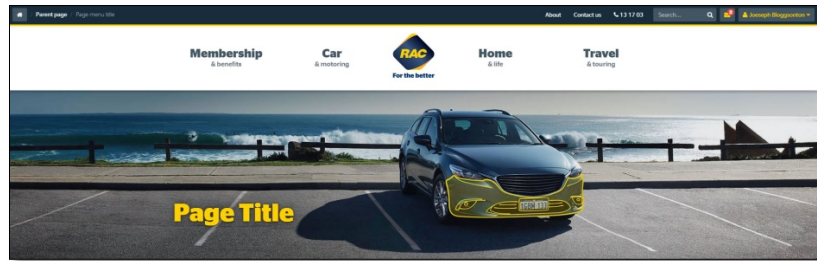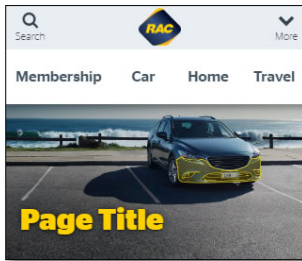# Responsive image banners

Images for our website are automatically cropped from a 16x5 aspect ratio based on the size of the users device. As such images must be shot wide so that when cropped they do not loose important key parts of the image.
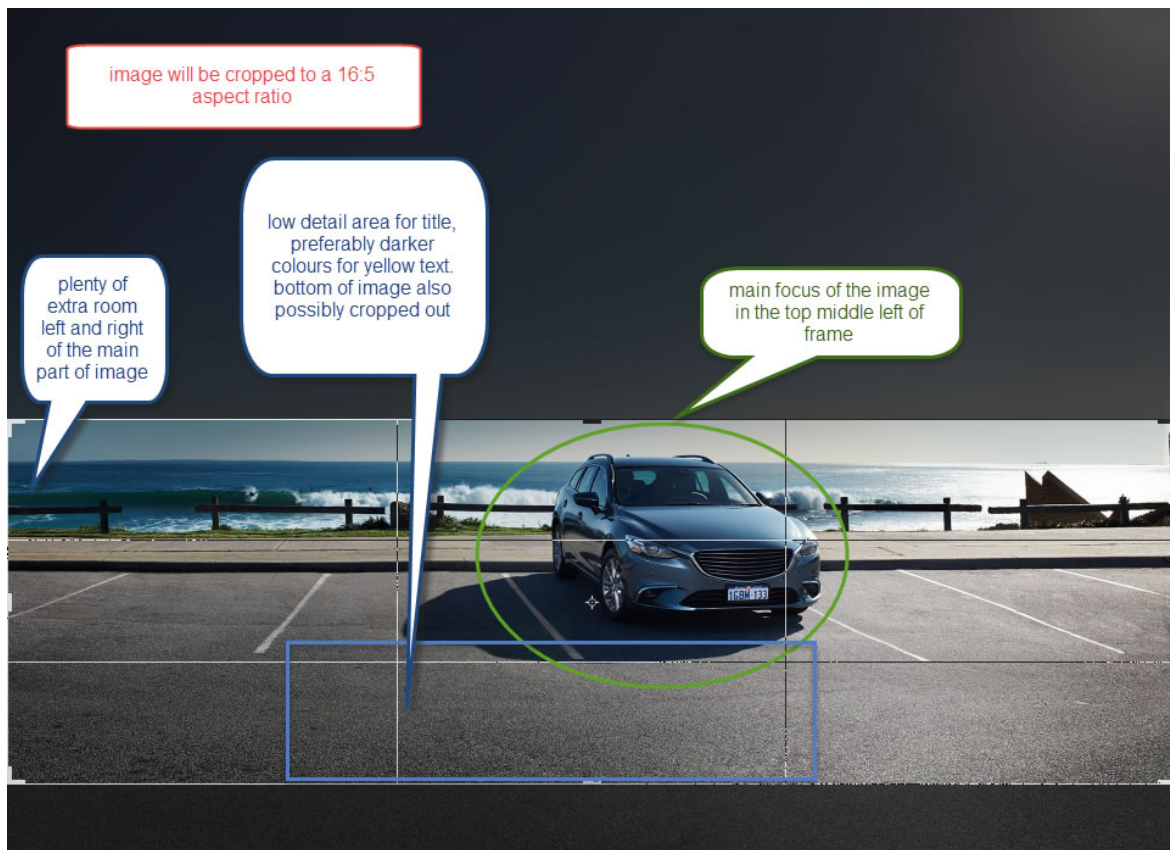
Phone small (iphone4)   Desktop - wide
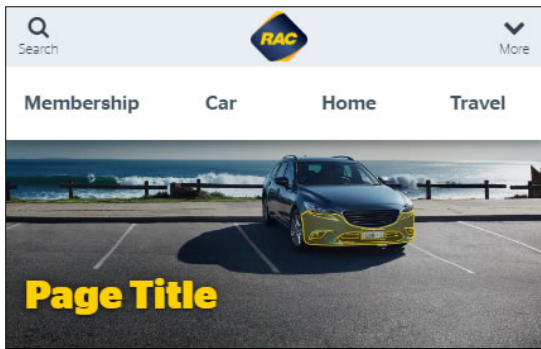

To be considered when shooting

1. The 16 x 5 crop ratio
2. Room left, right, and bottom third which might be cropped out automatically
3. Focus of the image to sit in the top/middle-right section of the crop
4. Low details in the middle-left part of the image for the title (flat colours ideal)

Example of cropping considerations below

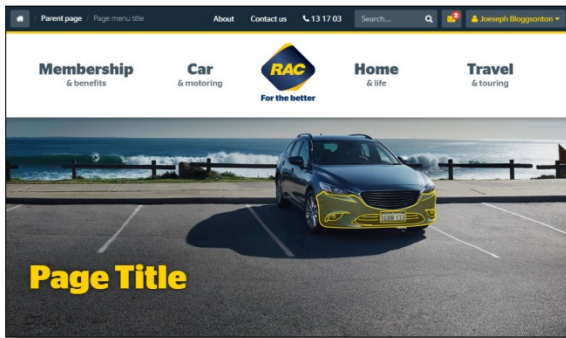More examples of responsive sizes and automatic cropping
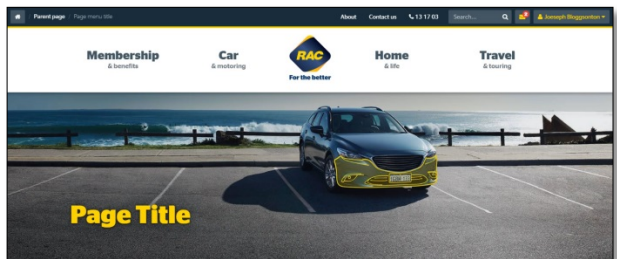
phone large (galaxy s7edge, iphone7 plus)   tablet - portrait (i.e. ipad)

tablet -landscape

laptop-small

desktop - superwide