

RUTGERS

School of Arts and Sciences

Image Workshop

Instructor for this Workshop

Web Development

School of Arts and Sciences

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Image Workshop

WELCOME

Instructor for this Workshop

School of Arts & Sciences, Web Development

WEBSITE LINKS:

IMAGE EDITING WEBSITES

- <https://resizeimage.net/>
- <https://www.birme.net/>
- <https://canva.com>

SAS IDENTITY LINKS

- <https://sas.rutgers.edu/resources/leadership-and-directory/office-of-communications/3430-branding-and-logos>
- <https://signaturegenerator.rutgers.edu/signature-search?combined=School%20of%20Arts%20and%20Sciences>
- <https://signaturegenerator.rutgers.edu/show-preview/354>

RUTGERS LOGOS & PHOTOS

- <https://communications.rutgers.edu/brand-policies/visual-identity>
- <https://communications.rutgers.edu/services-resources/logos-signatures-and-visual-identity>
- <https://signaturegenerator.rutgers.edu/>
- <https://rutgers.merlinone.net/mx/Profiles/en/landing/>
- <https://communications.rutgers.edu/resources/photo-resources>

FILE CONVERSION SITE

- <https://zamzar.com>

FILES FOR WORKSHOP

DOWNLOAD FILES FOR WORKSHOP

- <https://www.sas.rutgers.edu/cms/training/images/files/image-editing.zip>
- Download this zip file and place onto your computer.
- Extract the contents from the zip file

CONTENTS OF ZIP:

- Portrait-images → folder of portrait images
- Workshop-images → folder of workshop class images
- Dean-image.jpg → image of dean

SAS RUTGERS LOGOS

<https://signaturegenerator.rutgers.edu/>

SAMPLE COMPLETE PDF FILE

- https://www.sas.rutgers.edu/cms/training/images/files/joomla_workshop.pdf
- Right click on file and download onto computer

REVIEW ALL FILES ON THE COMPUTER

- Portrait-images
- Workshop-images
- Dean-image.jpg
- Joomla_workshop.pdf

CONVERT FILES

If any files need to be converted the system can be used to convert...

System to use to convert files:

Zamzar.com

WORK WITH RUTGERS LOGOS / SAS LOGOS

Signature creation website can be used to download various types of logos for Rutgers, School of Arts and Sciences or your specific department.

<https://signaturegenerator.rutgers.edu/>

When downloading a .zip file from this generator you will get:

- Logo with the shield
- Logo without the shield
- In various formats, jpg, png, etc
- In various colors, Black, red, red & black, red & Gray, White
- In various templates: email, ppt, ppt, word

RUTGERS LOGOS

This is easily available directly on the signature generator page.
Click on the links (Rutgers, The State University of New Jersey)

SCHOOL OF ARTS AND SCIENCES LOGOS

Scroll down the page, and type into the 'search box', School of Arts and Sciences

<https://signaturegenerator.rutgers.edu/signature-search?combined=School%20of%20Arts%20and%20Sciences>

Click for preview: <https://signaturegenerator.rutgers.edu/show-preview/354>

Next you can download which will provide the same formats as described above for Rutgers.

DEPARTMENTAL LOGOS

Some of these may already exist, if so, feel free to download. If they don't exist you can request to generate one. If it is for a regular department, it should be possible to request to generate. If it is for a center, or something else, please contact Kara Donaldson's communication department to verify that this is something that your group can easily get.

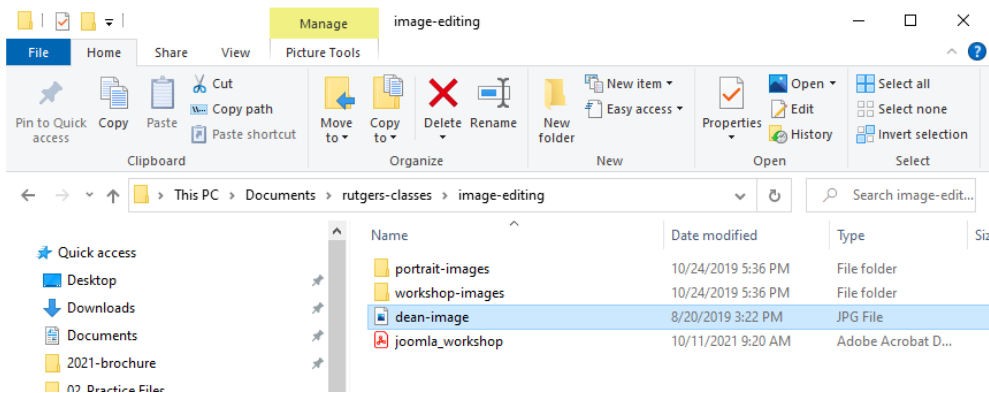
RESIZE IMAGES

Purpose

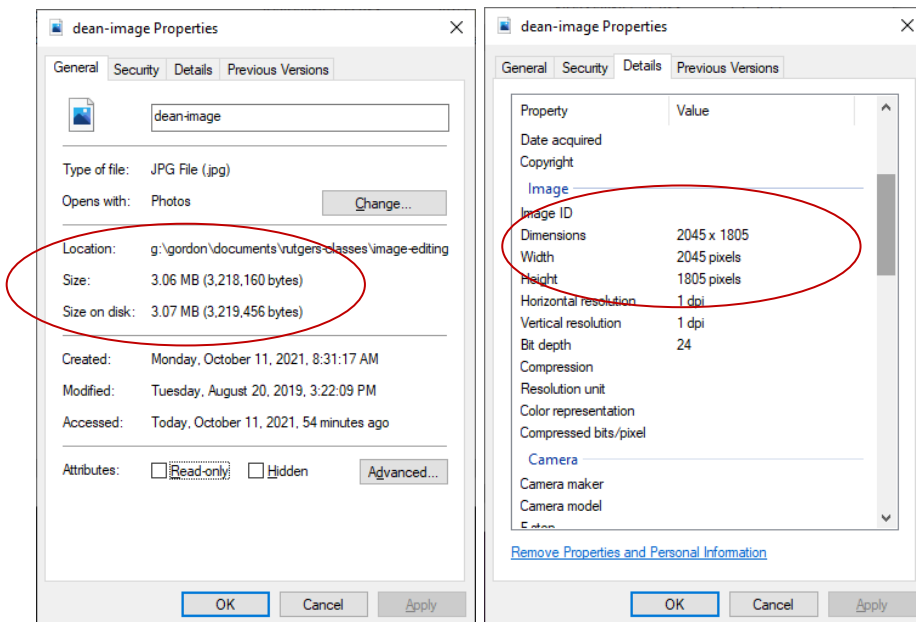
If your images are too large to upload to a website, or too large to work with even to edit /modify for your flyer you can resize the images first.

DETERMINE SIZE / PROPERTIES OF AN IMAGE

1. Open File Manager



2. RIGHT CLICK ON file, select PROPERTIES and Details to see the options. Over 500k is really too big for our websites, and not needed



RESIZE SINGLE IMAGE

Image we are working with: (it should already be downloaded on your computer)

<https://www.sas.rutgers.edu/cms/training/images/files/dean-image.jpg>

Site: <https://resizeimage.net/>

Upload Image & Select Crop Area

1. Upload an image

Select an image from your device(Max: 100 MB & 100 MP, GIF format: 30 MB & 10 MP):

You can crop and resize your image now. **Your image will be deleted in 1 hour.**


2. Crop your image(optional)

Click and drag on the preview image to select your desired area, or fill in the text boxes to make a more precise selection.

Selection type: Normal Fixed Aspect Ratio :

Selection area: X: Y: W: H:

Unsatisfied with the result? You can undo the change and crop it again.



1. Click Upload image, select image from computer
2. To CROP image,
 - a. DRAG cursor around the image
 - b. You can select it to be a 'square', by selecting a ratio 800 x 800
 - c. Select 'normal' then you can select any ratio
 - d. Click Undo to unselect
3. Hit CROP button to 'crop image'

Determine Resize, Optimization, Rotation

3. Rotate your image(optional)

No Rotation Rotate 90° Clockwise Rotate 180° Rotate 90° Counterclockwise

4. Resize your image

Resize the image by percentage, or resize it to be exactly the size you specified, for example: 1366x768 pixels.

% x px Keep Aspect Ratio

Fill in the background with a solid color if the proportion of image changed:

Auto Mode No Fill(will cause image distortion) White Black Transparent(PNG & GIF) Custom Color

5. Make background transparent(optional) [Show Options]

6. Select the output image format

JPG PNG GIF BMP

7. Optimize your image(optional):

Optimization options:

Best image quality Normal compression Progressive compression

Image quality: %

Old Image: 2556x2256 pixels(9 MB)
New Image: 2045x1805 pixels(3.1 MB)
[View Image](#), [Download Image](#), [Show QR Code](#), [Resize Another Image](#)

1. Resize by a percentage
2. Can set the background to 'fill' with a color if needed
3. Determine output format
 - a. .jpg best for web
 - b. .png better for print (higher quality)
4. Optimize your image

Once complete, hit **RESIZE IMAGE BUTTON**

Hit **Download Image** to save

Check out image that has been saved to your computer.

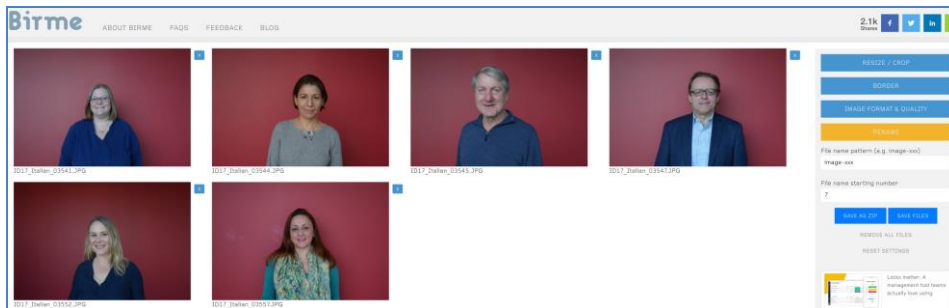
RESIZE IMAGES IN BATCH

Image we are working with: (it should already be downloaded on your computer)

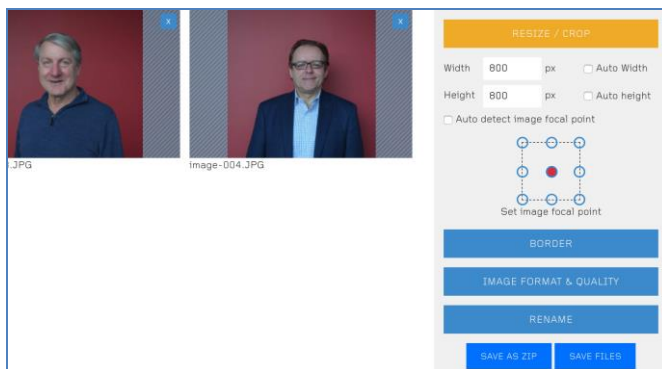
<https://www.sas.rutgers.edu/cms/training/images/files/portrait-images.zip>

Link: <https://www.birme.net/>

Upload all of the images from the portrait-images folder into birme (Bulk Image Resizing Editor)

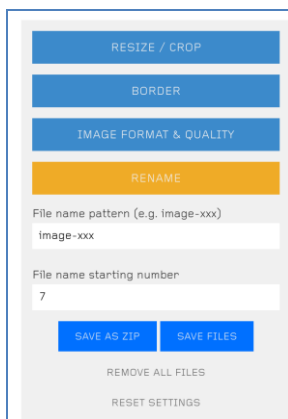


Click on Resize, and type 800 x 800



This will 'square' off the photos.

Works best if the photos are all 'similar' dimensions.



Rename the Photos
Image-xxx, will name the images by number, Image-007, Image-008, etc.

It is also possible to adjust the image quality.

Add a border to all images

EDIT IMAGES

To create a 'flyer' or 'layered' image it is important to be able to edit an image, or multiple images, and put them together. For a print flyer it is fine to layer text, logos, etc. On the 'website' it is important to not 'layer' text within an image because it is not readable by a screen reader.

SAMPLES OF IMAGES VS. FLYERS

<https://mideast.rutgers.edu/news-events/past-events/eventdetail/40/-/jessica-barnes-the-politics-of-irrigation-and-taste-of-security-water-and-bread-in-egypt>

- Main image, is just a single image
- Click on the flyer for a 'layered' flyer, good for facebook, posts, etc, not great for the website, the website should always contain the full text.

ONLINE IMAGE EDITING SITES

Canva.com

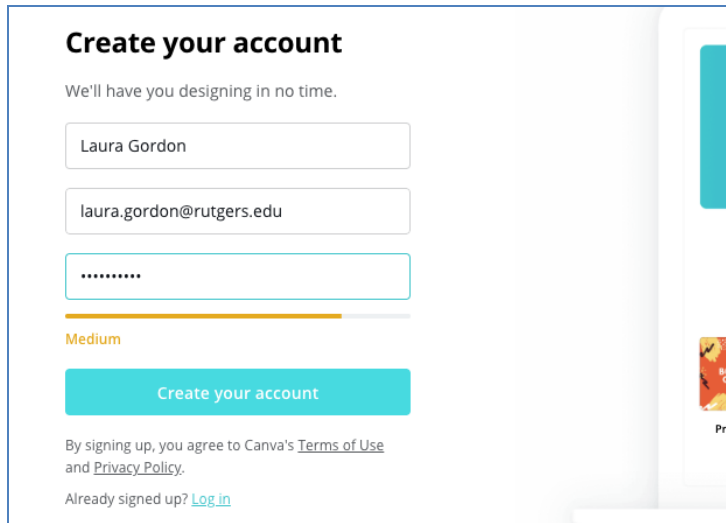
Upload unlimited number of photos

Cannot save as a 'transparent png', unless you have the PRO version

USING CANVA.COM

Create Canva Account

1. Visit, canva.com
2. Create an account, using your Rutgers email address & CONFIRM



Create your account

We'll have you designing in no time.

Laura Gordon

laura.gordon@rutgers.edu

.....

Medium

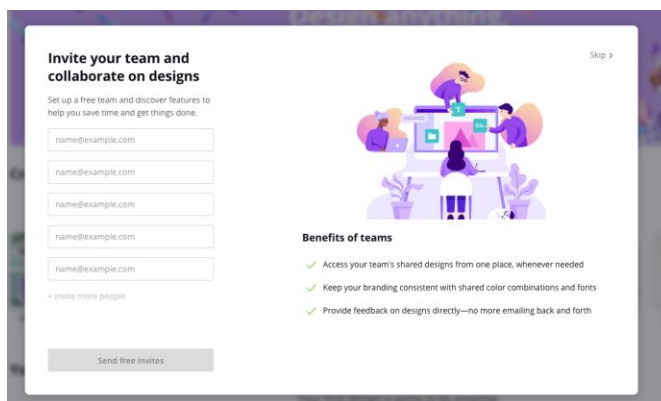
Create your account

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Already signed up? [Log in](#)

Create a TEAM

You can invite others to ‘share’ with you in your projects. This would work well for your department or group.



Invite your team and collaborate on designs

Set up a free team and discover features to help you save time and get things done.

name@example.com

name@example.com

name@example.com

name@example.com

name@example.com

name@example.com

< Invite more people

Send free invites

Skip >

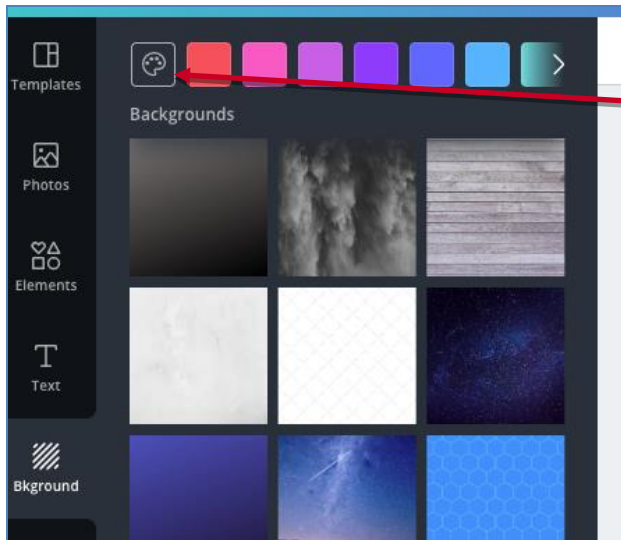
Benefits of teams

- ✓ Access your team's shared designs from one place, whenever needed
- ✓ Keep your branding consistent with shared color combinations and fonts
- ✓ Provide feedback on designs directly—no more emailing back and forth

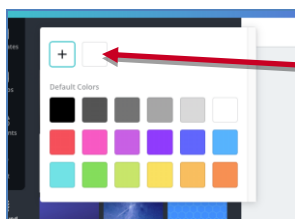
A. Create your design

- a. Title it: YOUR NAME – Joomla Workshop Flyer
 - i. You can select a flyer that already exists, or just start from scratch
 - ii. For today we will start from scratch
 - iii. It will have a ‘Suggested’, CLICK ON FLYER 8 ½ x 11

B. Select a Background for the Flyer



Click on the ‘paiting’ icon so you can select the Rutgers Red Color as the background



Click the PLUS icon to add a custom color

<https://communications.rutgers.edu/brand-policies/visual-identity/guidelines-using-rutgers-visual-identity-system>

Click on ‘COLORS’ to see the valid colors

Select the ‘Rutgers Red’: #cc0033

C. Upload images to use on the flyer

Click on UPLOADS Button, or just DRAG Images onto the page

Images to upload:

1. At least one image from the WORKSHOP IMAGES Folder (the one that you downloaded and extracted in the beginning

2. SAS Single Color Logo File (transparent .png that you just converted earlier)
3. Add information about the Joomla Workshop



To 'CROP' the image



1. Select Image
2. Put mouse on STRAIGHT Lines, and DRAG DOWN To CROP 'DOWN'
3. Click corners that resizes image
4. Put mouse on 'round arrows' rotates image

D. Add TEXT To Flyer

- a. Click on Text Icon on LEFT
- b. Click on Add a Heading (or any of the items)

Workshop Title: Introduction to Joomla

Date: November 10, 2019

Time: 10:00am – 12:00pm

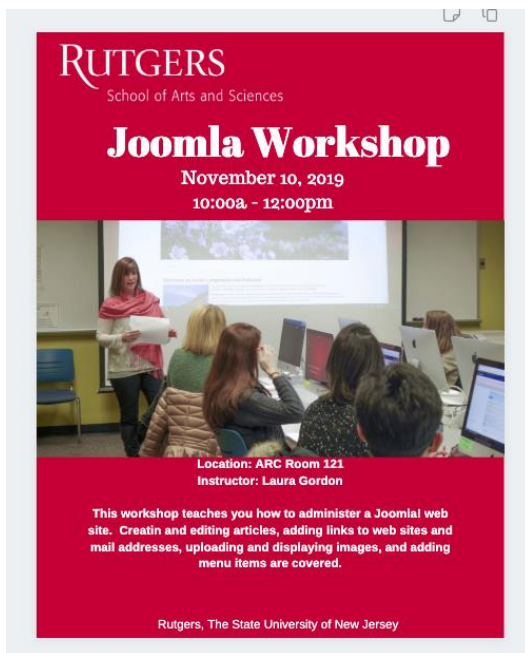
Location: ARC Room 121

Instructor: Laura Gordon

Workshop Description:

This workshop teaches you how to administer a Joomla! web site. Creating and editing articles, adding links to web sites and mail addresses, uploading and displaying images, and adding menu items are covered.

Sample Flyer:



Save Image in Canva

- Click on top right drop down for a 'flyer' select save as PDF
- To use for website select either .png or .jpg

Sharing Images

If you share this with anyone and they EDIT the image, the edit will be saved on 'your version' as well, you are 'sharing' the same version.

CREATE IMAGE FROM PDF FILE

What if the flyer was already created, and you need just the ‘image’ from the file to use for the website, and other promotional marketing materials...

Suggestions

Image for Facebook Post

These work well WITH EMBEDDED TEXT, just not too much, keep it simple, and add the full description of the event in the text of the facebook post

Image for Website

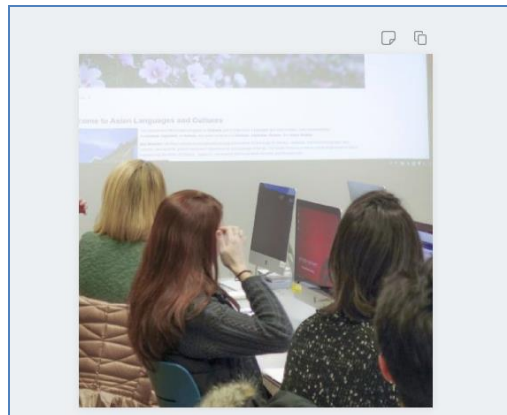
This should have very, very limited text if any at all, preferably just the image as a square is good enough

Use the file: [joomla_workshop.pdf](#)

1. Convert file into .jpg
 - a. Zamzar.com (Upload file, select to .jpg conversion)
 - b. OR, you can EMAIL the file to: jpg@zamzar.com (It takes a few minutes to receive converted file)
 - i. To convert to ‘png’, email to: png@zamzar.com
 - ii. Max size is 1mb with free account
2. Canva.com
 - a. Create new design, 800 x 800
 - b. Drag Image into the 800 x 800 square
 - c. Adjust sizing to fit



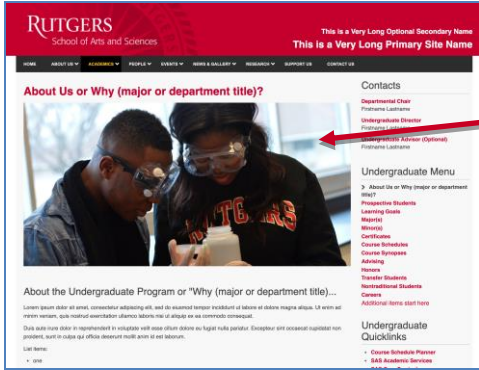
Facebook Sample



Website Image

IMAGE SIZE EXAMPLES IN JOOMLA

How images can be used on a Joomla website...



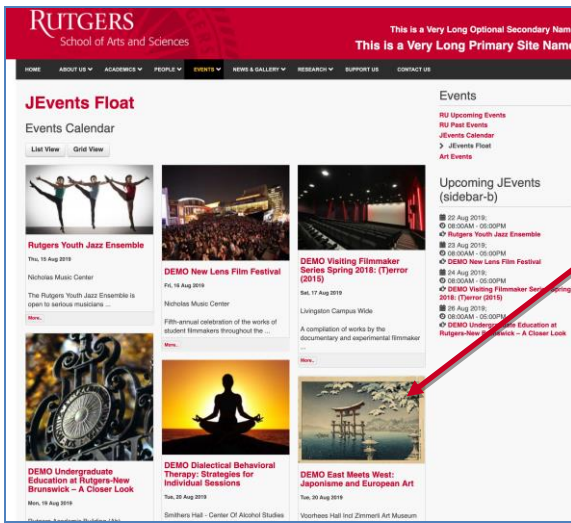
Page Header Image
 Size: 800 x 400
 Purpose: Add 'color' to a page. This should not include any text, just an image that represents the page.



Slider / Banner Image 1200 x 400

Welcome Square 400 x 400

Image Buttons 400 x 400



Event Images
 400 x 400
 Or
 800 x 400

IMAGE SIZE SAMPLES FOR SOCIAL MEDIA

FACEBOOK – IMAGE DIMENSIONS

- Profile Picture: 180 x 180 pixels
- Cover Photo: 820 x 312 pixels
- Shared Image (any image you post to your Timeline): 1200 x 628 pixels
- Facebook Stories: 1080 x 1920 pixels

Facebook ‘boost’ / ‘advertising’ / sponsor requirements

<https://www.facebook.com/business/ads-guide/image/facebook-feed/post-engagement>

INSTAGRAM – IMAGE DIMENSIONS

Here are the recommended social media image sizes for Instagram:

- Square Photos: 1080 x 1080 pixels
- Landscape Photos: 1080 pixels wide
- Portrait Photos: 1080 x 1350 pixels
- Instagram Stories: 1080 x 1920 pixels

TWITTER – IMAGE DIMENSIONS

Here are the recommended social media dimensions for Twitter:

- Profile Photo: 400 x 400 pixels
- Header: 1500 x 500 pixels
- Image Post: 1024 x 512 pixels

PINTEREST – IMAGE DIMENSIONS

Here are the recommended image sizes for Pinterest:

- Profile Photo: appears at 165 x 165 pixels
- Pin: at least 600 pixels wide

LINKEDIN – IMAGE DIMENSIONS

Here are the recommended image sizes for LinkedIn, whether you’re using it personally or for your business:

- Personal Profile Image: 400 x 400 pixels
- Company Logo: 300 x 300 pixels
- Cover Image/Background: 1584 x 396 pixels
- Shared Images: 1104 x 736 pixels
- Links with Images: 1200 x 628 pixels

WORKSHOP ACTIVITY

Come up with a ‘workshop’ or ‘conference’ build a flyer, image and article top page image to use.

Flyer

- This flyer can be used to hang in your offices
- It will be a .jpg and .pdf version of this flyer

Square image

- This image can be used for the website (400 x 400)

Article Top Page Image

- Create a 800 x 400 image
- Create a 1200 x 400 image