## Resizing, Uploading and Using Images in Slate

- 1. Request Adobe Creative Cloud Access if you don't have access to Photoshop:
  - Go to <u>https://unco-apps.easyvista.com/s/UNC-HELP</u> and click on Employee Login.
  - **Type in "**Adobe Creative Cloud Request" in the Keyword Search for "What are you looking for? And hit the search glass.

NO		HOME	REQUEST
2	What are you looking for?	Adobe Creative Cloud Request	

- Click on "More Info."

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- and "New Request."

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- Complete and submit the form.

- 2. Follow these instructions on how to crop photos in Photoshop: <u>https://helpx.adobe.com/photoshop/using/crop-straighten-photos.html</u>
- 3. Image size recommendations for Slate:
  - a. **Header/Hero/Banner images:** 21:9 ratio (ultrawide). 1280 x 550 px is recommended. JPEG or PNG format. Keep overall file size below 200k to avoid viewer delays when opening.
  - b. **2-and 3-column story images:** 3:2 ratio (standard photo). 800 x 533 px is recommended. JPEG or PNG format. Keep overall file size below 120k to avoid viewer delays when opening.
  - c. **2-column "blue or gold" story images:** 1:1 ratio (square). 1000 x 1000 px is recommended. JPEG or PNG format. Keep overall file size below 200k to avoid viewer delays when opening.
  - d. **3-column icons:** 1:1 ratio (square). 300 x 300 px is recommended. JPEG or PNG format. Keep overall file size below 30k to avoid viewer delays when opening.
- 4. Upload images to Slate:
  - a. Click on Mailings.



b. Click on Library.

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c. Click on "00-DEPARTMENTS" and your department subfolder. Don't click on "DEPARTMENTS," which is an old folder that eventually will be deleted.



d. Once you are in your department subfolder, upload your image by clicking on the Upload button at the top.



- e. We recommend giving the image a descriptive name and including the image size in the name so the image is easy to find and you know what size the image is e.g.:
   "lawrenson\_sunset\_18\_1\_800x533.jpg"
- 5. Adding or replacing an image in Slate:

To add an image in Slate, go to your mailing and select the image icon located near the center of the toolbar. To replace an image in Slate, double-click on the image.



From the Image screen, select "**Browse Server.**" Click on "00-DEPARTMENTS" then your subfolder to your images for use. If you can't find the image you are looking for. Please submit the <u>marketing request</u> form.

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Here you can choose from the images available on the server. Simply double-click the image you wish to use.

Once you have your image selected, you can adjust the **size** of it:

- For the header/hero/banner images, we recommend setting the width to **680px**, as this fits well on both desktop and mobile devices.
- For the two-column images, we recommend setting the width to **280px**.
- For the three-column images, we recommend setting the width to **167px**.

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Finally, click **OK** to insert the image in the message as configured.

Make sure to select the **Lock** icon to keep the image dimensions proportional when you adjust them. Before you leave this screen, fill out the **Alternative Text** box. Alt text (short for alternative text) is text included in HTML code to describe an image on a webpage, providing context for search engine crawlers as well as for those viewing a page with a screen reader. Assistance technology reads this text if unable to display the image, so make sure it describes everything about the image as concisely as possible.

You can also link a webpage to your image. Simply select the link icon at the top of the Image Editor and **paste** the link you wish to use in the URL box. From the Target drop-down menu, we recommend you select the "**New Window**" option. This way, clicking the image opens a new tab on the student's browser.

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- 6. Adding a video to Slate:
  - Upload an image with a play button and link to the image.



- Link the image to the YouTube video.

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