

## **PRISM Image Guidelines**

As PRISM is an online journal digital content must be optimised for on-screen viewing.

**Photographs and other images (such as digital photographs, scanned images, screen grabs and most web images) fall into this category.**

- Image size: longest edge between 1500-2500 pixels (Please make sure images are scaled proportionately, without squashing or distortion).
- File format: JPEG (.jpg) or PNG (.png) and be of a high quality.
- Colour space and depth: RGB colour, 8 bits per channel.

**Vector graphics and illustrations, charts and tables (including those created in Adobe Illustrator) can be scaled to any size with no loss of quality.**

- File format: scalable vector graphic (.svg)
- colour space: RGB colour (SVG does not currently support embedded fonts. We recommend using 'create outlines' or typing the heading to ensure your font choice is preserved).
- Detailed further information on creating SVG files for the web can be found at <http://voormedia.com/blog/2012/10/creating-svg-vector-graphics-for-maximum-browser-compatibility>

### **Video Animation and Other Moving Imagery**

- if you want readers to be able to view your videos you are required to use a video hosting service such as Vimeo or YouTube
- We recommend using Vimeo (<http://vimeo.com>) which have higher quality video, no distracting advertising and generally better quality content than you tube
- You can provide a link to your video in your paper. This can be formatted in such a way that the reader is taken directly to your video.
- We can also embed your videos on the PRISM blog along with a link to your paper.