HERO

These photos appear behind the page title and should be carefully selected for text readability and proper tone-setting.

Environmental
Convey the natural surroundings of MCLA by choosing landscapes, seasonal scenes, and campus architectural details.

Textural
Choose images that work best as a backdrop for text. They should not have a strong subject (person or object), which will interfere with the text.

Dark
The overall color tone should be on the darker end of the spectrum. Avoid white or very bright photos. The website’s stylesheet automatically applies a “dimming” overlay on the images. For lighter photos, a shadow can be added to the bottom half of the image to aid the readability of white text.
HOME PAGE STORIES

These photos convey the strength and personality of MCLA people.

Shallow depth of field
The background should be out of focus (or entirely flat) to keep attention on the face and avoid visual noise.

Variety of angles
Avoid using only straight-on mug shots. Mix in active poses with hand gestures and gazes off camera.

Genuine expression
Ensure faces convey genuine emotion – pride, happiness, determination. Avoid blank expressions and “fake” smiles.