Creating images for the JFP website

Image File Types and Optimization:

- Most images should be saved as **JPG** files to ensure detailed colors and smaller file sizes.
- For images requiring a transparent background, save them as **PNG** files.
- Always "optimize for web" when saving any image.

Aspect Ratios and Sizing:

- **General Horizontal Images:** A 16:9 aspect ratio is preferred for most horizontal images, matching our movie clips. You can verify your cropping at https://aspectratiocalculator.com/16-9.html.
  - **Full-length "Hero" banner image (main page):** Typically 1920 x 1080 pixels. The web team can overlay text and darken the opacity of the image as needed.
  - **Other horizontal images on webpages:** Usually 700 x 394 pixels.
- **DevCard Image (main page):** Typically 393 x 516 pixels (portrait layout). This image will need to be darkened to ensure text copy is visible.
- **Blog Post Images:** Currently 1200 x 627 pixels.
- **Leader Portrait Images** (see "Team" page)**:** 1240 x 1560 pixels.

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