Cal Poly Web Site Hero Image

How to Update the “Hero Image” on Your Department’s Homepage

You can easily change the “hero image” on your department’s homepage with a few quick shortcuts in Photoshop. Using this template will allow you to replace the photo and optional text for your homepage’s “hero image” while maintaining consistency in its size and visual effects.

The included template consists of multiple layers that enable you to edit the photo and text interchangeably. Following this tutorial will allow you to keep your homepage up to date with ease while staying true to Cal Poly’s brand identity.

Preparing the Template to Import Your New Image

1. Open cp_web_home_template.psd in Photoshop.
2. In cp_web_home_template.psd, select the Layers window on the right of your screen.
3. In the Layers window, click on the gray arrow to the left of the “template” folder. This will select the layer group as well as expand all items in the folder. Now you are ready to import your new image.

Importing Your New Image and Proper Formatting

1. Open your new photo in Photoshop. Make sure the image is in a separate window from cp_web_home_template.psd. If it opens in the same window, simply click on the tab with the file name of your image and drag it off of the window.
2. Now that you have cp_web_home_template.psd and your new image open in Photoshop in two separate windows, you are ready to move your new image into the template. With the Select tool active, click on your new image and drag it into cp_web_home_template.psd. Make sure that you still have the “template” folder selected so your new image is placed at the top within that layer group.
3. You may want to scale your image down to better frame it within the dimensions of the template. Using the shortcut Command + T (Control + T for PC’s) will allow
you to scale your image to the desired size. Be sure to hold the Shift button on your keyboard while scaling to maintain the proportions of the picture. When you are satisfied with the size of your image, press Enter to confirm.

4. The sample layers in the “template” folder have already been formatted to crop the photograph to the dimensions of the final “hero image.” To do this to your new image, simply click on the layer that contains your image and drag it between any of the sample layers.

5. Each of the sample layers (except for the white “Layer 1”) needs to be turned off so you can see your new image. Click on the eyeball icon next to each sample layer to make it invisible. The only two visible layers in the “template” folder should be your new image and “Layer 1.” Now your image is placed in, scaled appropriately, and clipped to the proper size.

**Editing the Optional Image Tab and Caption**

There is a folder in the Layers window titled “editable image tab & caption” that lets you edit the text as well as turn the layer on and off. Sometimes the photo may speak for itself, but other times you may need supporting text to better communicate the message of the “hero image.”

1. If you do not want your new “hero image” to have any accompanying text, simply click on the eyeball icon to the left of the “editable image tab & caption” folder. This will make the layer group invisible. Click the same box to make layer group visible again.

2. If you wish to have text with your photo, make sure the “editable image tab & caption” folder is visible and click the gray arrow next to the icon to expand the layer group.

3. Select the sample text layer within the “editable image tab & caption” folder by clicking on it, then press T on your keyboard to activate the Text tool. With the sample text layer selected and the Text tool activated, click on the text in the Photoshop document to enter an editable text field.
4. You will need a title and short caption if you are using text with your photo. The title must not exceed 1 line, and the caption may not exceed 5 lines of text. Do not change the typeface, size, line width, or any other paragraph settings of any of the text. You may only add your own text to the existing format.

5. After you have edited your title and caption, you will need to scale the gray transparent tab behind the text to the appropriate height. To do this, you will need to change the height of the vector mask. Select the vector mask by clicking the gray box inside the “Shape 33” layer within the “editable image tab & caption” folder.

6. Using the keyboard shortcut A will activate the Direct Select tool, represented by a white arrow cursor. Hold down the Shift key and left-click the two bottom anchor points of the transparent gray tab in the Photoshop document. This will allow you to scale the height of the vector mask appropriately.

7. Keeping the Shift key depressed, click and drag on one of the two selected anchor points and drag them down as much as necessary. Make sure that the margin between the last line of text and the bottom of the gray tab is consistent with the top margin.

**Saving Your New “Hero Image” for Web Use**

Now that your new “hero image” is complete, you will need to save the document for web use. Follow these directions to properly prepare your image for place on your department’s homepage.

1. Go to File > Save for Web & Devices. A menu will pop open in a new window that will allow you to customize your settings before you save your image. This window should automatically open with your image in a “4-Up” display so you can view multiple image quality options simultaneously.

2. To the right of the “4-Up” display is a menu full of options that let you tweak the quality of your image for the web. Start by changing the “optimized file format” near the top of the menu. The default file format is “PNG-8,” but for this purpose we want to select “JPEG.”
3. Just below the “optimized file format” selector is an option that lets you adjust the quality of your image. The default quality is 60, but for this purpose we want to raise the quality to 70.

4. Click the Save button at the bottom of the “Save for Web & Devices” menu. A new window will pop up that will allow you to name your file and determine its location. **Do not use any capitals, spaces, or advanced characters in your file name. If you need a spacer, use the “_” character.** Click OK. Your new “hero image” is now complete and ready to be used on the web.