

Customizing the Photos

Technical Instructions

Photos in the Communication Materials

All of the sample photos included in the Toolkit Communication Materials are from www.istockphoto.com, a low-cost source of photos.

If you want to use the images from www.istockphoto.com, follow the instructions below.

Instructions for using istockphoto.com images

1. Go to www.istockphoto.com.
2. **Create an account and purchase “credits.”** Follow the instructions at this link: <http://www.istockphoto.com/buy-stock-photos.php>
3. **Find the photos you would like to purchase.** The photo gallery on the following pages of this document lists the image numbers for each of the photos included in the Communication Materials. To find the photos on istockphoto.com, enter the image number in the search bar.
4. **Download the image.** The photos in the Communication Materials, are “medium size” files (with 300 dpi resolution). Save the files to your computer.
5. **Remove existing photos in the Communication Materials.** In the Microsoft Word document, select and delete the photo you want to remove.

6. **Insert new photos.** In Microsoft Word, click the “Insert” tab and select insert “Picture,” then select “From file.” Open the folder where you saved your images and select the photo to insert.

7. **Crop, resize, or rotate the new photo if necessary.**

To crop: Select the photo by clicking on it. From the “Picture Toolbar,” select “Crop.” The mouse cursor will change to the “crop tool.” Use the cursor to move the margins of the photo until it shows what you want.

To resize: Click on any corner of the photo and drag your cursor to resize the photo as needed.

To rotate: Once the photo is cropped and resized, you can flip or rotate it. To flip the photo, open the “Drawing Toolbar” by clicking on the “View” tab and selecting “Toolbars,” then select “Drawing.” On the Toolbar, click “Draw,” select “Rotate or Flip,” and then select one of the options.

Searching for other images

If you would like to browse for other images, websites you can look at include:

- www.istockphoto.com
- www.punchstock.com
- www.corbisimages.com
- www.gettyimages.com
- www.jupiterimages.com

Photo Gallery

The sample photos from the Communication Materials are included in this gallery. The image number, size, and file size are provided for each sample photo. Any changes made to the original image (for example, cropping or rotating) are also described.

Photos that appear in: **Health information on the internet: A checklist to help you judge which websites to trust**

Image #: 3004076
Size: Medium
File size: 1.77 MB
Changes: Image flipped horizontally

Original image:



Image #: 3967046
Size: Medium
File size: 1.62 MB
Changes: None

Original image:



Image #: 133 1510
Size: Medium
File size: 1.54 MB
Changes: None

Original image:



Photo that appears in: **A list of recommended websites that have trustworthy health information**

Image #: 4635566
Size: Medium
File size: 1.20 MB
Changes: Cropped to delete background

Original image:



Photo that appears in: **Good quality health care: What it is and why you can't take it for granted**

Image #: 3005288
Size: Medium
File size: 1.91 MB
Changes: Cropped to remove some background

Original image:



Photos that appear in: **How do we know which types of health care work best?**

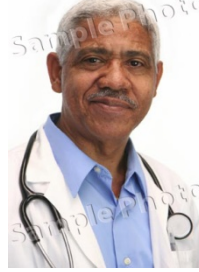
Image #: 4991528
Size: Medium
File size: 1.27 MB
Changes: Cropped to focus on upper body

Original image:



Image #: 3452331
Size: Medium
File size: 1.13 MB
Changes: Cropped to remove some background

Original image:



Note: This photo is no longer available through istockphoto. We have included it for reference so that you can search for a similar photo.

Image #: 2283707
Size: Medium
File size: 1.39 MB
Changes: Cropped very slightly

Original image:



Photo that appears in: Information about health care quality: What it is and where to find it

Image #: 864008
Size: Medium
File size: 1.73 MB
Changes: None

Original image:



Photo that appears in: **Tips on how to find information about health care quality**

Image #: 3774291
Size: Medium
File size: 1.96 MB
Changes: Cropped to remove kitchen background and focus on faces

Original image:



Photos that appear in: **How you can use information about health care quality to get better care: Seven examples**

Image #: 5058827
Size: Medium
File size: 1.61 MB
Changes: None

Original image:



Image #: 5026088
Size: Medium
File size: 1.59 MB
Changes: Cropped to focus on faces

Original image:



Image #: 3924960
Size: Medium
File size: 1.77 MB
Changes: Cropped slightly

Original image:



Image #: 1050344
Size: Medium
File size: 1.66 MB
Changes: Cropped to remove background

Original image:



Image #: 4815294
Size: Medium
File size: 1.84 MB
Changes: Cropped to get close up of patient and doctor

Original image:



Image #: 5268281
Size: Medium
File size: 2.25 MB
Changes: Cropped to focus on face

Original image:



Image #: 3764295
Size: Medium
File size: 1.26 MB
Changes: Cropped to focus on face

Original image:



Photo that appears in: **Tips for getting the care that works best for your condition**

Image #: 5132276
Size: Medium
File size: 1.60 MB
Changes: Cropped to focus on face

Original image:

