MIT MANAGEMENT
OFFICE OF COMMUNICATIONS

Image and Photography Guidelines

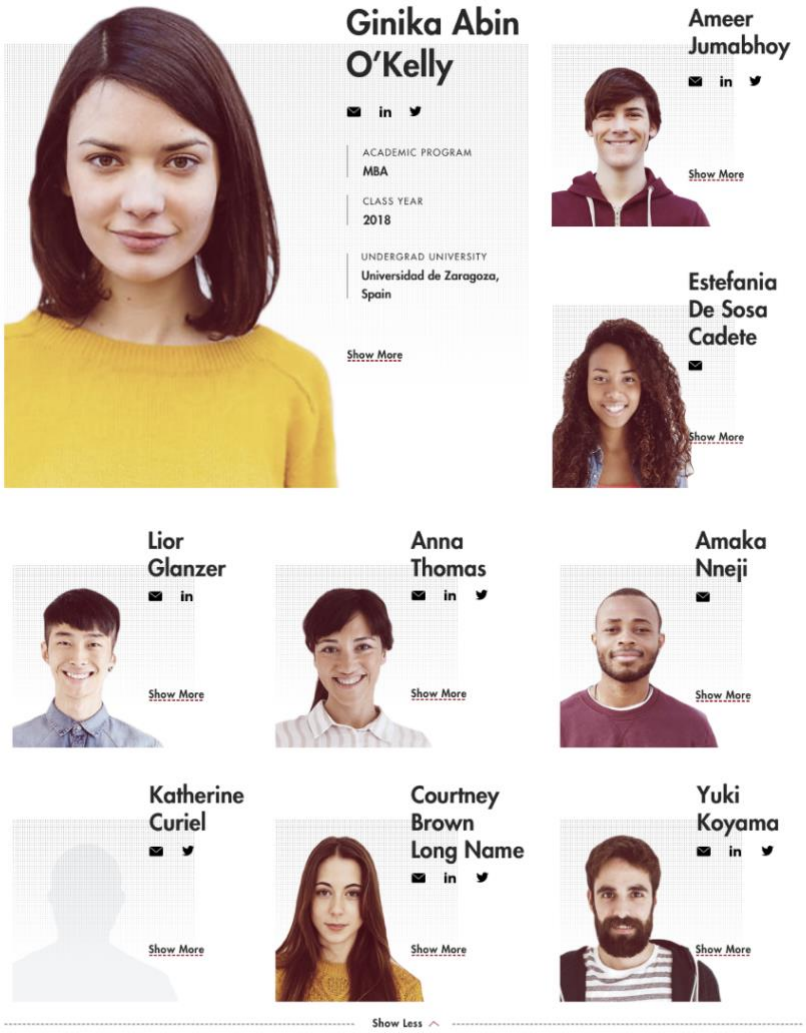
Here are some basic guidelines when photographing, selecting and cropping imagery with people.

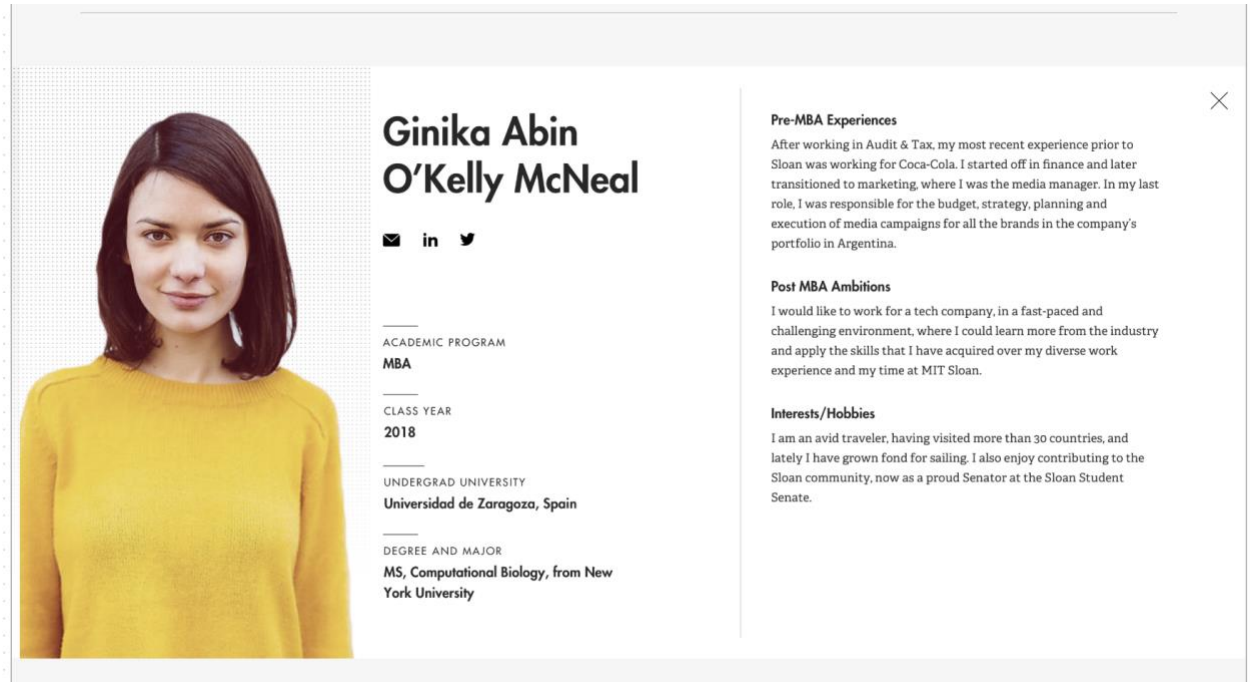
Student Profile with Overlay Photos:

Student Profile photos appear on the following pages:

- **Student Profile**
  Dropbox: student profiles – min. size 780x1300

- **Student Profile Overlay**
  Dropbox: Student Profile Overlay – min. size 780x1300





Subject Direction

Subjects should be shot from the waist up with shoulders and head square to the camera. Subject should be photographed with a white background. Avoid photos with tilted heads or angles bodies. * *This is important as there is a small amount of space for these subjects to fit in. Poses can lead to images being cropped awkwardly.*





Cropping for Pull Quote Large module

The same student photos can be applied to the Pull Quote with Image module as well, but special cropping will be required. To achieve this, crop the same photo, just below the chest of the subject, to fit a 1280x1040 pixel rectangle (at min. width).







Inline Images

Inline Image Large module appears here:

- **Inline Image Large**
  Dropbox: Inline image – min. size 2560x1280

People in Inline Image Photos

Using subjects in the Inline Image Large – Large module requires extra care, as the text box overlapping the image may interfere with the subject, which can be unattractive and potentially offensive to the subject. In order to avoid this, make sure photos are composed properly. You can use the focal point tool in the CMS upon uploading to help with this.



Inline Image small

Inline Image Small module appears here:

- **Inline Image Small**
  Dropbox: Inline Image Small – min. size 770x770 | 1:1 (square) ratio



Digital exhaust — data tracks we leave behind when we are online.
Photo Credit: Julie Xie

And Lattice Engines has developed stealthy predictive analytics that pull data from third-party vendors and independent websites about customers. "It combines that external data with firms' own internal customer data, such as loyalty scores and product purchase history. The software assembles an evolving digital portrait of each account, and its algorithms flag the accounts that merit an immediate sales call," explains Bhavesh Kumar. "This type of software has consistently improved call respo rates, close rates and average order value." But what advances are in the pipeline for Augmented Reality? Is this just a mid-way phase between a purely device experience and full Virtual Reality? Nobody knows for sure, but here's what we do know:

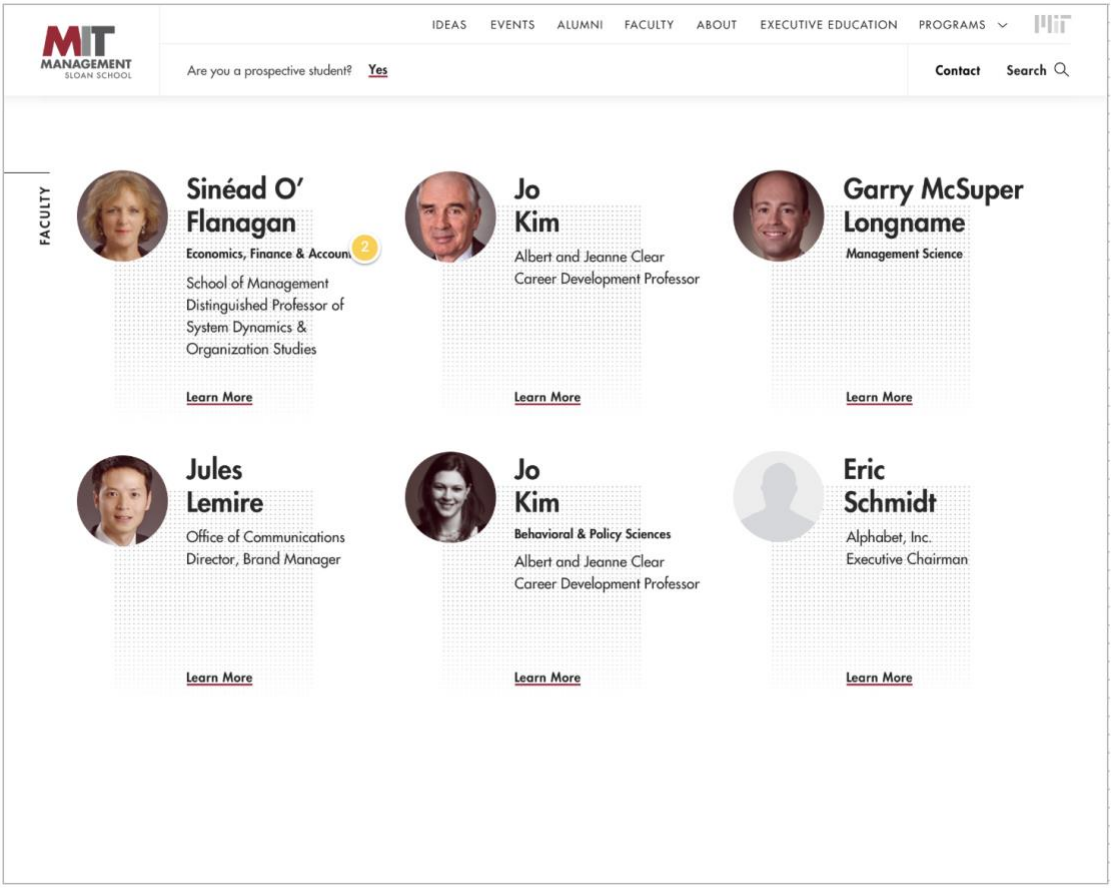
Inline Image Small Photos

Using subjects in the Inline Image Small – module requires care, to have a central focus of the photo. Avoid photos that are busy. You can use the focal point tool in the CMS upon uploading to help with this.

Speaker Module

Speaker module appears here:

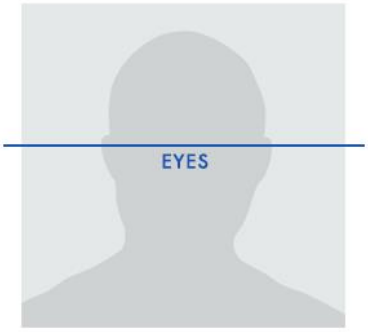
- **Speaker Module (can be used for Faculty, Staff, Students, Speakers, etc..)**
  Faculty and Staff will be auto-populated by SPD.
  Dropbox: Speaker – min. size 220x220 | 1:1 (square) ratio



Photographing Subject
Subject profile photos should be photography in high resolution (minimum of 1500x1500) and cropped to a 1:1 (square) ratio. The following guidelines should be considered when photographing Speaker photos:

Subject Direction
Subjects should be shot from the waist up with shoulders and head square to the camera. Avoid photos with tilted heads or angles bodies. Subject should be photographed with a grey background.

Photo Cropping
Subjects should be shot from the waist up with shoulders and head square to the camera. Avoid photos with tilted heads or angles bodies.


EYES





MIT Sloan Design Specs - Drupal Asset Sizes

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Date: 06/26/2018

		Actual Size Needed			Notes
MODULES					
3-up Module (1st Position)	3:4	1400	1050		
3-up Module (2nd Position)	4:3	1400	1050		
3-up Module (3rd Position)	1:1	1400	1050		
Circles with Text	1:1	1120	1120		
Feat. Instagram (1st Position)	1:1	976	976		
Feat. Instagram (2nd Position)	1:1	976	976		
Feat. Instagram (3rd Postion)	1:1	976	976		
Profile (Faculty/Staff Cards)	1:1	480	480		
Student Profile	N/A	780	1300		
Video (Poster)	2:1	1280	640		
Inline Image (Large) 2:1	2:1*	2560	1280		
Pull Quote w/ Image	N/A	1280	1040		
Highlights Grid	16:9	1400	1050		
Why It Matters 1-up	4:3	1400	1050		
Photo Gallery Module 1:1	1:1	720	720		
Inline Image (Small) 1:1	1:1	770	770		
Speaker Profile Cards	1:1	220	220		
HOMEPAGE					
Homepage Hero	Full Width	2880	1360		
ARTICLE					
Article Header	Full Width	2880	960		
Article Sidenote	1:1	220	220		
PROFILE DETAIL					
Profile Detail Header Bio Image 1:1	1:1	480	480		
Profile Detail Header Background	Full Width	2880	400		The background image must be consistent across all faculty profiles.
PHOTO GALLERY OVERLAY					
Photo Gallery Image (Landscape Ratio)	Variable				
Photo Gallery Image (Portrait Ratio)	Variable				
VIDEO OVERLAY					
Youtube Video	16:9	1280	640		
PROFILE OVERLAY					
Profile Overlay Bio Image (see Student Profile)	N/A	780	1300		

Questions please contact the Office of Communications Strategy & Planning team: oc.planning.mitsloan@mit.edu