



STANFORD UNIVERSITY PRESS

Images

In addition to meeting permissions policies, all images should adhere to certain format quality, accessibility, and archivability requirements to safeguard against breakage, unreadability, or deterioration over time.

FORMAT QUALITY

Recommendations on image size, file size, and resolution differ depending on the purpose of the images you use. In cases where an argument is dependent on an image or when a project's purpose is to provide access to digitized visual resources, higher resolutions and file sizes are necessary. In these cases, it is assumed you and your team know how best to handle the format and quality of images. However, when an image is an accessory or supplement to an argument, we encourage the following considerations.

Images on the web will display according to the resolution specs of a reader's screen. In most cases, since web projects are not print objects, when creating your own images the resolution is not as important as the image size and the file size. Larger file sizes take longer to load and, when resized to fit a browser window, often do not display any differently from a file that takes up less space on the server. Unless an image is meant to be zoomed to display minute detail, keep resolution to a reasonable rate and pixel dimensions to actual screen proportion and capability. 72ppi is usually fine for average monitors and keeps the file size small, while 130 ppi will display better on large screens but will take up more server space and slow the load time of the page.

If you are using images from other sources or photos you've captured with a camera, do not scale them up from their original dimensions. Doing so usually causes pixilation. If you need an image to display large on screen, make sure its quality is not compromised by scaling.

Images should be formatted as JPEG files. If background transparency is needed, use PNG. If close zoom is a mandatory feature of your project, you might need to use TIFF files, but note that TIFF support is sporadic in certain browsers. Only use this if the subject matter makes it absolutely necessary as it will limit which browsers in which your project will be viewable. (Also see "File Names and Formats" guide.)

ACCESSIBILITY

All images should include alt tags so readers using screenreading technology will be able to ascertain the contents and purpose of each image. Insert appropriate alt text in each image via HTML or your platform's media editor.

If design-appropriate, images should contain descriptive captions in a format consistent to that of your chosen citation style. The caption should include a citation of its source or point to the related listing if the source appears in the bibliography page or list of references.

Finally, if your platform allows for detailed metadata (ideally it does), you should conform each image's metadata to [IIIF](#) standards.

ARCHIVABILITY

Like all media files, images should be hosted on the same server as the project, not linked to outside sources like Imgur or Flickr. Pages take longer to load when the browser must retrieve files from multiple sources. Having all the files in one place that are necessary to display a page ensures not only that the page loads more quickly and smoothly but also that the links to those files remain intact. In the event that a media object must be linked to an outside source rather than contained in the site directory, the files should be provided to SUP so we may deposit them in our repository and/or load them onto our own media servers.