

Choosing an image for your article

Guidelines

INTRODUCTION

Before you submit your image we suggest that you familiarize yourself with the eLearning Industry website and its audience by doing a random article search; this way you will get an idea about the general style of preferred photos / illustrations. To ensure that your submitted image will not be replaced by our editors with a more suitable choice*, please keep in mind the following guidelines:

Image source

- We only accept images downloaded from Shutterstock.com* or images you have the copyright of. We might still have to replace your image, though, if it doesn't conform to these guidelines or if we have used it before.
- If you don't have a Shutterstock account, feel free to send us an image (or more) of your choice at posts@elearningindustry.com and we will download it for you, for free!



Consider how your subject matter will be presented to the reader

- Is the image relevant to the topic?
- Does the image capture the essence of your article?



Pay attention to the image's size

- Please make sure the size is 820 x 460 pixels.
- The image must be saved in a .jpg file format.



Keep visuals simple and clean

- Cluttered, complicated, and/or too abstract visuals confuse readers.
- Avoid any text, logos, website domains, social media icons, etc. on your image.



In case you want to showcase people:

- Avoid high/low angle shots, or images where subjects/models look directly into the camera.
- Avoid images of outdated aesthetic, e.g. a poor-lit office with huge computers.
- Try to portray moments that are emotionally relatable to the reader.

