**Chapter-5: Html Images**

In this chapter, 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

1. There are many reasons why you might want to add an image to a web page.
2. You might want to include a logo, photograph, illustration, diagram, or chart.
3. 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.
4. A picture can say a thousand words, and great images help make the difference between an average-looking site and an engaging one.
5. Images can be used to set the tone for a site in less time than it takes to read a description.
6. All images are subject to copyright, and you can get in trouble for simply taking photographs from another website.
7. If you have a page, that shows several images (such as product photographs or members of a team) then putting them on a simple, consistent background helps them look better as a group.
8. Images should...
   1. Be relevant
   2. Convey information
   3. Convey the right mood
   4. Be instantly recognizable
   5. Fit the color palette
9. If you are building a site from scratch, it is good practice to create a folder for all of the images the site uses.
10. As a website grows, keeping images in a separate folder helps you understand how the site is organized.
11. On a big site, you might like to add subfolders inside the images folder.
12. For example, images such as logos and buttons might sit in a folder called interface, product photographs might sit in a page called products, and images related to news might live in a folder called news.
13. To add an image into the page you need to use an <img> element.
14. This is an empty element (which means there is no closing tag).
15. It must carry the following two attributes: (1) src (2)alt.
16. Src this tells the browser where it can find the image file.
17. This will usually be a relative URL pointing to an image on your own site.
18. Alt this provides a text description of the image which describes the image if you cannot see it.
19. You can also use the title attribute with the <img> element to provide additional information about the image.
20. Most browsers will display the content of this attribute in a tootip when the user hovers over the image.
21. The text used in the alt attribute is often referred to as alt text.
22. It should give an accurate description of the image content so it can be understood by screen reader software (used by people with visual impairments) and search engines.
23. If the image is just to make a page look more attractive (and it has no meaning, such as a graphic dividing line), then the alt attribute should still be used but the quotes should be left empty.
24. You will also often see an <img> element use two other attributes that specify its size: height, width.