Yale School of Medicine Home Page Banner Aspect Ratio

Images taken for home pages in the Yale School of Medicine website template need to be taken with the horizontal aspect ratio and right-hand overlay in mind, which would include dead space on the top, right, and bottom of the full-frame image. The “action” of the photograph needs to be happening to the left and middle of the photograph, otherwise it will not display correctly on the home page.

Example 1—Full-Frame camera capture:

Example 1—Actual display on YSM home page:

As you can see, the top of the full-frame image was cropped almost to the Exit sign, the bottom cropped up to the woman’s toe, and the right overlay covers the image all the way to the left of the shield displayed on the floor.

In all, only 25% of the full-frame image is actually displayed on the home page:
Sites without the Overlay:

If the organization chooses not to use the right-hand overlay on their home page, then the images can be taken without dead space on the right-hand side. The final crop without the overlay is 950 by 350 pixels.

Example 2—Full-Frame camera capture:

Example 2—Actual display on YSM website: