Best Practices and Tips for working with Images in Word

USE THE CORRECT IMAGE TYPE

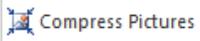Images are based around 2 main colour models: **RGB** and **CMYK**.

RGB images should be used for inserting into documents and PowerPoint presentations where CMYK images are used for high quality professional printing. RGB Images are often smaller in size due to its lower resolution and most digital cameras provide RGB images for display purposes. Design companies and internal Marketing Departments normally provide CMYK images by default but will provide an RGB image on request. The colour quality between RGB images and CMYK images is often different.

COMPRESSING IMAGES

If you have multiple images in a document, compressing images can reduce the file size. Office 2010 and later provide automatic image compression. However, if images do not automatically compress, it may be due to:

- A CMYK image type has been used (these do not compress);
- The image has been placed within a text box (and must be compressed manually).

TIP: If you resize images or add artistic effects, you should always compress pictures and save the file **before** adding the effects. This is because after compression, an image can look different than before it was compressed due to the amount of detail retained in the source picture.

To manually compress just **one image**, click on the [Compress Pictures] button and check the **Apply only to this picture** box. To automatically compress **all images** in the document, **clear** this checkbox.

If you have cropped images you can **delete the cropped areas** by checking the box.

To further reduce the file size, consider **discarding editing data** (used to restore an image to its original state when cropping, resizing, adding effects and formatting). This default document setting can be found in the **Backstage** view (Options > Advanced > Image Size and Quality).

REMOVING AN IMAGE BACKGROUND

If you require a logo or an image with a transparent background, ensure the image is a **.PNG** (Portable Network Graphics) file type as this has a transparency option which is particularly useful for logos. If an image has a white background, it may display perfectly well on screen however, a feint shading will be visible when printed on some printers. Word 2010 and later provides a **Remove Background** option, however, it is recommended that you request a high quality professional image from your internal Market Department or design company.

NOTE: Setting a transparency colour is **not the same** as transparency on a PNG image – the transparency colour reverts to the same colour as the document background and only one colour can be made transparent (whereas a PNG can handle multiple colour variations). The **Set Transparency Colour** option is only available on Bitmap pictures (which do not already have transparency set) and some clipart images.

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INLINE AND FLOATING IMAGES

To control images easily, it is recommended to insert images **In Line with Text** (inline). However, if you need to **wrap text** around an image (floating), the image "anchors" itself to the paragraph the cursor was placed inside when the image was inserted. This can cause problems when deleting the image as the paragraph could also be inadvertently deleted. You can **lock** an anchor so that the image is fixed to the same page as the paragraph it is anchored to.

In Word 2010, click the **Picture Tools** tab, click the **Text Wrapping** dropdown and select **More Layout Options**.

In Word 2013, you can also click on the Smart tag next to the image and select a positioning option, then click on See More to see the anchoring options

To view image anchors, click the **Show/Hide** button on the **Home** tab. Alternatively, you can set the default to show **Object Anchors** within the **Display** options in the **Backstage** view.
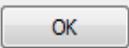
CHANGE PICTURE

If an image is compressed, saved and then resized, you may need to re-insert the original image if you need to print. This is because the image print quality is significantly reduced with compression (typically from 220ppi for print to 150ppi for screen).

For this reason, or if you wish to use a different image (but have used formatting and/or effects), use the **Change Picture** button on the **Picture Tools** tab to insert a new image while preserving any formatting and text wrapping options.

ALIGN AN IMAGE WITHIN A PARAGRAPH

To keep a small image (such as a command button or icon) **inline** but position on the line within a paragraph, use the **Advanced Font options** on the **Home** tab to **raise** or **lower** the image vertically.
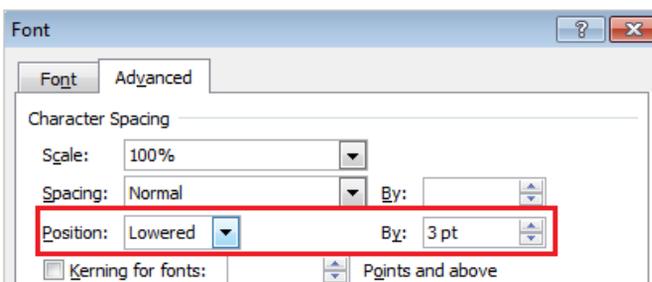
Once the font option has been set, click the **OK** button.