



Graphics & Your Online Ordering Site

A Practical Guide

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1. Overview

An important part of any website is the graphical aspect. With OCS Access, graphics become ever important as with any online store. The quality and clarity of your product images can entice or dissuade customers from purchasing an item. OCS Access is not a source for product graphics; therefore, images are best obtained through digital photography or by contacting product manufacturers for product images.

2. Graphics Conventions and Standards

If you decide to take digital images of your own graphics, you can have OCS Access edit and upload them at our custom work rate of \$55/hour, or you can edit them yourself. If you decide to edit your own images, there are certain standards that OCS Access uses that you must adhere to when preparing images to send to us for upload.

First of all, the online ordering site provides for 2 images of each product. One is a thumbnail image that the customer sees when performing searches, browsing the catalog, etc. The other image is a larger version of the product that the customer sees upon selecting the product detail. The full-size image size must be 200 x 200 pixels. If a full-size product graphic cannot be cropped perfectly square, it acceptable for just one dimension to be 200 pixels (width or height) and the other dimension to best conform to your image. The thumbnail image size must be 100 x 100 pixels. If a thumbnail graphic cannot be cropped perfectly square, it acceptable for just one dimension to be 100 pixels (width or height) and the other dimension to best conform to your image.

When you name your graphics, please include the product SKU somewhere in the name and make sure that your names are descriptive enough that we will know which product to associate the graphic with. Also, DO NOT use spaces, ampersands, percent signs, and other special characters as they will not be recognized by databases. Instead of putting a space in an image name, for example, use the underscore character (_). If your product SKU contains a period in it, replace the period with the underscore character (_) as well. As long as you replace any special characters with the underscore character, your images will be auto-uploaded as described in Step 3 below.

Lastly, images must be in the format of GIF or JPG to be able to display properly on the web. Also remember that the smaller the image size, the quicker your page will load to your customers.

3. Uploading Your Graphics To The Web

OCS Access provides the functionality to upload your product graphics to the web via the stand-alone Web Updater PC. On the desktop of that PC, you will notice a folder named "WebImages." Inside this folder are two subfolders, named "Full" and "Thumbs." Simply place your full-size images in the "Full" folder and your thumbnail images in the "Thumbs" folder. On the Web Updater program itself, you will notice a button entitled "FTP Images" in the bottom right-hand corner of the program. Simply click this button once your images are in the proper folders and wait while they are transferred to your website under the corresponding product SKU's. Please note that if the images are not named SKU.gif or SKU.jpg, then the pictures will not be uploaded to the website. An image is linked to a product by its SKU solely. Additionally, only use the FTP Images button when the Web Updater is cycling and not processing data, i.e. performing a 60 second countdown.

OCS Access

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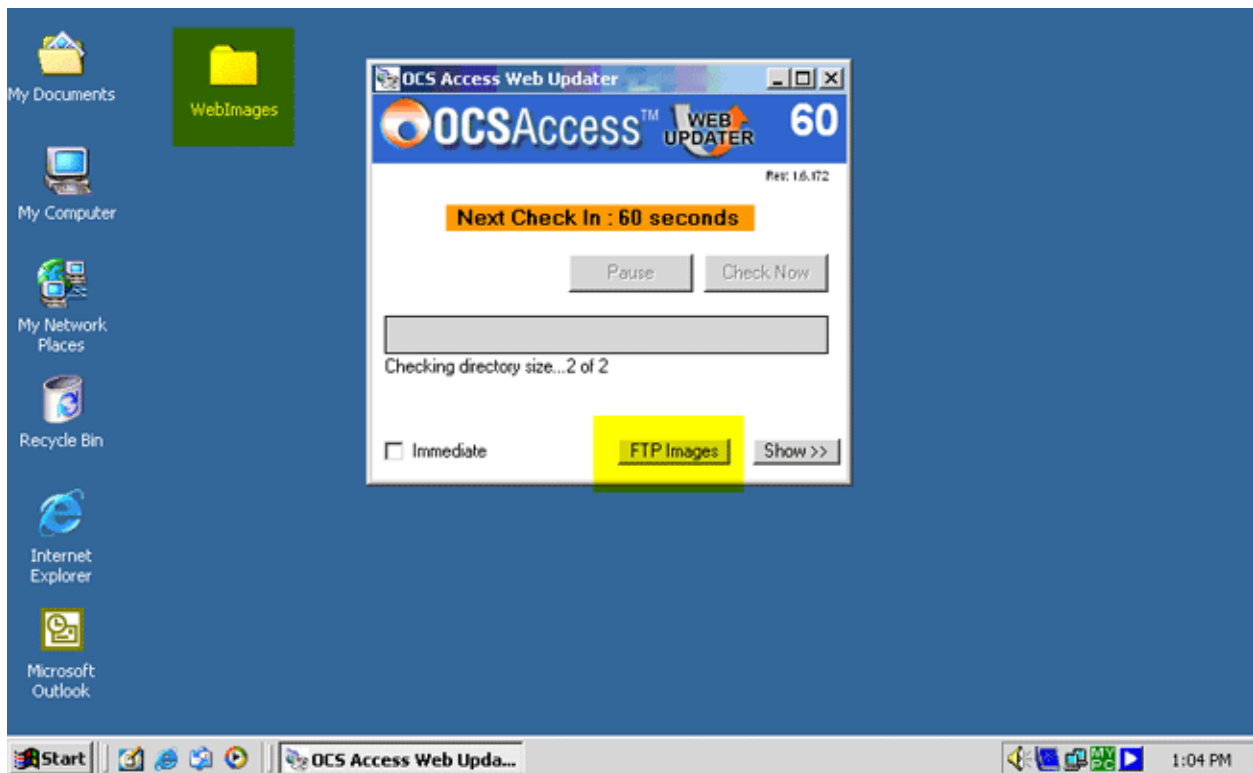
Denville, NJ 07834

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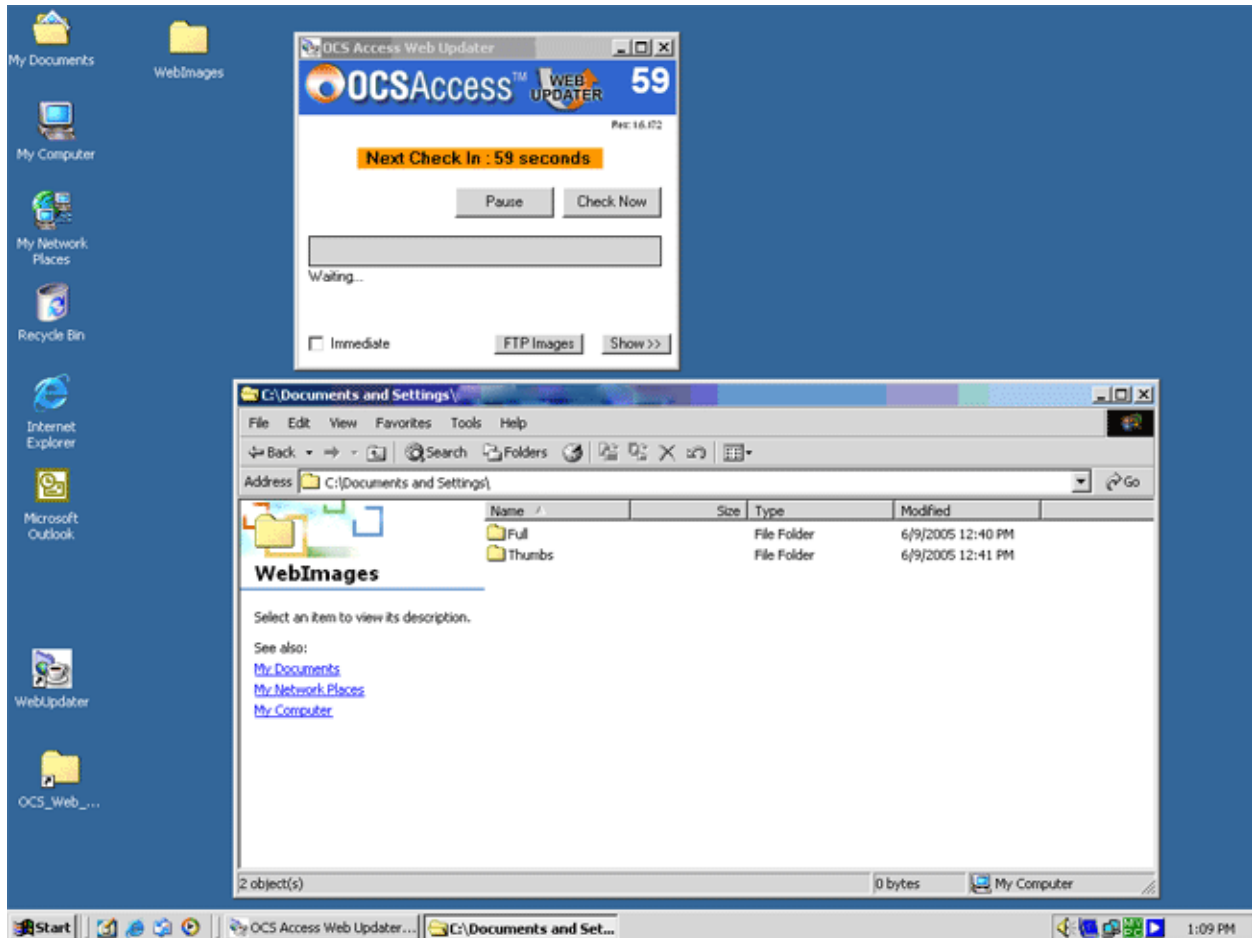
4. Uploading Your Graphics To The Web (Visual Demonstration)

The following pictorially shows what you need to look for when uploading your own product images to the web. Your Web Updater PC desktop should look similar to the following:



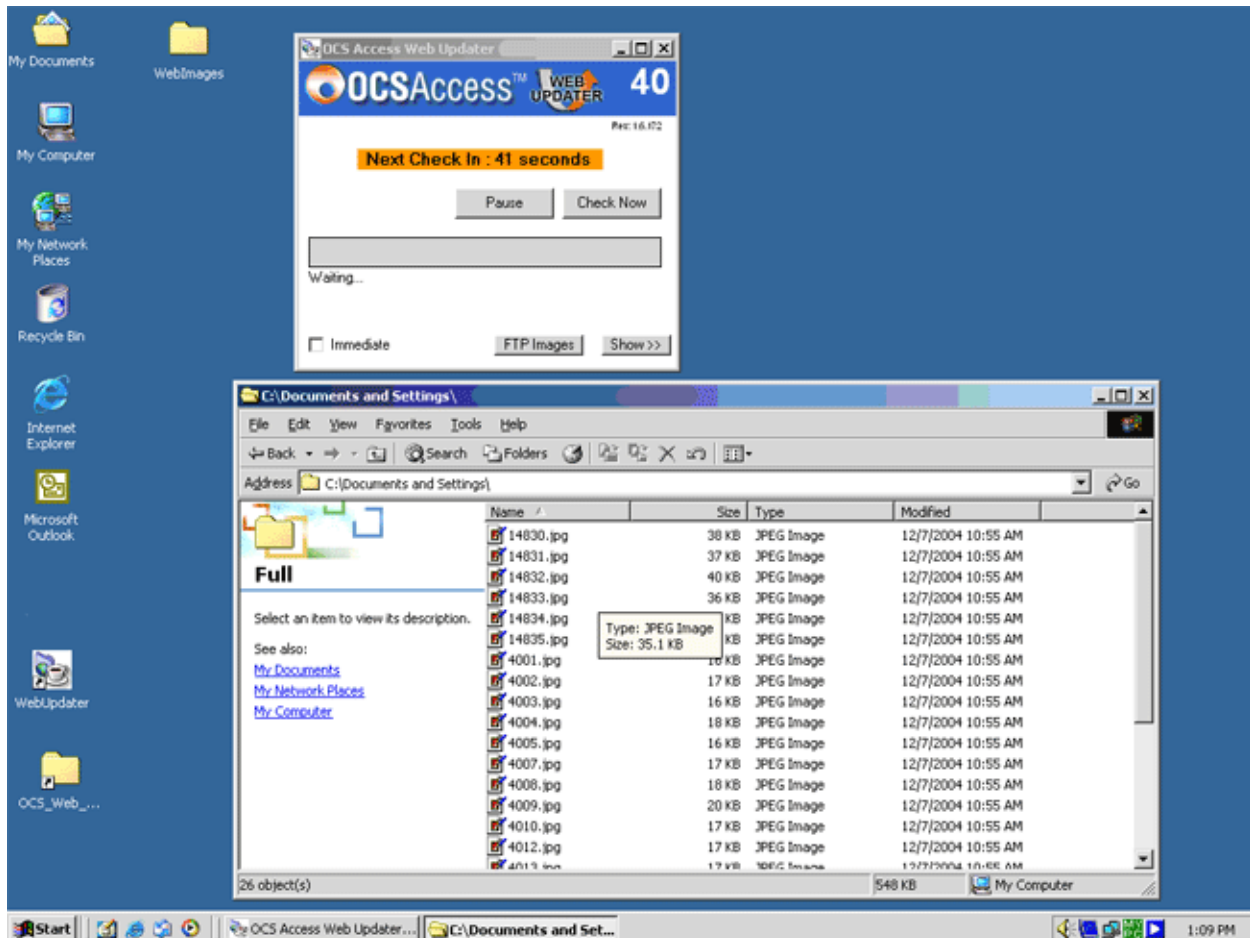
Notice the WebImages folder on the desktop and the FTP Images Button on the Web Updater.

In the next image, the WebImages folder has been opened and the folders Full and Thumbs are present. These are the folders where your full-size and thumbnail images will be stored.



In the next image, the “Full” folder is open, which stores images in the form of SKU.jpg, in this example. Once you have your images in this folder in the required format, you can click the FTP Images button on the Web Updater to begin uploading your images to the web.

Please note to only use the FTP Images button when the Web Updater is cycling and not processing data, i.e. performing a 60 second countdown. Also, when uploading a large amount of images, the FTP process may take a few minutes, during which the Web Updater may appear frozen, but is in the FTP process.



5. A Sample Graphics Editing Approach



Here are the original photographs of Evian and Dasani Bottled Water that taken with a digital camera. Please note images taken with a digital camera are much larger than seen here; these were just resized for purposes of documentation. The good qualities about these pictures that were taken are that they are clear, level, and have a neutral background. However, the Evian bottle photograph was taken vertically, while the Dasani bottle photograph was taken with more of a landscaped background. The importance of these attributes is shown on the following page.

5. A Sample Graphics Approach (Continued)



Here are the full-size images sized to 200x200 pixels (our standard full-size web image). Notice how the Dasani bottle lent itself better to being re-sized to a square image when cropped, the Evian bottle needed a gray background fill to make it square. The background fill on the Evian bottle doesn't look as natural or professional.



Here are the thumbnail images sized to 100x100 pixels (our standard thumbnail size web image). Again its easier to see the Dasani because one can use its natural background from the image and not have to create one in Photoshop or another image editing program.

In this example, you could save the full-size image in the "fullsize" folder with the name 75468.jpg (SKU.jpg) and you could save the thumbnail image in the folder "thumbs" with the same exact image name. Notice the naming convention followed includes the product SKU, no spaces, and a file extension