SCHOOL WEBMASTERS

School Website Photo Checklist

Use this quick-hit list before publishing any image to your school website. Hang it in the staff room or keep it by your keyboard!

☐ Write concise, meaningful alt text (skip 'image of').

☐ Mark purely decorative images with empty alt="".

☐ Provide long descriptions or data tables for complex graphics (charts, maps, infographics).

☐ Ensure no essential information is trapped inside an image; put dates & calls-to-action in live text.

☐ Check color contrast between any text and its background (aim for 4.5:1).

☐ Disable auto-advancing slideshows or add precise pause/play controls.

☐ Resize to display dimensions and compress (WebP/AVIF preferred; <250 KB for inline images).

☐ Use responsive markup (`srcset`/`sizes`) so each device gets the right file.

☐ Verify student media-release status; blur or crop opt-out students.

☐ Strip location metadata (GPS) before uploading.

☐ Confirm you hold a valid license for any stock/Creative Commons image & store the proof.

☐ Name files descriptively with hyphens (e.g., science-fair-winner-2025.jpg).

☐ Disclose AI-generated illustrations in the caption and keep a prompt log.