

# THE BORGEN PROJECT



## Visual Editing Skills Test

Thank you for your interest in visual editing for The Borgen Project! We are delighted at the possibility of having you join the fight to alleviate global poverty. The following test is meant to ensure that you have the skills necessary to be a valuable contributor to our content team.

The primary duty for those serving as Visual Editor Interns is to find appealing images for articles published on The Borgen Project's Blog and Magazine. In order to maintain a consistent style, all visual editing is done using Pixlr and Webresizer OR any programs you may personally own (ex. Photoshop, Lightroom, Apple Photos). The objective of this test is to determine if you have an eye for finding and editing unique and appropriate images.

### The Test

**Please Carefully read the instructions below:**

1. Find four photos to go with the following four articles:
  - Syrian Refugees Take Toll on Lebanese Schools - Magazine
  - The Hippo Roller Changes Lives - Blog
  - Hunger in Brazil - Blog
  - Using Drones to Spur Agricultural Growth - Magazine
2. Edit the photos using the guidelines below.
3. Answer the three style questions in the Word document.
4. Email your four photos and style answers to your hiring manager and [reports@borgenproject.org](mailto:reports@borgenproject.org).

**Please proceed below to continue the test.**

## Photo Editing Instructions

All blog images should be:

### **Resized.**

**Blog Photos** should be 530 pixels wide x 300-530 pixels high.

**Magazine Photos** should be 1078 pixels wide x 516 pixels high.

Please use [webresizer.com](http://webresizer.com) or any other photo editor you own to resize images. This is a simple tool for keeping images the same width and height, while decreasing the file size. Large images files are slow to load and, beyond annoying to potential readers, hurt our search engine ranking. Google does not like to send people to slow pages.

### **Styled. (OPTIONAL - BLOG ONLY)**

Please feel free to use any photo editing software you own or use the free online editor [Pixlr](http://Pixlr). The program is available through your browser.

If you choose to style images please follow these 3 guidelines:



- Add filters (UNLESS they add grain, noise, or blurriness)
- DO NOT add borders
- Make sure images are clear, bright, and clean.

### **Renamed.**



To increase the chances of interested readers finding an article when searching images, rename your photo with the SEO key term of the article. For the purposes of this test, the key terms are “Lebanese Schools,” “Hippo Roller,” “Hunger in Brazil” and “Agricultural Growth.” Please ensure you save the photos with their respective SEO key terms.

## Resizing Images

Upload an image  
Choose File No file chosen upload image max 10MB

 Crop Image  Border

Optimized Image Original Image



size	14.42KB (62% smaller)	size	38.75KB
width	200 pixels	width	200 pixels
height	210 pixels	height	210 pixels

1. Visit <http://webresizer.com/resizer/>
2. Upload and resize the image according to the blog or magazine specifications. Make sure to crop the image's **height** to the publication standard (300-530 pixels for the blog, 516 for the magazine).

### Editing/Styling with Pixlr-O-Matic or other Editors (optional)

1. Open Photo Editing Software (something you own or use [Pixlr](#) a free online editing application)
2. Apply Filters, Adjust Brightness, Play with contrast
3. Save it with the SEO key term of the article the photo is for, such as "poverty\_in\_Afghanistan.jpg"

### Tips for Finding Images

As a nonprofit we can use just about anything you find, as long the photo source is cited and as long as the photo is not privately owned.

- Find creative, interesting, and fun images (if appropriate) - try to steer clear of photos showing excessive poverty unless it's necessary. Choose photos that make the greatest impact.
- [Google Image Search](#)
- Use an image from one of the article's sources
- [Flickr.com](#) allows you to search images that users have made available

## Photo Dimensions



The image above can be sized to 530 pixels × 400 pixels. It has been formatted and resized; it is a good fit for the blog.



The image above can be sized to 1078 pixels x 516 pixels. It is perfect for the magazine.

You can alter the size on [webresizer.com](http://webresizer.com) by manually inserting the correct pixel sizes in the boxes seen below:

size **17.82KB (61% smaller)**

width 500 pixels

height 287 pixels

[download this image](#)

[apply changes](#) [start over](#)

BASIC

New size:   width  height (5 to 2000)

Rotate:  none  90°  90°  180°

Sharpen:  (0 to 500)

Image quality:  (10 to 100)  Compare Image Sizes

When you are finished; attach your four edited photos and email them to your hiring manager and [reports@borgenproject.org](mailto:reports@borgenproject.org).

**Good luck!**