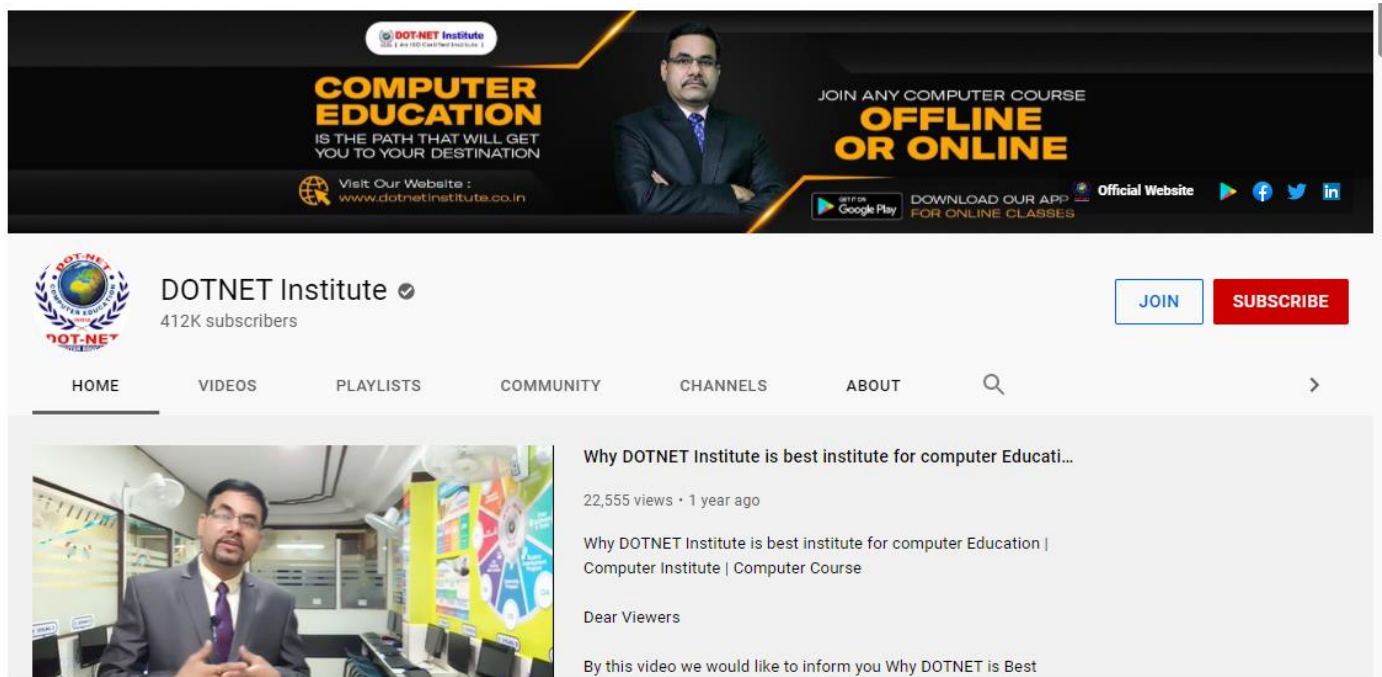


Lesson no. 7 – Setup a Channel in Professional Look

How to create YouTube channel art

YouTube channel art is essentially YouTube's version of the Facebook cover photo. Channel art features in a prominent place on your YouTube channel, which means it's absolutely vital for any YouTube channel to use customized art to share your personality or more about your brand with your audience.

Here's an example of DOTNET Institute YouTube channel art:



The perfect sizes for YouTube channel art

The best place to start with your channel art is with an optimal image size that works across multiple devices. For the best results, YouTube recommends uploading a single 2560 x 1440 pixel image.

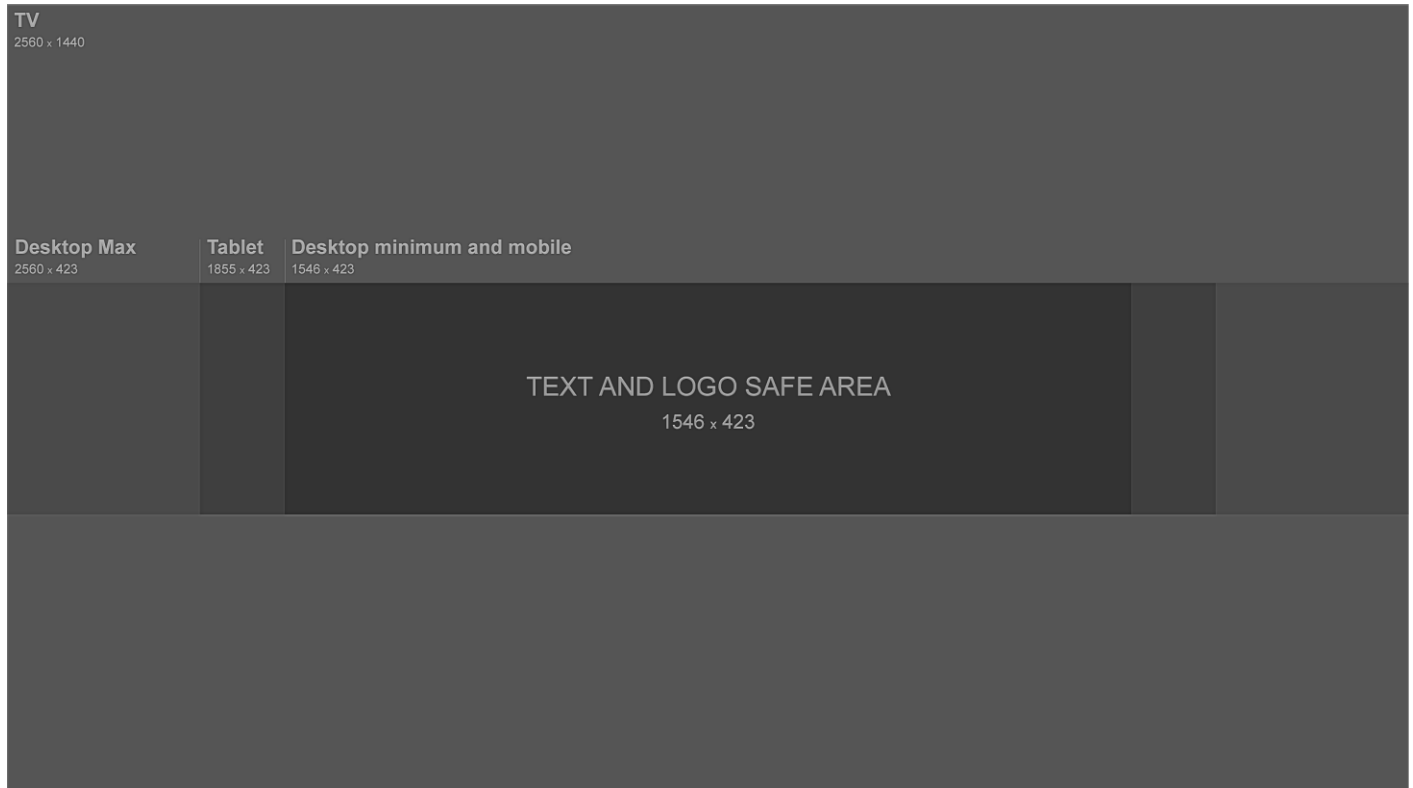
Minimum width: 2048 X 1152 px. This is the “safe area”, where text and logos are guaranteed not to be cut off when displayed on different devices.

Maximum width: 2560 X 423 px. This means that the “safe area” is always visible; the areas to each side of the channel art are visible depending on the viewer's browser size.

File size: 6MB or smaller recommended.

Tools and tips for creating YouTube channel art

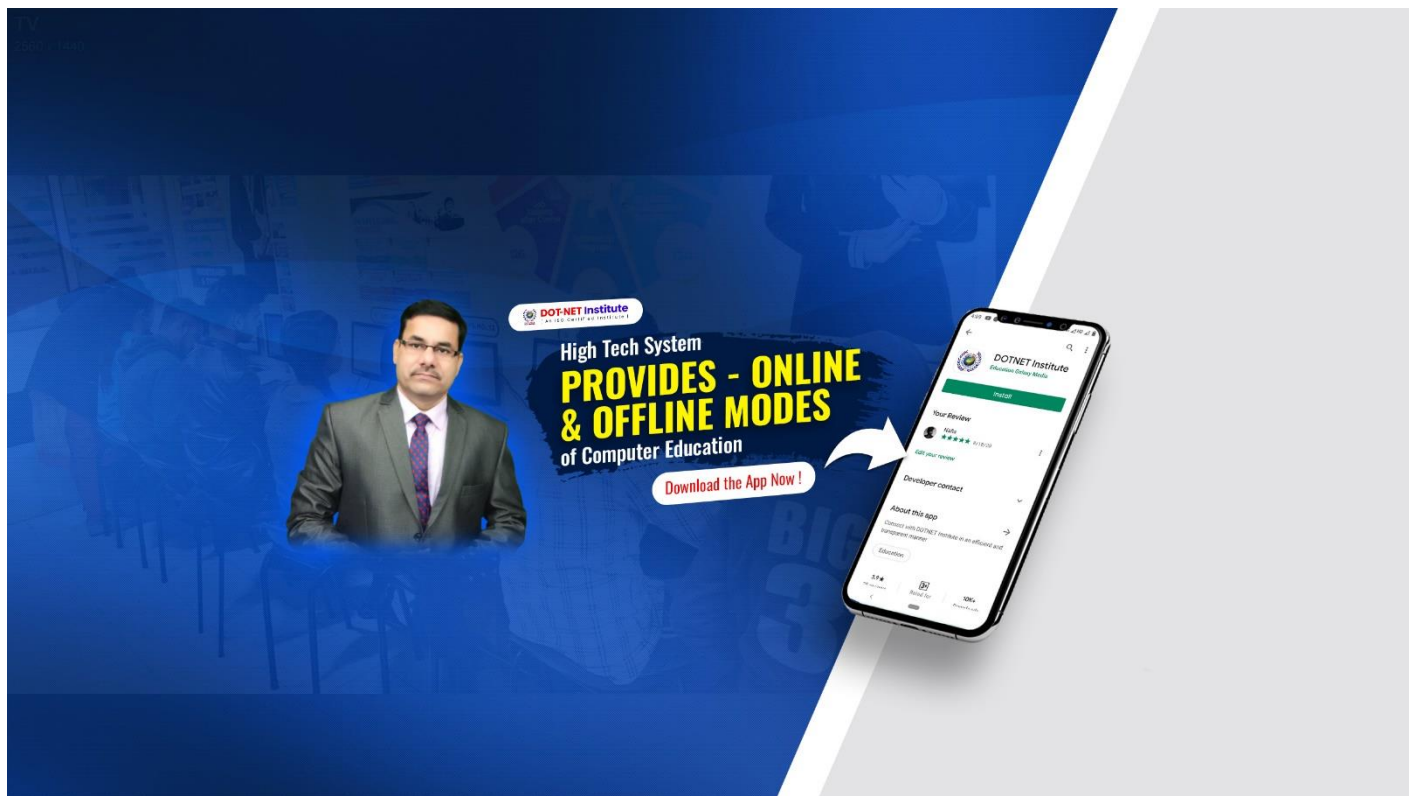
In the past, YouTube has supplied a Channel Art Template to help you figure out the perfect layout for your channel art and how it'll look across platforms. Here's a preview of the template:



You can absolutely use the ideal dimensions that we mentioned above in order to create your channel art from scratch using a tool like [Figma](#) or [Photoshop](#).

Nowadays, the easiest way to get up and running with your channel art is to hop into a free image creator like [Canva](#) or [Adobe Spark](#). These tools have ready-to-go YouTube templates you can quickly customize to your liking.

Here is an example of a channel art template within Photoshop:



YouTube channel art template in Photoshop

2 top tips for YouTube channel art

1. Ensure any text and logos are within the "safe" area

The text and logo safe area is the 1546 x 423 pixel space at the center of the YouTube channel art template (see the template above). This is the area that will be displayed on YouTube when your channel is viewed on desktop screens.

Traditionally, the parts outside the safe area run the risk of being covered or illegible because of overlaid social links or profile pictures.

Be careful to ensure any important information such as branding, text, taglines, and key images are within the safe space so that they're always displayed as part of your channel art across every device.

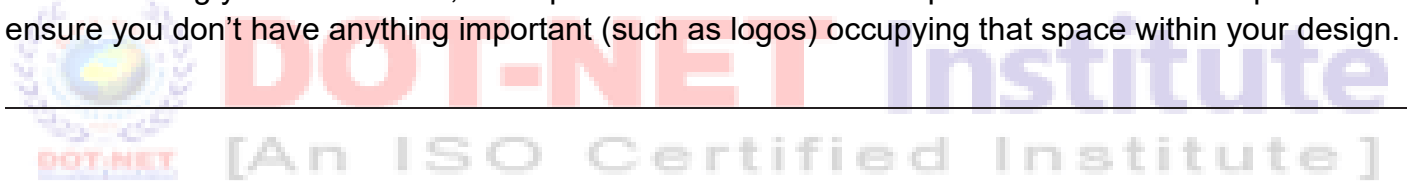
2. Consider your channel links

YouTube enables you to add links to your channel and these are displayed in the bottom right corner, overlaid on top of your channel art. For example, check the bottom right of the channel art below:



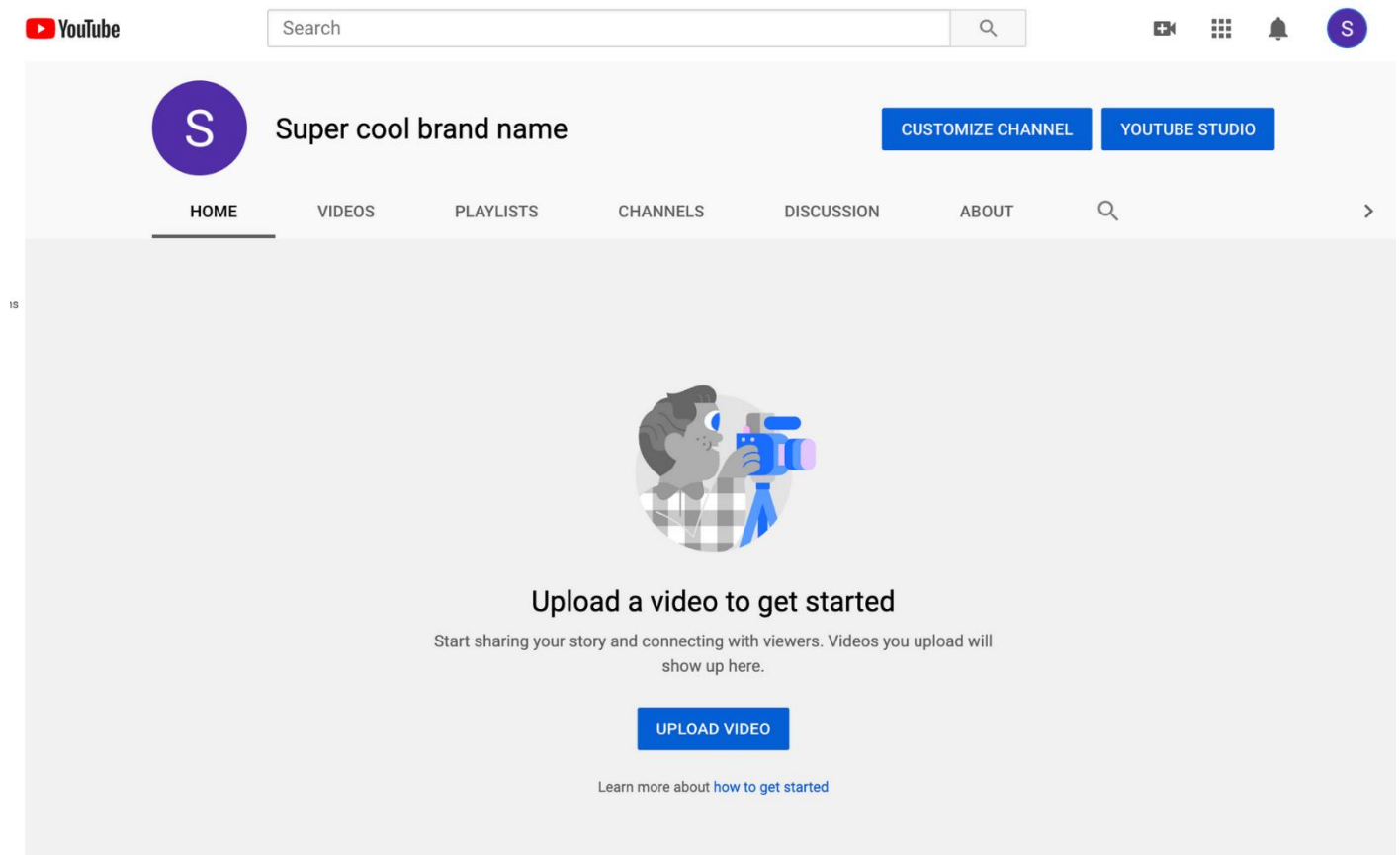
Where links appear on YouTube channel art

When creating your channel art, it's important to think about the space these links take up and ensure you don't have anything important (such as logos) occupying that space within your design.



How to add art to your YouTube channel

If you're just setting up your YouTube channel, you'll notice the channel art space (along with the rest of your channel). To add art to your YouTube channel as well as make any other customizations, click the Customize Channel button in the top right.



YouTube channel: Getting started from scratch? Click the Customize Channel button

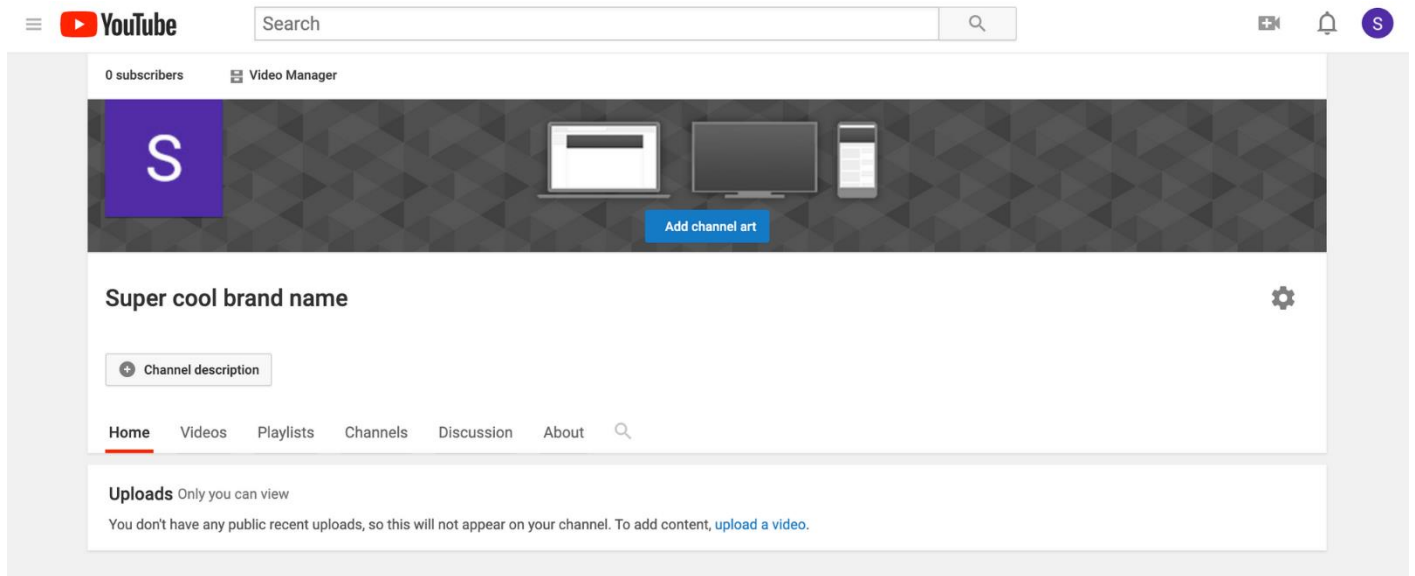
Once you've clicked this link, you'll go to another editor screen where you can click on the different parts of your profile in order to make changes.

BROUGHT TO YOU BY

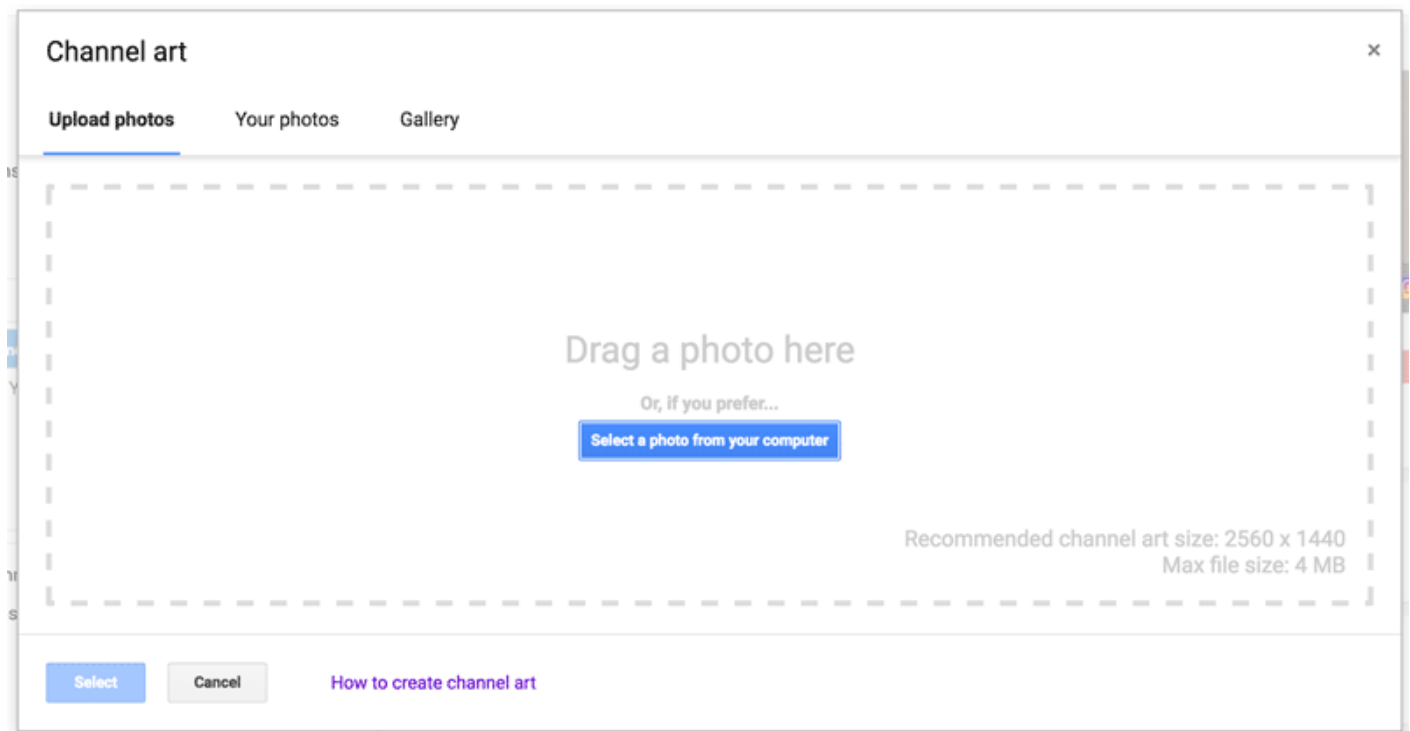
Publish Flawlessly. Analyze Effortlessly. Engage Authentically.

Buffer is the all-you-need social media toolkit that lets you focus on doing what you love for your business.

There should be a blue button in the center to "Add channel art."



After this, you'll see a popup window that gives you the option to upload your own custom channel art. If you'd like to, you can also choose to use one of YouTube's templates from the "Gallery" or choose to upload one of your photos from Google.



Adjusting the crop

Once you've uploaded your channel art, YouTube will show you a preview of how it looks on TV, desktop, and mobile.

Channel art ×

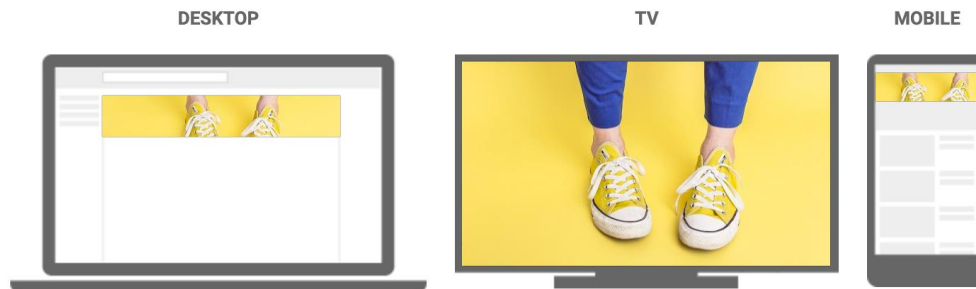
Upload photos

Your photos

Gallery

Your channel art is going to look a bit different across devices.

Here are some examples.



Adjust the crop

Select

Cancel

 Auto Enhance

YouTube channel art preview for desktop, TV, and mobile

At this point, you may want to adjust the cropping of your image so that you can ensure it's all lined up correctly. The cropping tool can be accessed by clicking on "Adjust the crop."

This crop screen is very handy for checking how your design will look on various platforms. The clear section in the middle of the grid shows you the content that will be displayed on mobile and desktop and the rest of the image shows the image that will be displayed on TVs.

Channel art

×

Upload photos

Your photos

Gallery

Upload photos ▶ YouTube banner preview ▶ **gratisography-355H.jpg**

To crop this image, drag the region below and then click "Select"



Devices preview

Select

Cancel

YouTube channel art editor: cropping

Once you're happy with the way your cover art looks, click "Select" and your channel art will be added to your channel and saved.

Changing your current channel art

If you already have some channel art in place and would like to update it, head over to your channel homepage. From here, move your mouse over your cover art and you'll notice a little edit button appear in the top right-hand corner:



How to change your YouTube channel art

Once you've clicked on this icon, you can update your channel art.

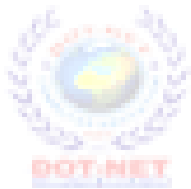
This video from YouTube also explains how to add and edit your channel art:

How to add your channel icon (profile picture)

Each channel also has space for a profile icon / picture. This is the icon that shows next to your videos and channel on all YouTube pages. The key here is to select something that will look good at very small resolutions – many brands opt to use their logo here.

Your channel icon should be 800 x 800 pixels and one of the following formats: JPG, GIF, BMP or PNG file (no animated GIFs).

To update your channel icon, head to your channel homepage and hover over your current channel icon until you see the edit icon appear. Click on that icon and you'll be able to upload a new profile icon.



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