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Chapter 10: Guidelines for image use on the web of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.

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Guidelines for image use on the web

The purpose of "Guidelines for image use on the web" is to address web-specific photo issues. They are a complement to the more detailed photography guidelines available on the UNICEF PHOTOGRAPHY Extranet site (www.extranet.unicef.org/myfolder). Please consult your lead Communication Officer to find out who in your office has access to that site and ask them to share the guidelines with you.

The value of photography for the web

Even before reading a headline online, a photographic image may be the first thing a reader sees. It should spark immediate interest and curiosity. As UNICEF communicators, we should not underestimate the value of a strong photograph. Images offer immediate, tangible evidence of both problems and solutions facing children and women, or relating to social development issues in general. (From: *UNICEF PHOTOGRAPHY > UNICEF credibility*)

Protect children at risk

The need for special protection of children and women depicted in images is especially crucial when addressing controversial or culturally sensitive topics, such as child labour, sexual exploitation, gender violence or discrimination, recruitment of child soldiers, trauma, and the stigmatizing impact of these and other issues, such as HIV/AIDS.

The Division of Communication recently issued guidelines for reporting on children's issues, advising that children should not be identified, either visually or by name, if they are:

- victims, or perpetrators, of sexual exploitation;
- HIV positive;
- charged or convicted of a crime;
- current or former combatants, if being so identified puts them at risk of future reprisals.
  See the full reporting guidelines:
  www.unicef.org/media/media_tools_guidelines.html

These guidelines are now policy for all internal use of photographs by UNICEF. (From: *UNICEF PHOTOGRAPHY > Protect children at risk*)

Use images to communicate accurately

The motivation for using an image should always be well thought out. Ask yourself, what does the image add? Does it enhance the viewer's understanding of a situation? Does it allow the viewer to learn something about the subjects, how they live or their attitudes?

Most importantly, be sure to use images in their accurate context. UNICEF photographs are documentary depictions of real people, in real situations. Misrepresenting that situation, by – inadvertently or intentionally – implying that children (or anyone else) are someone, or somewhere, or implicated in something, that they are not, is a violation of

their right to fair and accurate representation, as upheld in many national laws. It also violates the right to name and nationality guaranteed by the Convention on the Rights of the Child. Finally, image misrepresentation can weaken UNICEF's credibility as a reliable source of information on children's issues globally. (From: *UNICEF PHOTOGRAPHY > Respect real situation*)

Use high quality images

Only consider well-exposed, focused images of professional quality. Images that are technically, or compositionally weak can dilute, rather than enhance, the impact of the information you are trying to convey.

Consider image quality

The key difference between print and web images is file size. It is extremely important that all images intended for the web be optimized to the smallest possible size, while still retaining good colour and detail. As a basic rule of thumb, file size decreases by reducing the physical size (pixel dimension) and complexity (number of pixels) in the image. The fewer informational details in an image, the better it will look when compressed: this means that your choice of image must also consider its graphic composition. In general, a close-up or medium-shot image, or a crop of an image, compresses best. As some colours and details are lost in the optimization process, it best to begin with good quality images.

The size of an image is best described as **pixel dimension** - the number of pixels in an image by width and height (i.e.: 900 x 600 pixels). For most purposes, pixel dimension is the most reliable indicator of image resolution. Examples:

Pixel Dimension	Resolution	Image Size	= Bytes (open with zero compression)
900 x 600 pixels	300 dpi	3 x 2 inches (7.6 x 5.1 cm)	1.56 MB
	72 dpi	12.5 x 8.3 inches (31.8 x 21.7 cm)	
190 x138 pixels	300 dpi	0.6 x 0.5 inches (1.6 x 1.2 cm)	77 KB
	72dpi	2.6 x 1.9 inches (6.7 x 4.8 cm)	

Most graphic and web designers request that images be supplied to them in file sizes significantly larger than their final reproduction size. Because 'manipulation' of images entails some loss of pixels, large files offer the flexibility that designers need, without threatening the final resolution. Once lost, pixels cannot be retrieved, so it is advisable to always save a copy of the highest resolution version of an image.
(From: UNICEF PHOTOGRAPHY > Resolution & file size)

Crop images when necessary

Cropping an image, to eliminate extraneous detail and emphasizing the dominant subject, often helps create a stronger connection between the viewer and the subject. Keep in mind the values associated with our new brand: Simple, Bold, Optimistic and Contemporary. (See: *Brand Tool Kit*: Section 8.0 Imagery:
http://www.intranet.unicef.org/DOCNY/Branding.nsf/ee897c066fcfe6f585256cb000575ed
d/bc54ed36743e046f85256d4700524c51?OpenDocument)

Branded photographs often include tightly framed close-ups and often the subject is looking directly at camera (and therefore at the viewer). However, the brand values do *NOT* mean that all subjects must be smiling. Always respect the real context and message you wish to convey. When cropping an image, try to retain some of the larger context: i.e. the environment, light, mood and (if possible) any specific UNICEF action. All images must retain their substantive content, positive and negative. *(From: UNICEF PHOTOGRAPHY > Best use of photographs)*

Use credits and captions

Crediting photographs is standard international practice. Crediting, and the inclusion of the © symbol in the credit, is especially important on the web, because of the ease with which images can be copied. Most of our photographs are taken with the implicit consent of the subject because they are "for UNICEF". So we have an obligation to ensure that they are used appropriately. The © symbol advises others of this. Crediting also: facilitates the subsequent identification and tracking of the image, and acknowledges the photographer.

Captions provide additional context about the image. Whenever possible, a caption should include the name and age of the principal subject(s) and the country and locality where the image was taken. If a photograph is older than the text story it accompanies, it is important to also reference the year the image was taken. Do not repeat information that is already evident by looking at the image: use captions to make an additional advocacy point about children or UNICEF's programmes.

UNICEF HQ photographs are credited as follows:
© UNICEF/reference number/photographer last name (???in sentence case???)

I.E; © UNICEF/HQ02-0294/Pirozzi

Non-HQ UNICEF photographs should be credited:
© UNICEF (country name)/year/photographer last name in sentence case
I.E: UNICEF Djibouti/2004/Pirozzi
(Use reference numbers if available)

(From: UNICEF PHOTOGRAPHY > Use © & credits)

(end)