

BBC Academy image specifications

Web page images

1920px X 1080px (aspect ratio 16:9)

The website adjusts the image for the different slots it's required to appear in

Guide images

Introduction image: 1600px X 648px

Meta image: 280px X 150px (minimum) with a file size of less than 1MB in order for them to display on all social sites

Penultimate background image: 1920px X 1080px

Narrative step image: 1920px X 1080px

In-depth toolkit image: 1920px X 1080px

Media step image: 1920px X 1080px

Question step:

Front of question cards: 1920px X 1080px

Back of question cards: square crop (1080px X 1080px)

Slide show image: 576px fixed height

Promo image:

1920px X 1080px (non-iWonder Guide promos)

315px X 315px (iWonder Guides)

Interactive graphics

Graphics must be commissioned in three sizes:

976px X 549px (desktop)

834px X 469px (tablet)

480px width (mobile)

Upload your graphics into the BAM

In-Depth Toolkit

1920px X 1080px

Gomo

In general, the height of Gomo images isn't relevant because the platform scales images

The BBC Academy has a theme with a content width of 1440px

Take note of the width for specific assets:

Background images (full width): 1440px

However, images will scale to fit the width of a desktop and crop or tile on tablet/smartphone to fit the screen

Images in one column: 1228px Images in two columns: 578px Images in three columns: 362px

Images in four columns: 253px Filmstrip images: 860px X 320px

Carousel: same as static images with number of columns

Comic Strip: 1000px X 300px