RCN images and illustrations guidelines

Last updated: 6/12/18

raisingchildren.net.au uses images and illustrations on the site to:

1. create visual appeal and brand awareness
2. highlight key article messages
3. provide information, particularly with medical illustrations
4. help orientate users – for example, consistent image use for link and destination page.

Images display at the top of most pages as full-width banners, and in thumbnails for linking and promotion of pages.

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Choosing images

The RCN production team is responsible for image selection. The content officer or subject matter expert (SME) might offer suggestions for banner image composition during new content creation or currency review. Image requests and suggestions are added to the Slack #images channel.

When choosing article images, refer to the **RCN image style guidelines below**. Reuse of the same banner image in more than one article or landing page is discouraged.

All pages require a banner image. The exceptions are:

- A-Z Health articles, unless the article is also categorised to an age stage. Embedded descriptive images (eg, rashes) are occasionally used on these pages.
- sub-domain landing pages. However, if the page is used in the 'You might also like' (YMAL) list of an article, a banner image should be added retrospectively to the landing page asset. In this case, choose the option to 'hide' the image. The thumbnail will appear in the YMAL list.

Sourcing images

The preference is to use RCN's own photo libraries because these images adhere to the style guidelines (below) and are for the exclusive use of RCN and our approved content partners. They are RCN-branded and won't pop up in an advertising campaign for a fast food company.

Where there's no suitable RCN image or an RCN image has already been used on the site, source images from [Getty Images](#), which is a high quality stock image library. Alternatively, try [Unsplash](#), a free option (but beware the overuse of filters).

RCN Getty login:

https://www.gettyimages.com.au/

username: RCNproject

password: Getty2018

RCN image style guidelines

When choosing an image, consider the following style and format guidelines. These should also be included in the **brief for a photographer and stylist** when commissioning images. Also refer to the [RCN CMS images selection and production](#) document.

- Ensure images represent a diverse range of cultures, ethnicity and gender.
- Be inclusive of a range of ages while respecting the age range of specific content. For example, avoid pictures of babies in articles that span babies through to school-age, or kinder-aged children in articles that span school-age through to teens.
- Image styling and setting should have a familiar Australian flavour that's relevant to a culturally diverse audience, or have a non-culturally identifiable background. Avoid images with non-Australian elements (eg, a yellow US school bus) or staged styling (doctor in a white lab coat). When searching an image library, try including 'Australia' as a keyword.
- Subjects should appear natural, not forced or posed.
- Backgrounds should be natural indoors and outdoors, using natural lighting and no studio backdrops.
- Choose high quality, crisp images without overly stylised filters or special effects.
- Choose natural compositions without irrelevant 'clutter'.
- Avoid eye candy. Rather than look pretty, images should reflect or accentuate the subject matter and key messages, and aim to inform if possible.
- Objects and the setting must adhere to key safety messages. For example, an image of a baby sleeping should reflect SUDI sleeping guidelines, a car capsule should be to Australian standards. If in doubt, check with the content editor.

- Source horizontal (landscape) and square images, or images that can be cropped to these dimensions without losing context or cutting off subjects. Vertical (portrait) images can be difficult to crop to the required horizontal dimensions.

Commissioning images

In addition to the above style guidelines, ensure the following when commissioning images from a photographer:

- Images should be delivered as high resolution tif files for output and smaller jpg files (approx 300-500kb per file) for quick library browsing.
- Aim for mostly horizontal (landscape) and square image orientations, or images that can be cropped to these orientations without losing context or cutting off subjects.
- Negotiate a complete buyout of all images. The total cost should include full copyright and unlimited licensed usage for all images, including online and offline use, editorial and promotion. Use the standard RCN images contract.

Commissioning illustrations

For quality control, illustrations are commissioned by the RCN web producer, using preferred suppliers.

Parenting in Pictures (PIPs) and medical illustrations

- Subjects in medical illustrations should be clothed unless clothing obstructs details relevant to the content.
- Subjects should be age-appropriate and a mix of male/female for gender non-specific medical content.
- Illustrations must be clearly titled and relevant details clearly labelled. Text content must be signed off by the RCN editor.

External branding/logos

When requesting a logo from an external organisation or company, please provide these specifications:

- **Logo size and dimensions**: large if available, suggest 2000px x 1125px
- **Orientation**: various if available (stacked/square as well as horizontal)
- **File type**: tif, eps, psd, gif or jpg