

Module 4- Images

Images

- There are many reasons why you might want to add an image to a web page: you might want to include a logo, photograph, illustration, diagram, or chart.
- There are several things to consider when selecting and preparing images for your site, but taking time to get them right will make it look more attractive and professional.
- You will learn how to:
 - Include an image in your web pages using HTML
 - Pick which image format to use
 - Show an image at the right size
 - Optimize an image for use on the web to make pages load faster

Images and the Law

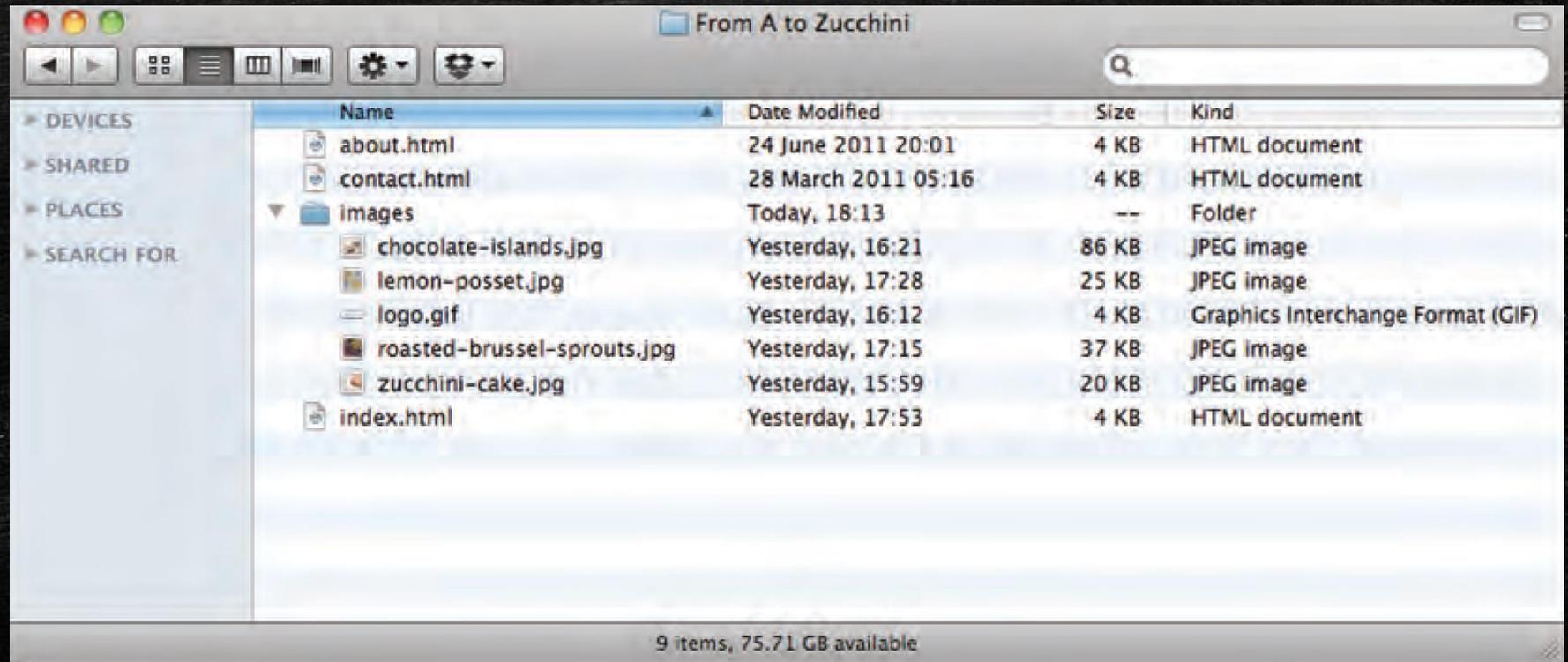
- A quality images can be used to set the tone for a site in less time than it takes to read a description.
- You can use images you own, or purchase images from stock image providers
- Remember that all images are subject to copyright, and you can get in trouble for simply taking photographs from another website. However, for the educational purposes of this class, you can use whatever images you like.

Stock Photo Websites

- www.istockphoto.com
- www.gettyimages.com
- www.veer.com
- www.sxc.hu
- www.fotolia.com

Storing Images

- If you are building a site from scratch, it is good practice to create a folder for all of the images the site uses.
- On a big site you might like to add subfolders inside the *images* folder.



```
<img>
```

```

```



RESULT

```

```

- Add images using the `` element. Note that there is no closing tag.
- **src** - This tells the browser where it can find the image file. This will usually be a relative URL pointing to an image on your own site.
- **alt** - This provides a text description of the image which describes the image if you cannot see it.
- **title** - You can also use the title attribute with the `` element to provide additional information about the image. Most browsers will display the content of this attribute in a tooltip when the user hovers over the image.

Height and Width of Images

- Height – The height of the image specified in pixels
- Width – The width of the image specified in pixels

Often images take long to load than the rest of the page. If height and width are specified, the browser can space for the image and render the rest of the page while it waits to load the image. That way, the text on the page won't jump around after the image is loaded

```

```

Where to Place Image in Your Code

- Where an image is placed in the code will affect how it is displayed. Here are three examples of image placement that produce different results:
- **Before a paragraph:** The paragraph starts on a new line after the image.
- **Inside the start of a paragraph:** The first row of text aligns with the bottom of the image
- **In the middle of a paragraph :**The image is placed between the words of the paragraph that it appears in.

```

<p>There are around 10,000 living species of birds
that inhabit different ecosystems from the
Arctic to the Antarctic. Many species undertake
long distance annual migrations, and many more
perform shorter irregular journeys.</p>
<hr />
<p>There are around 10,000 living
species of birds that inhabit different
ecosystems from the Arctic to the Antarctic. Many
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
<hr />
<p>There are around 10,000 living species of birds
that inhabit different ecosystems from the
Arctic to the Antarctic.Many species undertake long
distance annual migrations, and many more perform
shorter irregular journeys.</p>
```

RESULT



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

There are around 10,000 living species of birds that inhabit different



ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

Aligning Images Horizontally

```
<p>There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

```
<hr />
```

```
<p>There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

RESULT



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.



Aligning Images Vertically

```
<p>There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

```
<hr />
```

```
<p>There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

```
<hr />
```

```
<p>There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

RESULT



There are around 10,000 living species of birds that

inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.



There are around 10,000 living species of birds that

inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

Three Rules for Creating Images

- Save Images in the Right Format
- Save Images in the Right Size
- Save Images in the Right Resolution

Photoshop is great for doing this!

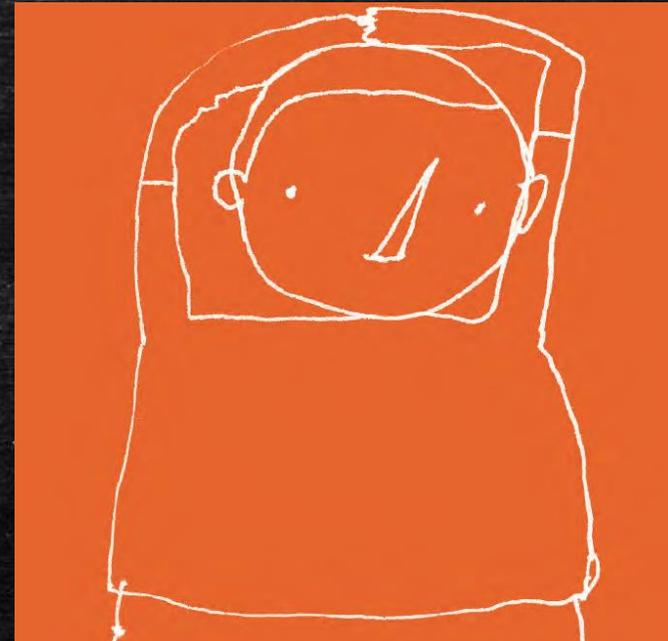
JPEG

- Whenever you have many different colors in a picture you should use a JPEG. A photograph that features snow or an overcast sky might look like it has large areas that are just white or gray, but the picture is usually made up of many different colors that are subtly different.



GIF

- Use GIF format when saving images with few colors or large areas of the same color.



Dimensions

- The images you use on your website should be saved at the same width and height that you want them to appear on the page.
- For example, if your image's width attribute = 300, and height attribute = 150, scale your image in Photoshop to be 300 x 150 before you save it.
- This will prevent your images from being stretched by the browser, and will result in the shortest possible loading time.

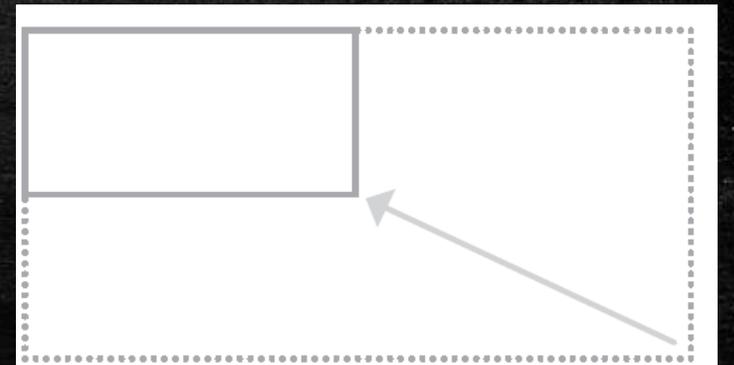


Image Resolution

- Images created for the web should be saved at a resolution of 72 ppi (pixels per inch). The higher the resolution of the image, the larger the size of the file, and the larger the loading time will be.



Checking the Size of Images on a Web Page

- Hold down the control key and click, then choose Open Image in New Tab to view the image at 100% scale in a new tab.
- You may use the same fly-out tab to download images directly to your computer for future use (make sure you have permission).



<figure>

<figcaption>

- These two elements are used to associate an image along with a caption for it.

```
<figure>  
    
  <br />  
  <figcaption>Sea otters hold hands when they  
    sleep so they don't drift away from each  
    other.</figcaption>  
</figure>
```

RESULT



Sea otters hold hands when they sleep so they don't drift away from each other.

Exercise
