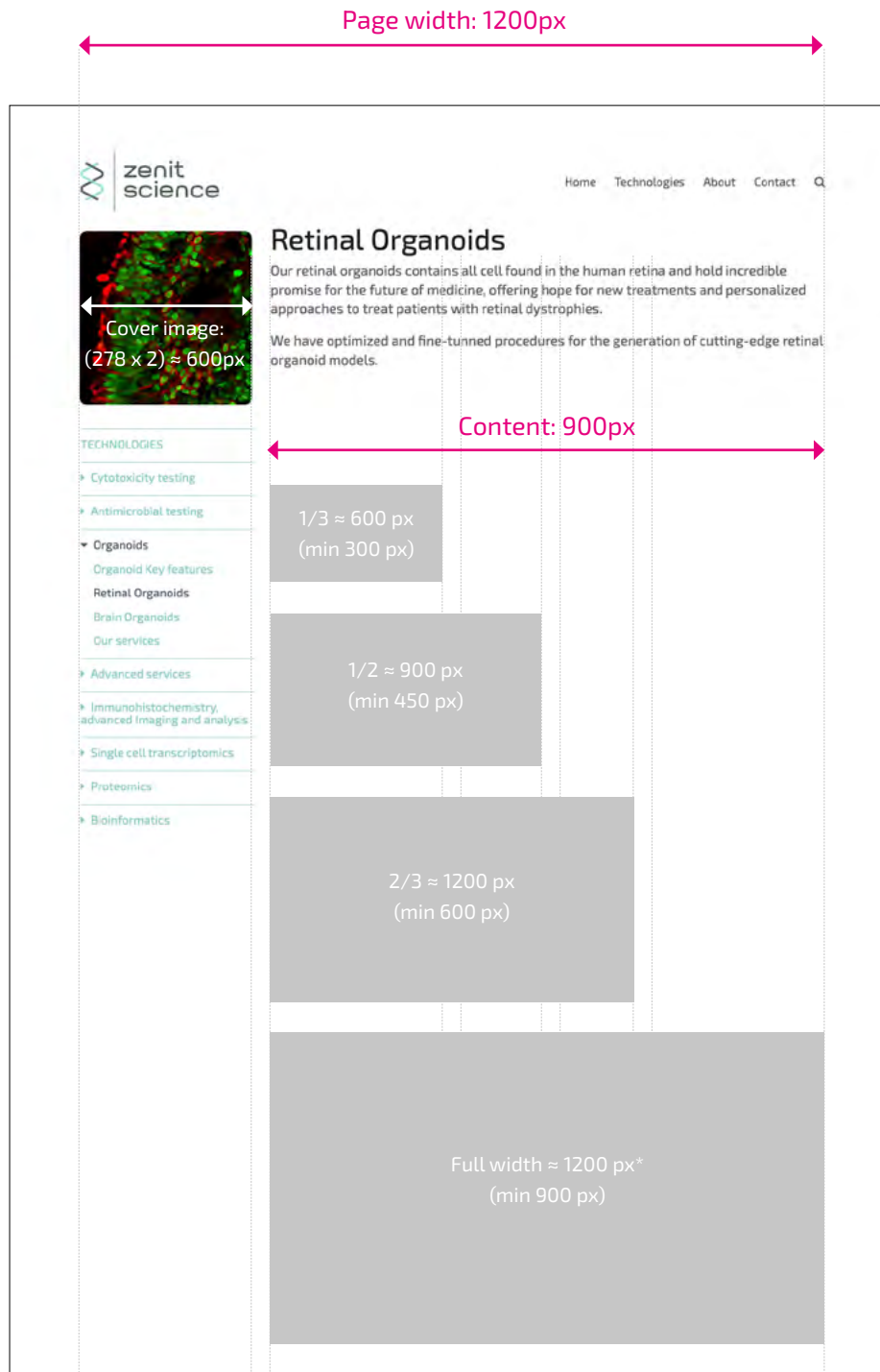


# Images: Width



For the sake of UHD/Retina displays (high-resolution screens), the physical dimensions of a photo (in pixels) should be about twice the size of the visible format.

However, on the website, we use a maximum width of 1200 pixels (\*fullwidth) to prevent photos from becoming too "heavy" in terms of file size (measured in kilobytes, kB).

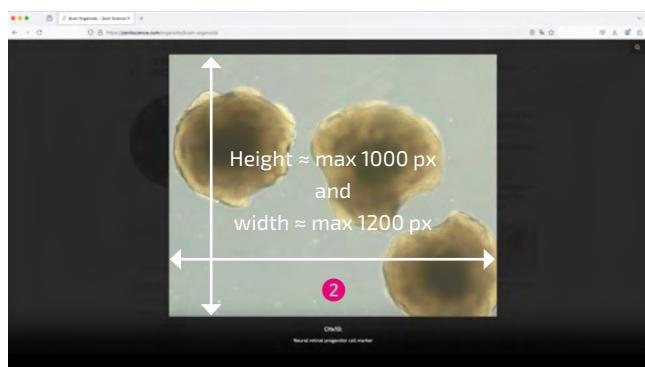
A good 2024 "web graphics" rule of thumb is that a photo or illustration should not exceed a maximum of 250 kB.

To accommodate visitors using the website with a poor internet connection (on a train, etc.), anything below 150 kB is optimal! Mega-large image files make the website load slowly.

*Read more under Image: Compression*



1



2

If a photo needs to be displayed in both small (1) and large scale in a lightbox (2), the height also matters. Here, the height and width depend on the image's dimensions.

*Read more under Image: Cropping*