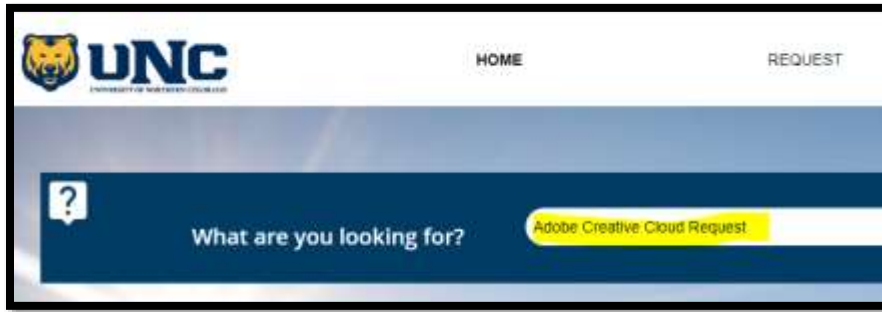
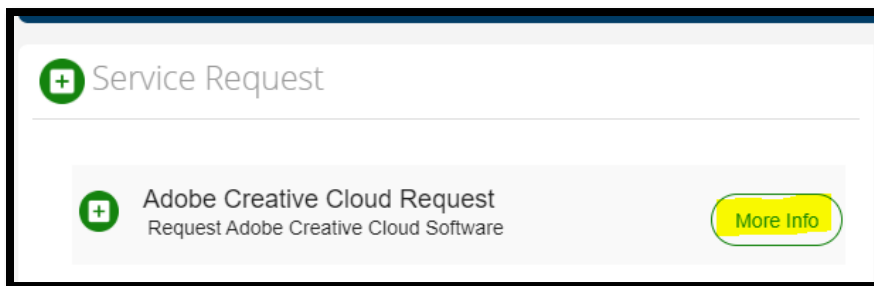


Resizing, Uploading and Using Images in Slate

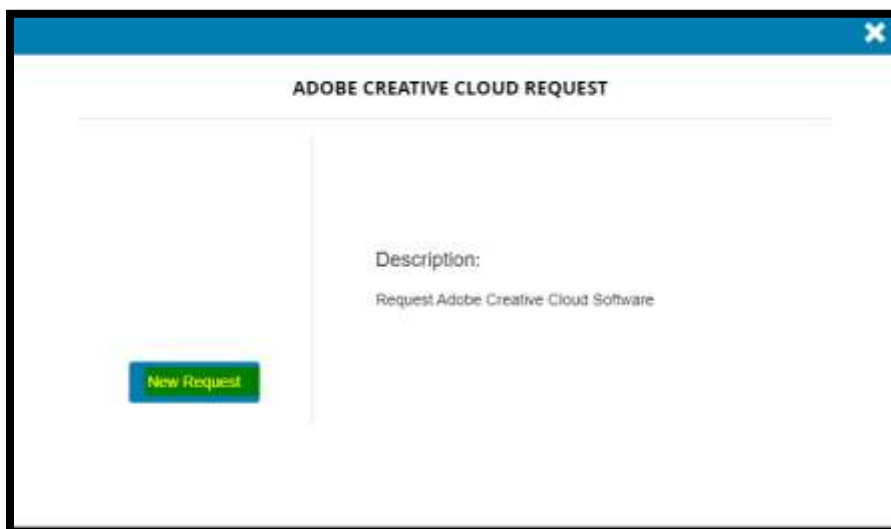
1. Request Adobe Creative Cloud Access if you don't have access to Photoshop:
 - Go to <https://unco-apps.easyvista.com/s/UNC-HELP> and click on Employee Login.
 - Type in "Adobe Creative Cloud Request" in the Keyword Search for "What are you looking for? And hit the search glass.



- Click on "More Info."



- and "New Request."



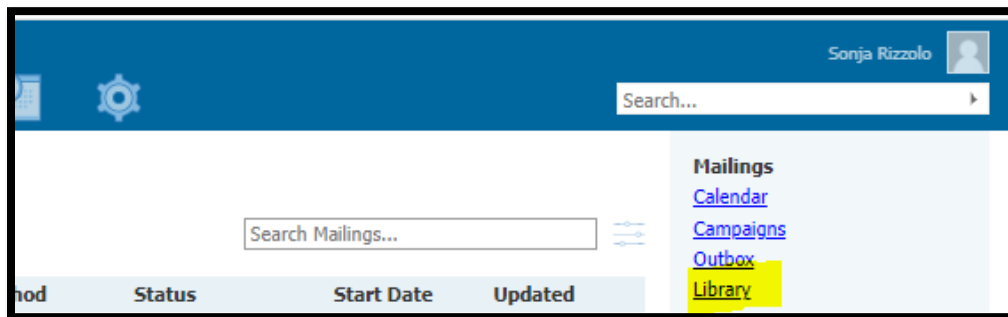
- Complete and submit the form.

2. Follow these instructions on how to crop photos in Photoshop:
<https://helpx.adobe.com/photoshop/using/crop-straighten-photos.html>
3. Image size recommendations for Slate:
 - a. **Header/Hero/Banner images:** 21:9 ratio (ultrawide). 1280 x 550 px is recommended. JPEG or PNG format. Keep overall file size below 200k to avoid viewer delays when opening.
 - b. **2-and 3-column story images:** 3:2 ratio (standard photo). 800 x 533 px is recommended. JPEG or PNG format. Keep overall file size below 120k to avoid viewer delays when opening.
 - c. **2-column "blue or gold" story images:** 1:1 ratio (square). 1000 x 1000 px is recommended. JPEG or PNG format. Keep overall file size below 200k to avoid viewer delays when opening.
 - d. **3-column icons:** 1:1 ratio (square). 300 x 300 px is recommended. JPEG or PNG format. Keep overall file size below 30k to avoid viewer delays when opening.
4. Upload images to Slate:

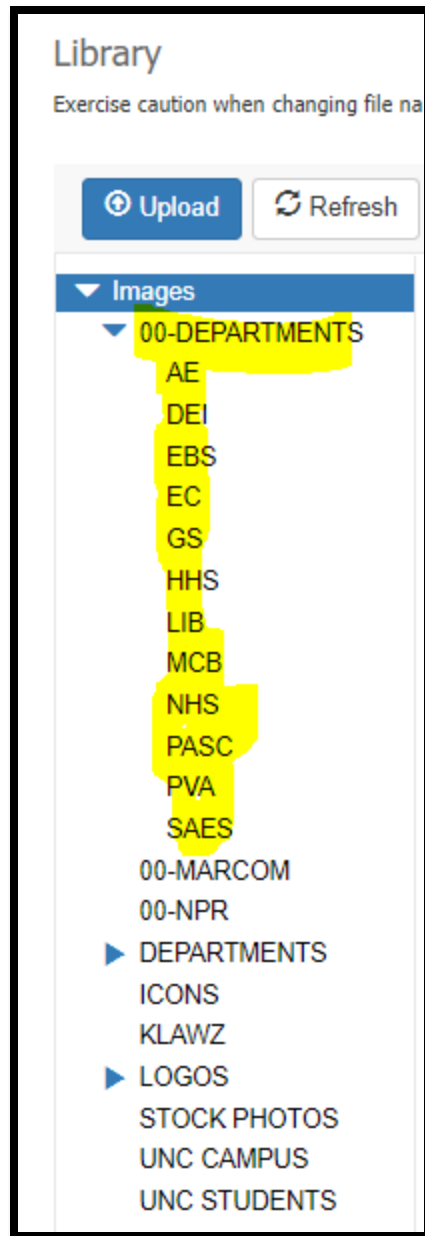
- a. Click on Mailings.



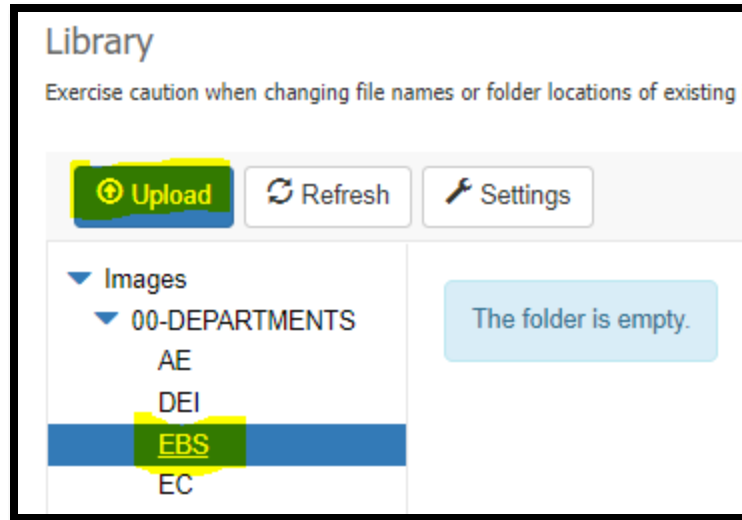
- b. Click on Library.



- c. Click on "00-DEPARTMENTS" and your department subfolder. Don't click on "DEPARTMENTS," which is an old folder that eventually will be deleted.



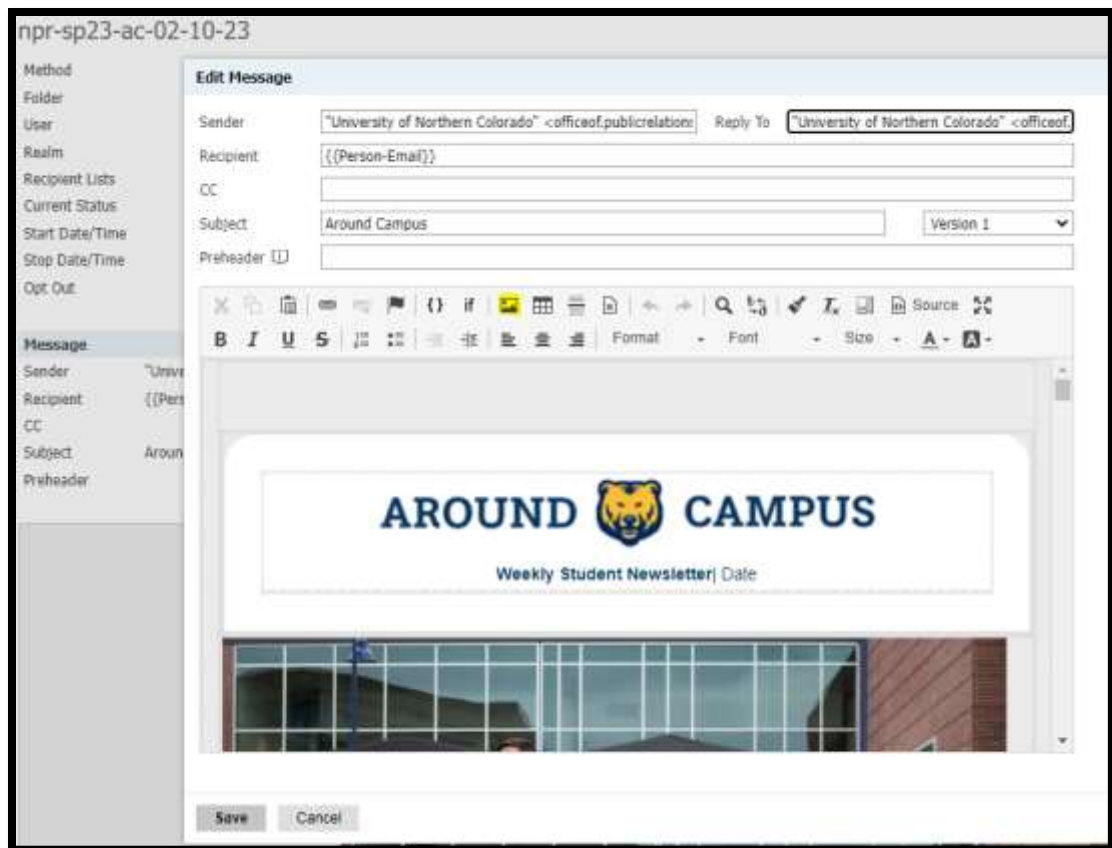
- d. Once you are in your department subfolder, upload your image by clicking on the Upload button at the top.



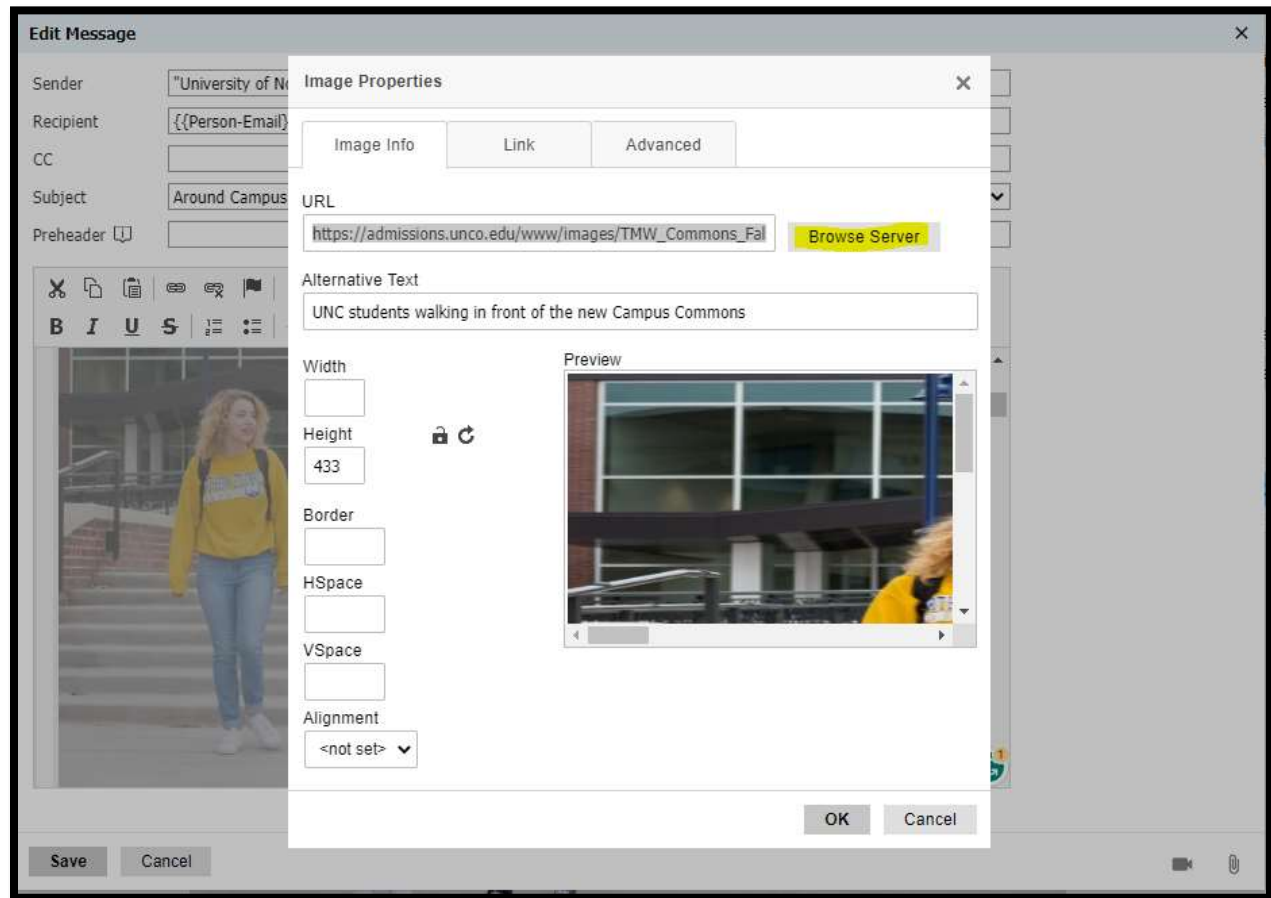
- e. We recommend giving the image a descriptive name and including the image size in the name so the image is easy to find and you know what size the image is e.g.:
 "lawrenson_sunset_18_1_800x533.jpg"

5. Adding or replacing an image in Slate:

To add an image in Slate, go to your mailing and select the image icon located near the center of the toolbar. To replace an image in Slate, double-click on the image.



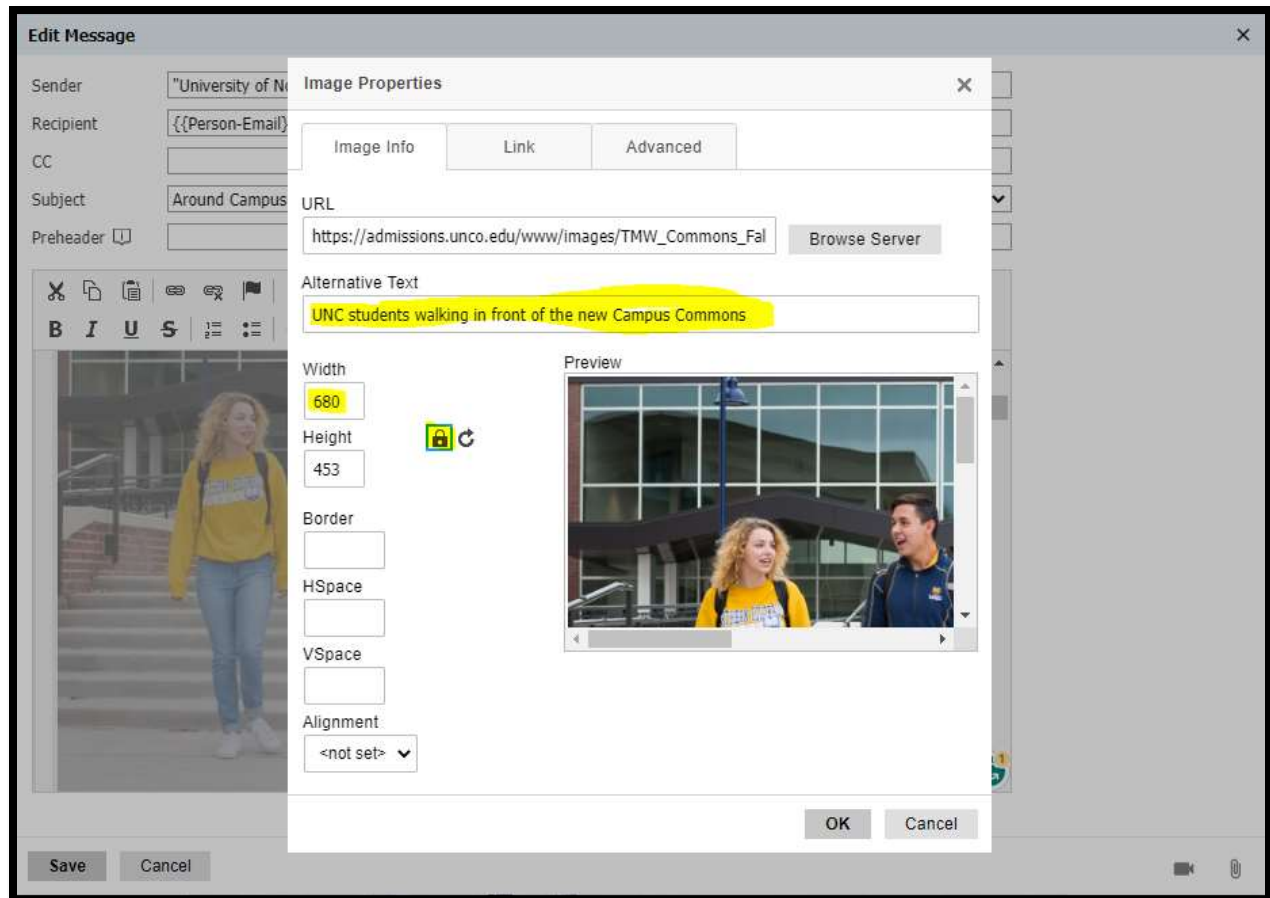
From the Image screen, select “**Browse Server.**” Click on “00-DEPARTMENTS” then your subfolder to your images for use. If you can’t find the image you are looking for. Please submit the [marketing request form](#).



Here you can choose from the images available on the server. Simply double-click the image you wish to use.

Once you have your image selected, you can adjust the **size** of it:

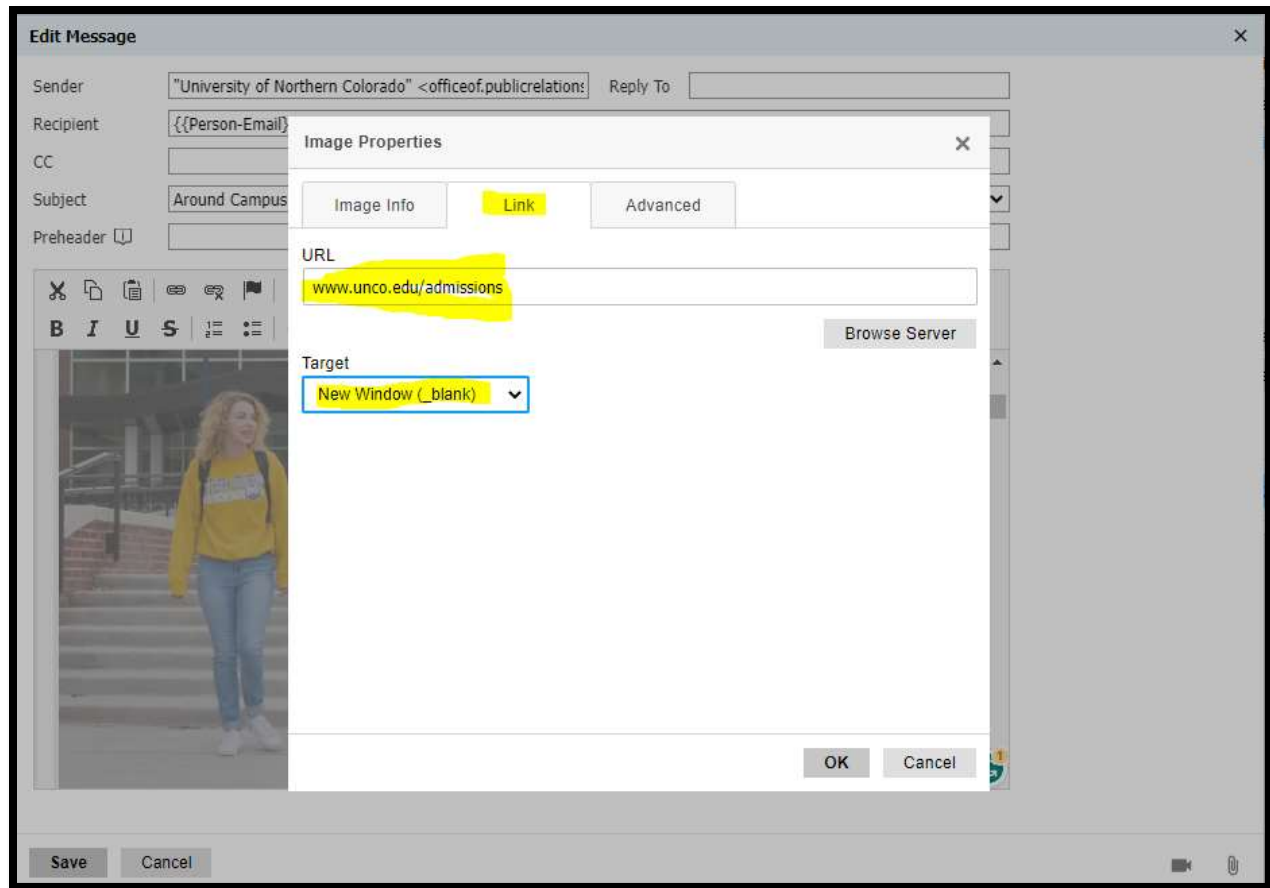
- For the header/hero/banner images, we recommend setting the width to **680px**, as this fits well on both desktop and mobile devices.
- For the two-column images, we recommend setting the width to **280px**.
- For the three-column images, we recommend setting the width to **167px**.



Finally, click **OK** to insert the image in the message as configured.

Make sure to select the **Lock** icon to keep the image dimensions proportional when you adjust them. Before you leave this screen, fill out the **Alternative Text** box. Alt text (short for alternative text) is text included in HTML code to describe an image on a webpage, providing context for search engine crawlers as well as for those viewing a page with a screen reader. Assistance technology reads this text if unable to display the image, so make sure it describes everything about the image as concisely as possible.

You can also link a webpage to your image. Simply select the link icon at the top of the Image Editor and **paste** the link you wish to use in the URL box. From the Target drop-down menu, we recommend you select the **"New Window"** option. This way, clicking the image opens a new tab on the student's browser.



6. Adding a video to Slate:
 - Upload an image with a play button and link to the image.



- Link the image to the YouTube video.

