Content Photo Selection and Featuring Guidelines

Compelling imagery is critical to the success of the site and project. People watch the web as much as they read it – and so it is important that you select content with the most compelling imagery for featuring on the home page and also other places such as "Inspire Me" functionality.

Some guidelines to follow when selecting content images to feature:

Good!
Colorful and distinctive imagery displays unique characteristics with good light. It is usually best to not have a person in the photo, although in some instances this is OK and adds to the value of the image.
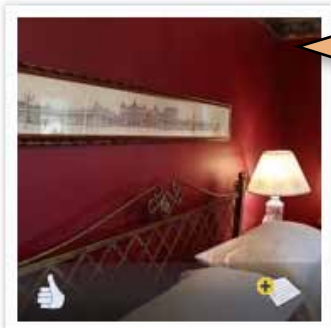
Avoid!
Images that are of logos or posters or other advertisements should not be featured. They seldom look good on the site and aren't that helpful to users.

Use Caution!
Images that are primarily of people are often not that compelling. In some instances they are OK, especially if the information is specifically about the people in the image and the lighting is good. Good people photos are tricky!

Avoid!
Interior shots of hotels or restaurants or other facilities that show things that are pretty common should be avoided. Empty restaurant seats or interiors that are fairly commonplace don't do much to sell distinctive qualities.

Avoid!

Exterior shots of hotels or restaurants or other facilities that show things that are pretty common should be avoided. The purpose of featured content is to highlight the best visual representation of your area.
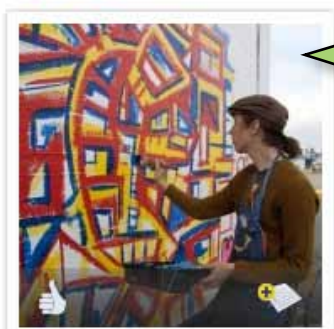
Good!

Colorful and distinctive imagery displays unique characteristics with good light. Try to keep the subject presentation simple and clean. Trying to show too much in an image detracts from the communication of the image.

Avoid!

Photo collaging or images that have logos or type or other art overlayed should be avoided. They usually don't crop well and often look amateurish and junky.

Good!

It is OK and good to show people in context as long as the image provides context (shows what they are doing) and also is not too complex (doesn't try to show too many things at the same time).

Use Caution!

Images of signs are tricky and usually don't work. It is better to just use an image of the place instead of the sign – unless there is something really compelling about the sign and it is cropped correctly.