

# IMAGE SPECIFICATIONS FOR WEB MANAGER

## Image Specifications for use with Web Manager

### IMAGE EDITING SOFTWARE

Artsystems recommends using a feature rich image editing application such as *Adobe Photoshop* or *Irfanview* for professional image editing.

Images for the Web site should always be saved with the following specifications:

- RGB mode
- No ICC Profile
- Baseline Optimized
- 72 DPI
- Lowercase .jpg extension



It is best to create any image file from the archived Source JPEG (the image file original with a high resolution). Additional information on creating and attaching images is in Chapter 4 (page 35) of the Web Manager Manual.

### IMAGE NAMING CONVENTIONS

For the name of each image, Web Manager Technical Support recommends using inventory numbers or short descriptive names. It is important that all images have **unique** filenames, include only letters and/or numbers. To create separation between words, use the underscore \_ or the hyphen — or capitalize each word. The important thing to remember is to always avoid ‘illegal’ characters in any file name (image or otherwise). To be on the safe side only use letters or numbers and avoid spaces and commas or any special characters like \*, &, #, @, ?, etc.

### WORK IMAGE SPECIFICATIONS

This image will get resized automatically by *Web Manager* to create the thumbnail image, detail image, print page image, and enlarged image of the work.

- **Prepare** all Work images for the Web site with the following specifications:
  - 72 ppi — slightly larger than 800 pixels wide OR 700 pixels high
- **Attach** images in GalleryPro or Studio as Secondary Images with a **Web I** image designation.

### TOP-LEVEL WEB PAGE IMAGE SPECIFICATIONS

These images are not attached in the *Artsystems* database, instead they are attached in the *Web Manager* program and should be saved with all other Web files in the appropriate designated Web file subfolder on local computer.

- **Prepare** all *Top-level Web Page* images (for Home, Information and News Pages) with the following specifications:

- 72 ppi — maximum of 350 pixels on longest side
- **Attach** top level images on the appropriate page in the *Web Manager* program.

## **FEATURE IMAGE SPECIFICATIONS**

A *Feature Image* (rollover) should be created to represent each artist on the Artist Page on the Web site and each exhibition on the Exhibition page. Feature Images are not attached in the *Artsystems* database, but are attached in the *Web Manager* program and should be saved in the Feature Image subfolder in the designated Web file area.

- **Prepare** all Artist and Exhibition Feature Images for the Web site with the following specifications:
  - 72 ppi — 200 pixels at the longer dimension
  - Attach artist feature images on the appropriate artist page in the *Web Manager* program.
  - Attach exhibition feature images on the exhibition page in the *Web Manager* program.

The Artist Feature Image appears on the Web site on the Artist page and also on the Artist Biography Page. The Exhibition Feature Image appears on the Web site on the Exhibition page and also on the Exhibition Press Release Page.

**If further assistance is needed, please contact Artsystems Support.**

**Artsystems Support 212-620-5500 x 2**

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