Wisconsin Agency Content Management System

Managing Images in SharePoint

Version 1.0

Contents

Items in the Images Library

The SharePoint Images Library is where you will upload all the photos and graphics that you'll add to pages throughout your site. Once it is in the library, an image can be added to multiple pages.

Preparing and Optimizing Images for the Internet

There are a few things to consider when choosing images for a website.

Web Page Load Time

Images on a website often account for most of the site load time and occupy a significant amount of visual space. Therefore, optimizing images frequently results in performance gains.

When considering how quickly web pages will load, consider:

- The fewer items, including images, the user's browser has to download, the less competition there is for bandwidth.
- Users will be accessing the website from a variety of devices on different networks which will also impact page load times.
- Is a particular image required to communicate effectively? Eliminating an image resource is the best optimization strategy.
    - Alternative technologies such as CSS effects (gradients, shadows, etc.) could deliver results similar to adding an image.

Accessibility

It's important to keep accessibility standards in mind when preparing images for the Web.

- Avoid embedding text in an image
    - This text isn't visible to individuals with disabilities even when Alt Text is placed on an image.
    - This text isn't selectable, searchable, zoomable or friendly to high DPI devices.
    - Use of web fonts addresses these concerns and is a better choice for displaying text.
- Alt Text should be added to the image
    - Alt Text provides a description of the image if a user cannot view it, for example if the user employs a screen reader.
    - Adding alt text is done after the image is uploaded to SharePoint and added to a page. Follow the instructions later in this document.

Image Editors

Image optimization is both an art and a science. There are many tools and techniques that can help with this process.

- The most popular tool for professional designers and photographers is Photoshop.
    - Provides the ability to resize an image while retaining the aspect ratio and saving files in many popular file types (.png and .jpg).

- Offers a powerful "Save for Web" option that shows you a preview of what your image will look like with different optimization settings. The "Save for Web" option also tells you an estimated time that the image will take to download.
- There are free alternatives to Photoshop.
  - GIMP can be downloaded. The options are not as feature rich and online training might be difficult to find.
  - MS Paint and iPhoto will be helpful to resize your images but do not offer image optimization for the web.
- It is recommended that you work with a web designer so that the end results of your images look great but also load quickly at the same time.

Size Recommendations for Template Images

Images generally should be prepared for the website in the sizes that meet your needs.

We're providing guidelines for images with specific purposes in the agency templates. Image dimensions are typically stated in pixel width by pixel height. The image file size should be close to the sample images given.

- 3 Call to Action (CTA) images on the Home page of the Simple Design template (750px x 250px), 63kb
- Background Image (Note: both sizes are required):
  - For small devices (600px x 325px), 130kb
  - For large devices (1600px × 500px), 147kb
- Rotating Slider:
  - Images should all be the same width by height
  - A sample content page has been provided at /pages/samplecontent.aspx, that provides an example of a slider
  - Sample images are sized at (640px x 213px), 47kb; your images can be slightly larger or smaller.

File Naming

- Follow the naming convention that's been established for the website.
- The name can be used to describe the purpose of the image, especially for a Slider or a Call to Action image. Examples:
  - HomepageSliderImage_1.jpg, HomepageSliderImage_2.jpg
  - CTAImage_1.jpg, CTAImage_2.jpg

Uploading Images to a SharePoint Library

Once images have been optimized, they are ready to be uploaded to the SharePoint Images Library.

Tip: Options for editing are limited once an image has been uploaded and added to a page. Have your images optimized and resized before uploading to SharePoint.

We recommend that you keep this library organized

- Add folders to keep your images organized
- Suggested practice is to name folders without spaces and in CamelCase to keep the URL clean, such <VehicleDMV>.

Steps for uploading images:

1. To open the **Images Library**, click on the dark blue square icon next to the **Images Library** title in **Site Contents**.
2. On the ribbon **Files** tab, click the down arrow below **New Document**, and click **Image**.
3. In the **Add a document** dialog box, browse the files on your computer and select the image you want.
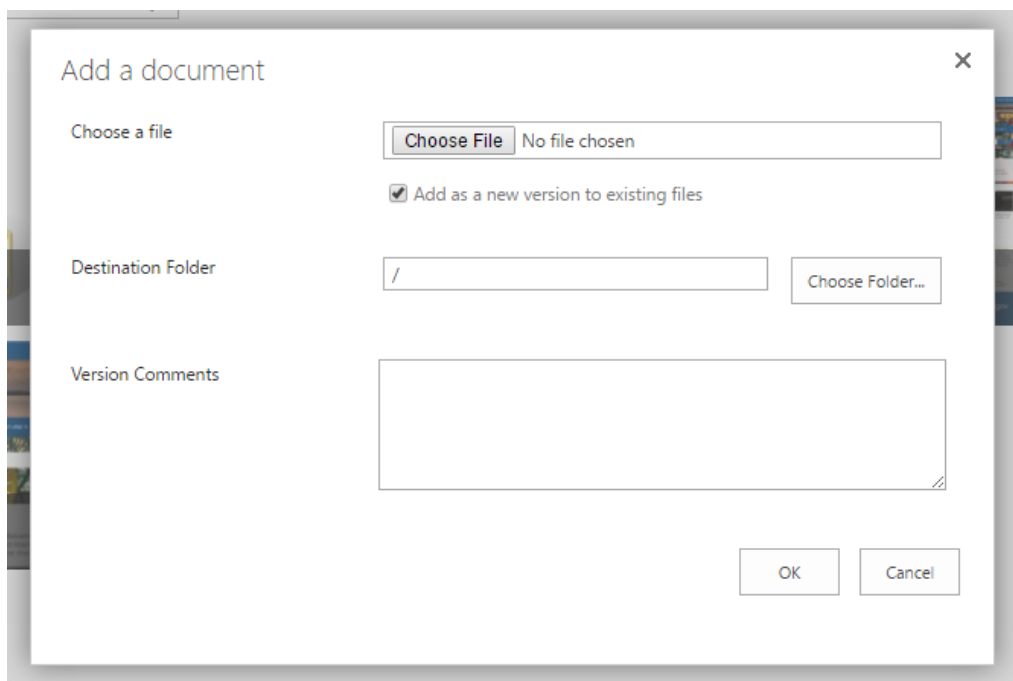

Figure 1 Add a document dialog box

4. Click **Open**, then click **OK**.
5. Optionally, you can enter additional, *optional*, metadata about the image, including:
   a. Title
   b. Keywords
   c. Author or copyright
   d. *Note:* Search engines will evaluate the metadata to help decide a webpage's relevance.
6. Click **Save** when done.

Adding an Image to a Page

1. Navigate to the page where you want to add the image.
2. On the ribbon **Page** tab, click the **Check Out** icon to check out the page, then click the **Edit** icon at the far left of the ribbon to enter edit mode.

3. Place your cursor in the content area where you want to insert the image.
4. On the ribbon **Insert** tab, click the down arrow below the **Picture** icon and click **From SharePoint**.
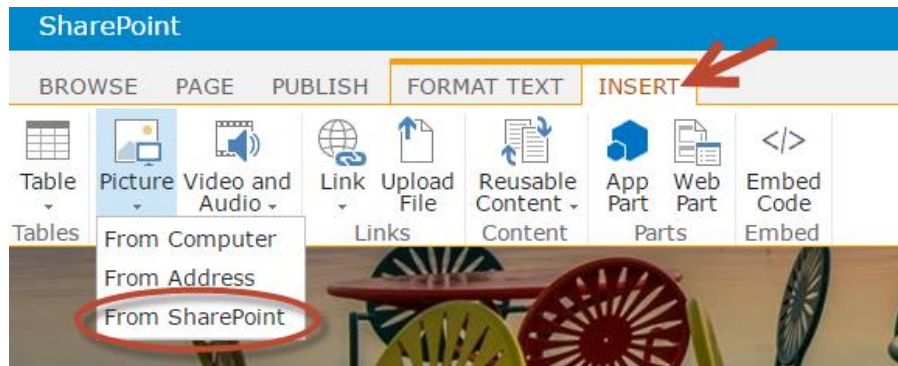

Figure 2 Insert selections in ribbon.

NOTE: Link to images "From SharePoint", not from a desktop folder or an external website.

5. The **Select an Asset** dialog box will display the files that have been uploaded to the Images Library.
6. Select the image you want to add to the page, then click **Insert**.
7. With the image highlighted, you can edit it from the **Image** tab in the ribbon.
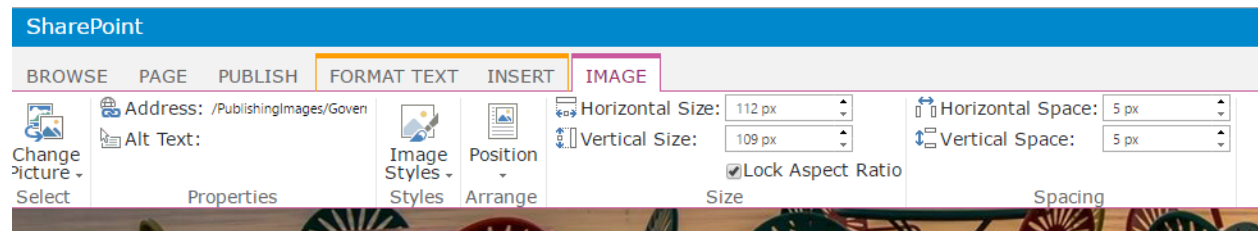

Figure 3 Editing selections in the Image tab of the ribbon.

      a. The **Address** information refers to the location in the Images Library of the file, as well as the file name.
      b. **Alt Text** should be added to the image. Alt Text provides a description of the image if a user cannot view it, for example if the user employs a screen reader.
8. Finish editing the image and the page, then click **Save** in the **Page** tab of the ribbon. You'll see a preview of how the page will appear to site visitors.
9. When all of your edits are complete, click the **Check In** icon on the Page tab of the ribbon.

NOTE: You can verify that an image has **Alt Text**, without having the page in SharePoint **Edit Mode**.
- Using the Chrome browser, right click on the image
  - Select **Inspect** from the dropdown menu
  - Source code for the image will be highlighted. Look for:
    - Image-responsive tag
      - See instructions for adding this below

- File path for the image
- Alt Text, shown as alt="..."

Responsive Images using Bootstrap Utility Classes

Visitors will be accessing the website from smartphones and tablets as well as desktop computers. The templates are designed to be responsive, but special content needs to be made responsive, too.

- To retain the aspect ratio of the image at all screen sizes:
    - Wrap all images in a utility class (img-responsive) provided by the front-end framework, Bootstrap.
    - Optionally, change the image shape to rounded, circle or add a thumbnail image using similar utility classes (img-rounded, img-circle, img-thumbnail).
    - More documentation and code examples can be found at http://getbootstrap.com/css/#images.
- While the page with the image is in Edit mode, add the necessary code.
    - On the ribbon Format Text tab, click the Edit Source icon to edit the HTML code for the page.
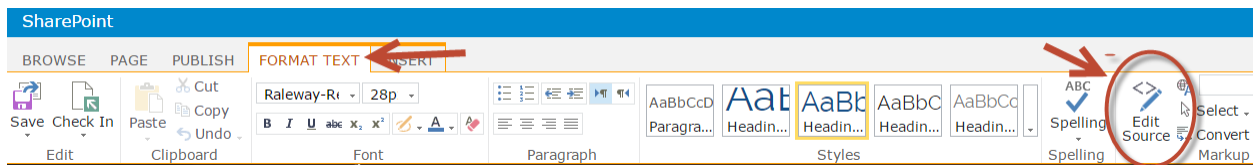   - Click OK when you've finished adding the code.

Figure 4 Editing selections in the Image tab of the ribbon.

We recommend that you work closely with a web developer that is familiar with HTML/CSS to assist with adding these to the source code on your pages.