



Instructions for contributors | Imagery

Contact:

Caroline Marshall, Editor and Operations
caroline@bristolmedia.co.uk

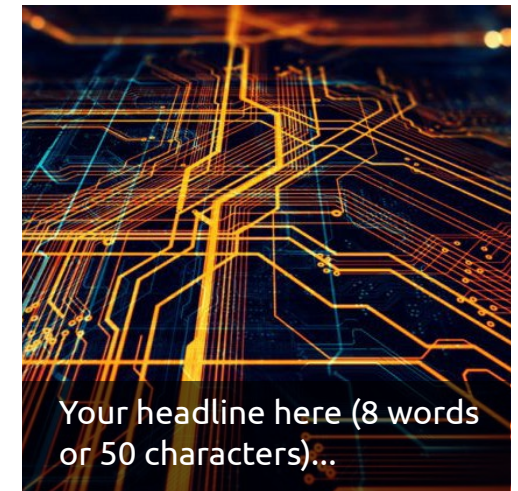
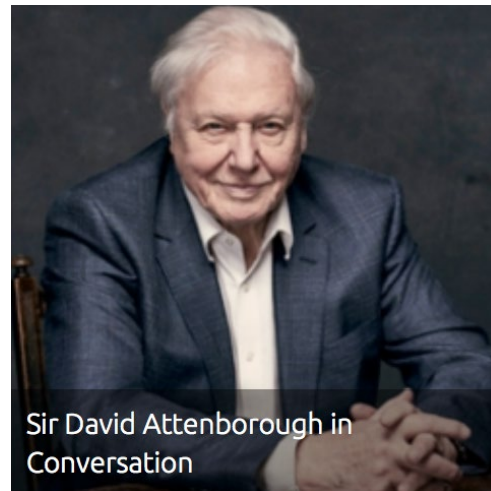
Call 07970 808 023

c/o Watershed,
1 Canon's Road,
Bristol BS1 5TX

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Homepage modules

A series of image “tiles” into which your content will feature. Company or client logos are not used on the homepage. These can be incorporated into the main body of the article if required.



Your image:

The homepage displays your image as a square “tile”:

Maximum size: 640 pixels x 640 pixels

Minimum size: 183 pixels x 183 pixels

Please supply your image at the maximum display size of: 640 x 640 pixels

A black gradient overlays your image to accommodate your article headline, this should be taken into account when designing/cropping your image.

Required format JPEG max quality 72 DPI.

What if I don't have a great image?

Bristol Media hold a bank of generic images which will replace imagery that is not supplied in the correct format or is not suitable.



What if I don't have any images at all?

Bristol Media hold a bank of typographic backdrops relevant to the different industry sectors. These may be used to replace unsuitable imagery at the discretion of the editor.



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Article Body Imagery/Video

Ideally your article will be accompanied by imagery.

Masthead image

The header image (if supplied) will appear above your article heading. For video content, provide links as either Vimeo or YouTube formats.

Header image size: 700 pixels width

We would suggest the height of your image is approximately 400 pixels (max 700 pixels) to ensure your article copy is not pushed too far down the page.

Suggested format:
JPEG max quality 72 DPI.

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Is your site content failing your user experience?

Published on Tuesday, 24th April 2018, contributed by [Natural Interaction Ltd](#)

It's generally understood now that a considered, intuitive user experience is better for businesses and customers than a slapdash, last minute - or even willfully malevolent one. And, as an industry we've got to grips with the idea that not everything has to be perfect before launch, that it's better to have something that meets 80% of its goal out there, rather than nothing at all. And that monitoring, testing, analysing and iterating is a reliable route to evolving that best-in-class UX.

But while technology and functionality can be improved on iteratively, as humans we're not quite so forgiving when it comes to the information they carry and convey. Instinctively we place value in the accuracy of information as it helps us to understand and navigate our world, from what we believe about society, to how we purchase a parking ticket. We use all kinds of cues to determine the accuracy and value of information, including its author or source, whether it fits with what we already know, and even how it is designed and laid out. If we choose to trust information which later turns out to be inaccurate, then we are unlikely to place the same trust in future. This is where the information your site carries can be crucial to your business goals - inaccuracy breeds mistrust which leads to falling sales and visitor numbers.

There are four core factors to providing valuable information: readability, timeliness, completeness and truth.

READABILITY - IS IT UNDERSTANDABLE?

If your content is dense or written in overly long complex sentences, users will find it hard to read and

Article Body Imagery/Video

Ideally your article will be accompanied by imagery.

Article body imagery

Images or video can be supplied to support the content throughout your article. Images can be left or right aligned and any width up to 100% of the article width. When adding an image to the article body (on news-add and news-edit) you can define what width/height they are displayed as in the image dialogue.

350px: half width

700px: full width

230px: approx one third

On mobile, article images will always be displayed full width. On tablet the images will display differently according to device orientation.

It is not possible to add an image to the body copy of an article yourself, any additional images should be sent to Caroline.

Suggested format:

JPEG max quality 72 DPI.

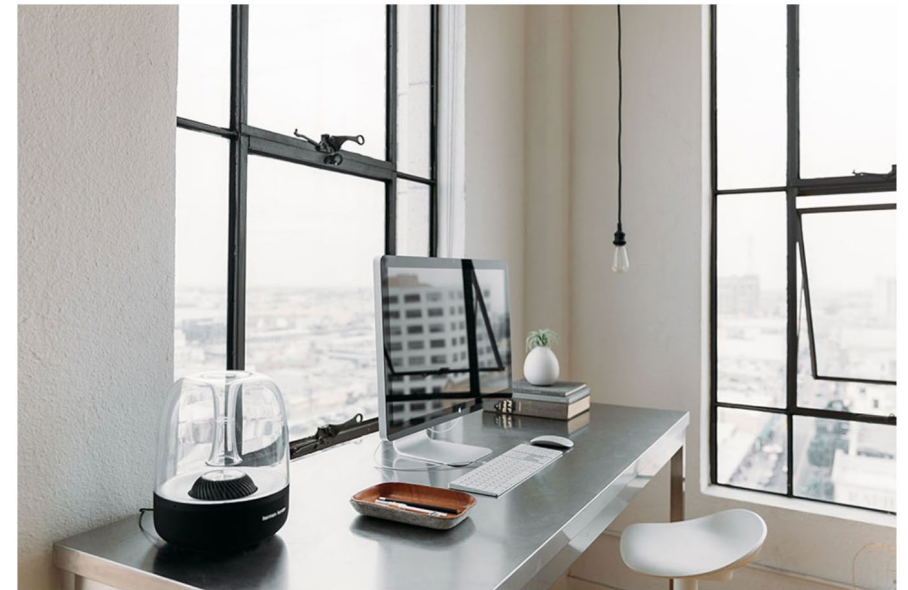
To embed video you just need to select the YouTube button in the text editor. This will allow you to add both Youtube and Vimeo links.

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