The GW Drupal Photo Gallery

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Introduction

• Making the Most of the Photo Gallery
• Preparing to Build a Photo Gallery
• Building a Photo Gallery
• Q&A
Photo Gallery Overview

• Best used to present groups of photos that tell a story
• Includes captions and photos may be reordered as needed
• There are 3 different photo gallery types, each with unique applications: **Grid, Slider & List**
  o Create once, display in any configuration
• Appears at top or bottom of the page body
When to use a Photo Gallery

• When you have 4 or more quality photos that are related (event, speech, art gallery, etc.)
• When having a photo gallery would fulfill an important part of your website’s mission or satisfy a user demand
When NOT to use a Photo Gallery

- When you have fewer than 4 photos
- When you have only poor quality photos
- When the photo gallery won’t add value for users and/or won’t fulfill part of the website’s mission
Preparing to Build a Photo Gallery

- What are the technical qualities of a good photo?
- Which photo gallery display is right for me?
Technical Qualities of a Good Photo

• Legal rights
  o Don’t use photos from Google or other sites without permission
  o Don’t use photos of people under 18

• Avoid portrait style photos

• 3:2 Aspect ratio (35mm)
  o Aspect Ratio Calculator

• Recommended minimum dimensions:
  o 1280 x 853 pixels
Qualities of a Good Caption

• Captions should explain the who/what/where/why of a photo
• Use the active voice, present tense
  o Director of Admissions Karen Felton and George Washington President Steven Knapp present Xavier Richie with his scholarship.
• Limited to 350 characters, no formatting or HTML
• Also content-related:
  o Include quality Alt Text for accessibility & search engine optimization (SEO)
Which Photo Gallery is Right for Me?

• How many photos will you use?
  o 4 to 12 photos: Use grid or slider
  o 12 or more: Use slider
• Do you need a left sidebar? (including left navigation)
  o Do you need a right sidebar?
    ▪ If yes, use the small grid or slider
    ▪ If no, use the medium grid or slider
• Do you want an immersive, full-page experience?
  o Use the large list
Use Cases

• Left navigation page, right sidebar, 40 photos
  o Use a small slider
• Left navigation page, no right sidebar, 12 photos
  o Use a medium grid/slider
• No need for any navigation or sidebar content, really want to highlight the photo gallery
  o Large list creates an immersive photo gallery experience
Building your Photo Gallery

• How to build a Photo Gallery
  o Create the gallery
  o Place on a page
• Example of a Small Grid
• Example of a Medium Slider
• Example of a Large List
In Summary

Things to keep in mind:
• Use the photo gallery to add value to your website - be creative!
• Choose the style of photo gallery most appropriate for your content
• Use only quality photos or graphics
• Write good captions so your gallery tells a story
• Learn the steps for building a photo gallery and placing it on a page (or visit office hours for help)