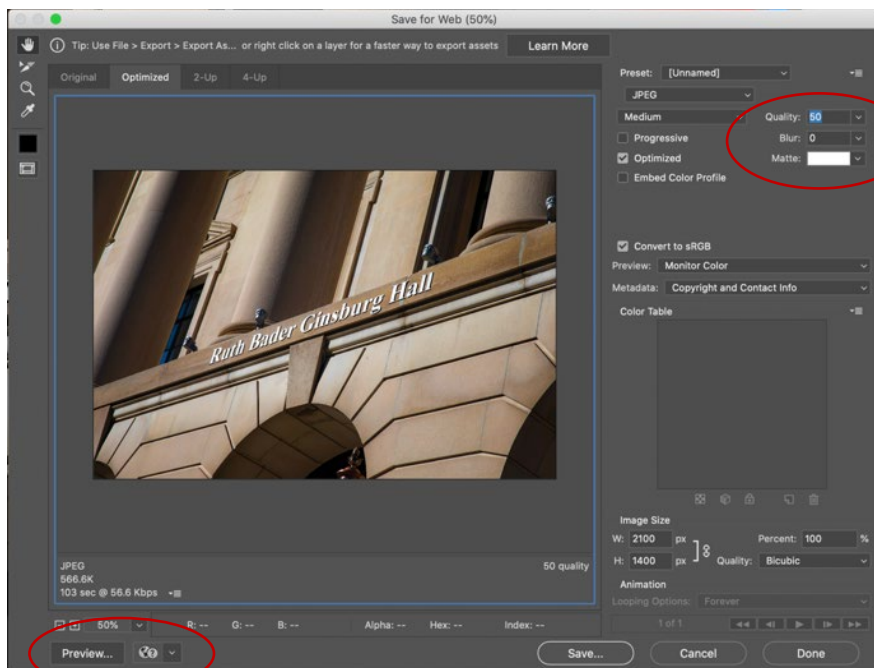


Image Naming Conventions

Images Downloaded from MerlinOne

Most images downloaded from [MerlinOne](#), the university's digital asset library, will be at least 2880 x 2160 so 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_ = screen grab 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:

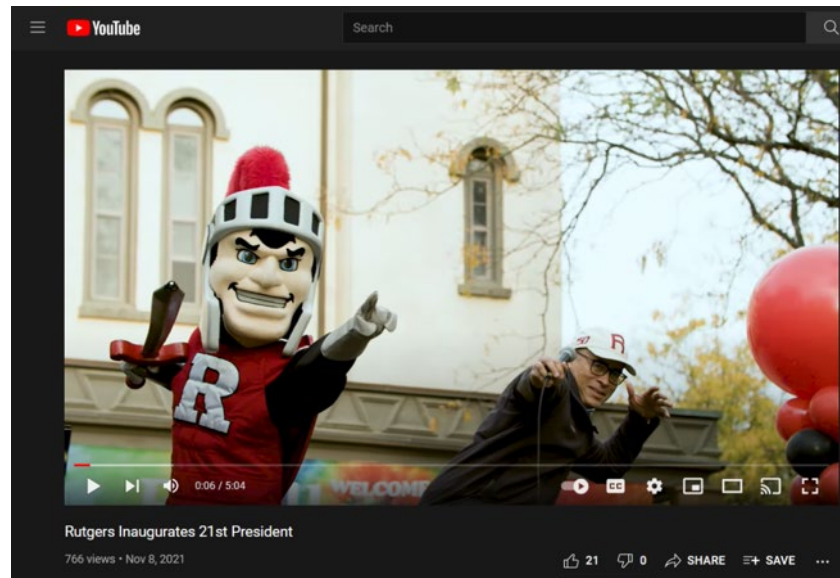
- event_ = used for event
- lg_ = Common Images (max size)
- mag_ = Magazine cover
- sm_ = Homepage Mosaic, Stats Image
- pub_ = In the News | Publication Icon
- pro_ = profile image
- prmo_ = Rutgers Today article promotional thumbnail image
- x_ = images should not be reused

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:

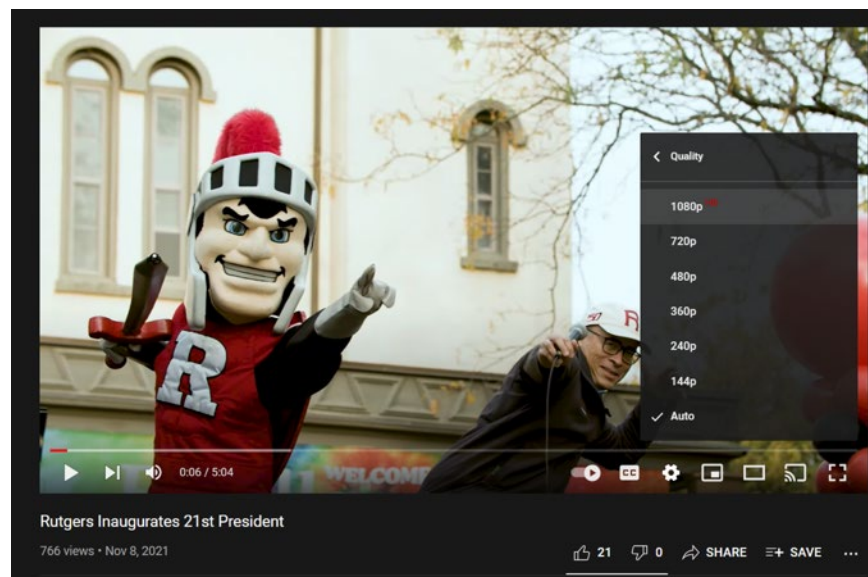
- _ccas = Camden College of Arts and Sciences
- _cs = Continuing Studies
- _ejb = Edward J. Bloustein School of Planning and Public Policy
- _pharm = Ernest Mario School of Pharmacy
- _gsapp = Graduate School of Applied and Professional Psychology
- _gse = Graduate School of Education
- _gsc = Graduate 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
- _r sdm = 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).



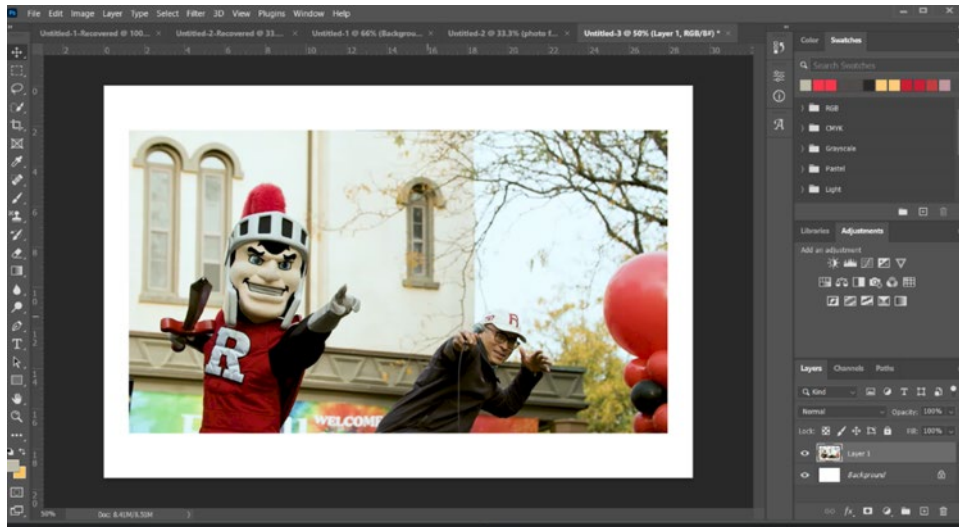
5. Activate the hide extension by pressing Ctrl+M to remove the playback controls.

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)

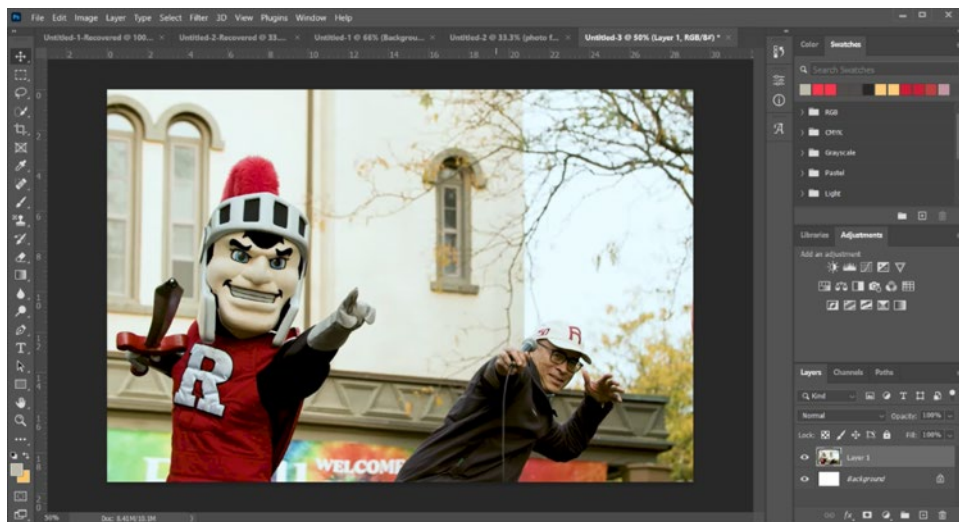


7. Open Photoshop or your photo editing app of choice and create a 2100x1400 pixel canvas, or one sized to meet the needs of your use case.

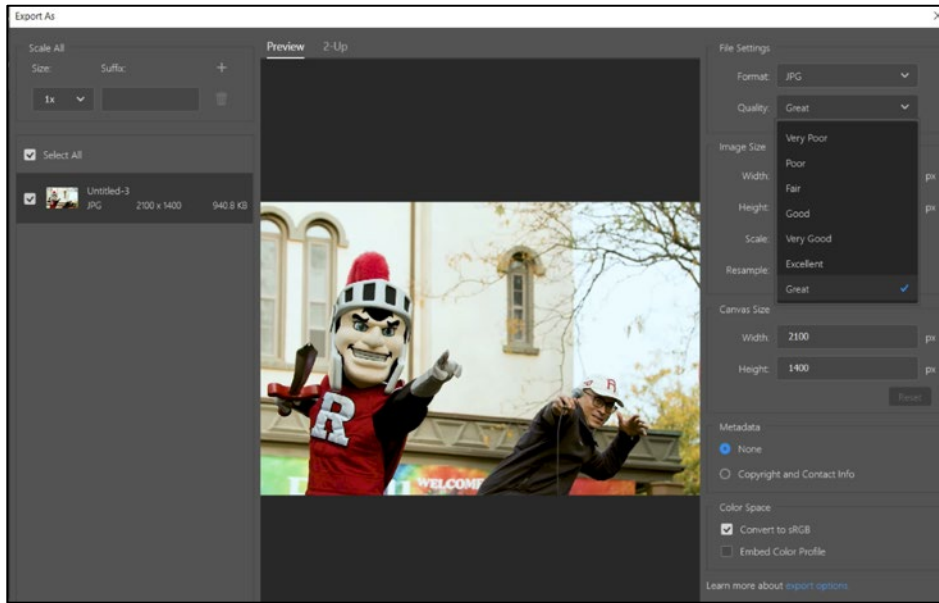
- Place your screenshot over the canvas. (On a PC: Window key+V to paste from clipboard; On a Mac: drag the screenshot file from your Finder into your photo editor.)



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



- 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 judgement. Remember, 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.

Add Image ☆

Home > Add media item

Image *

No file chosen

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