

Wrapping Text around Images for Better Publishing

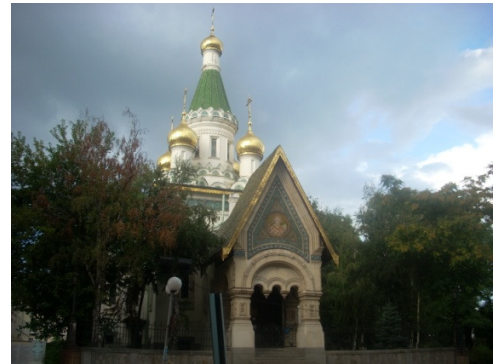
Amrinder Arora

<http://www.standardwisdom.com>



This image is not inline. So, the text doesn't wrap around it. The image stands apart from text. This is a very basic mistake in publishing.

This image is inline. Text wraps around it. This is the way all images are in all forms of serious publishing – whether in print or online. The purpose of an image is to let the user easily find where they are on the page, as eyes rest on the image easily. See any newspaper or magazine – all images and text are in this form. In Microsoft Word, this kind of alignment is called “tight.” Right click on the image, choose “Text Wrapping”, and choose “Tight”. IMHO, it is also a good idea that some images be on the left hand side of the page, and some be on the right hand side of the page, creates a nice effect. It is usually a good idea if the image is in the corner of a paragraph, rather than the text wrapping both above and below it. While I do not know for sure why it looks awkward (and if it even looks awkward to everyone), but my guess is that readers do not like adjusting to different column widths for the paragraph multiple times per image.



All web publishing tools (Blogger, WordPress, etc) allow for images to be placed with text wrapped around them. In WordPress, for example, text wrapping can be accomplished by using “Left” or “Right” alignment, and no text wrapping can be achieved by selecting “None” option in alignment.

Alignment	<input type="radio"/> None	<input type="radio"/> Left	<input type="radio"/> Center	<input checked="" type="radio"/> Right
Size	<input type="radio"/> Thumbnail (150 × 57)	<input type="radio"/> Medium	<input type="radio"/> Large	<input checked="" type="radio"/> Full Size (186 × 57)

There is a notable exception to this guideline – many technical documents require images to be on separate standalone pages, not even on the same page with text, let alone wrapped around by text.