

Yale School of Medicine Home Page Banner Aspect Ratio

Images taken for home pages in the Yale School of Medicine website template need to be taken with the horizontal aspect ratio and right-hand overlay in mind, which would include dead space on the top, right, and bottom of the full-frame image. The “action” of the photograph needs to be happening to the left and middle of the photograph, otherwise it will not display correctly on the home page.

Example 1—Full-Frame camera capture:



Final Crop:

- 950 pixels by 350 pixels

Loss:

- 280 pixels total from the top or bottom or both

Additional loss with Overlay:

- About 240 pixels on the right

Example 1—Actual display on YSM home page:

As you can see, the top of the full-frame image was cropped almost to the Exit sign, the bottom cropped up to the woman’s toe, and the right overlay covers the image all the way to the left of the shield displayed on the floor.

In all, only 25% of the full-frame image is actually displayed on the home page:

A screenshot of the Yale School of Medicine website home page. The banner image is the same museum gallery as shown in the previous image, but it is significantly cropped. The top of the image is cut off, and the bottom is also cut off. The right side of the image is partially obscured by a dark overlay containing navigation links. The website header is blue with the Yale School of Medicine logo and a search bar. Below the banner, there are sections for "Information for:" with a dropdown menu, "Yale School of Medicine News & Publications" with a link to "Substance Abuse: Improving Treatment by Improving Medical Education", and "Upcoming Events" for "Fri, Jan. 7, 2011" with "Orthopaedic Grand Rounds: Management of Challenging".

Sites without the Overlay:

If the organization chooses not to use the right-hand overlay on their home page, then the images can be taken without dead space on the right-hand side. The final crop without the overlay is 950 by 350 pixels.

Example 2—Full-Frame camera capture:



Example 2—Actual display on YSM website:

Yale SCHOOL OF MEDICINE [Education](#) [Patient Care](#) [Research](#) [A-Z Index](#) [News](#) [Library](#) [Search](#)

Neurology

[Home](#) [Patient Care](#) [Clinical Divisions](#) [Residency](#) [Fellowships](#) [Research](#) [Faculty](#) [News & Events](#)

[Administration](#) **Department of Neurology**

The Department of Neurology at Yale School of Medicine is a research, teaching, and clinical center devoted to improving the understanding and treatment of diseases of the nervous system. The Department is a major part of the Yale University School of Medicine and has active clinical programs at Yale-New Haven Medical Center, the West Haven Veterans