HTML&CSS

design and build websites

CHAPTER 5

IMAGES

CHOOSING IMAGES
FOR YOUR SITE

Images can set the tone for a site in less time than it takes to read a description.

patagonia

Sales, new gear and more: | Sign Up For Patagonia Emails | **email sign up**

Visit a store: | **find patagonia**

USED PATAGONIA GEAR POWERED BY eBay

boots and shoes
PATAGONIA FOR YOUR FEET

sneak peek
WINTER WON'T LAST FOREVER. PEEP SOME OF OUR NEW SPRING GEAR.

soft-shell jackets
BREATHABLE PERFORMANCE

CHOOSING IMAGES FOR YOUR SITE

Images are subject to copyright but there are stock photography sites where you can buy them.

CHOOSING IMAGES
FOR YOUR SITE

If a page shows several photos of products or members of a team, keep them consistent.

ANTHROPOLOGIE

clothes | shoes & bags | jewellery & accessories | for your home | christmas

home > clothes > dresses > fit & flare

<< previous **1** 2 3 next >> view all

EXPLORE
new arrivals
our favourite dresses
winter whites
sequin + shine
those we fancy
occasion dresses

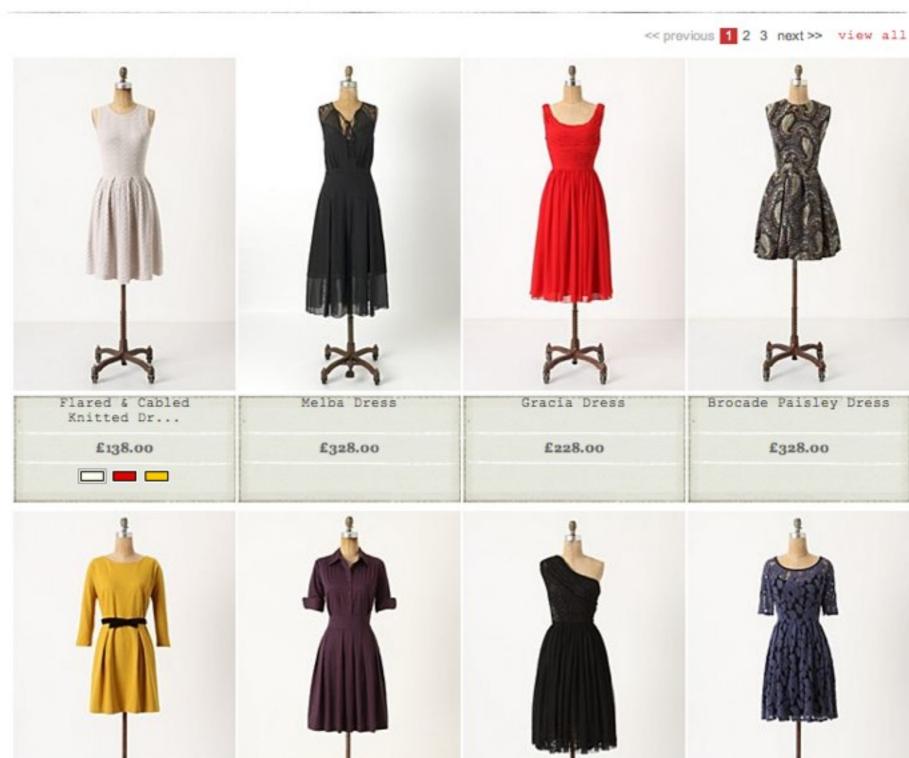## SHOP BY CATEGORY
dresses
   column
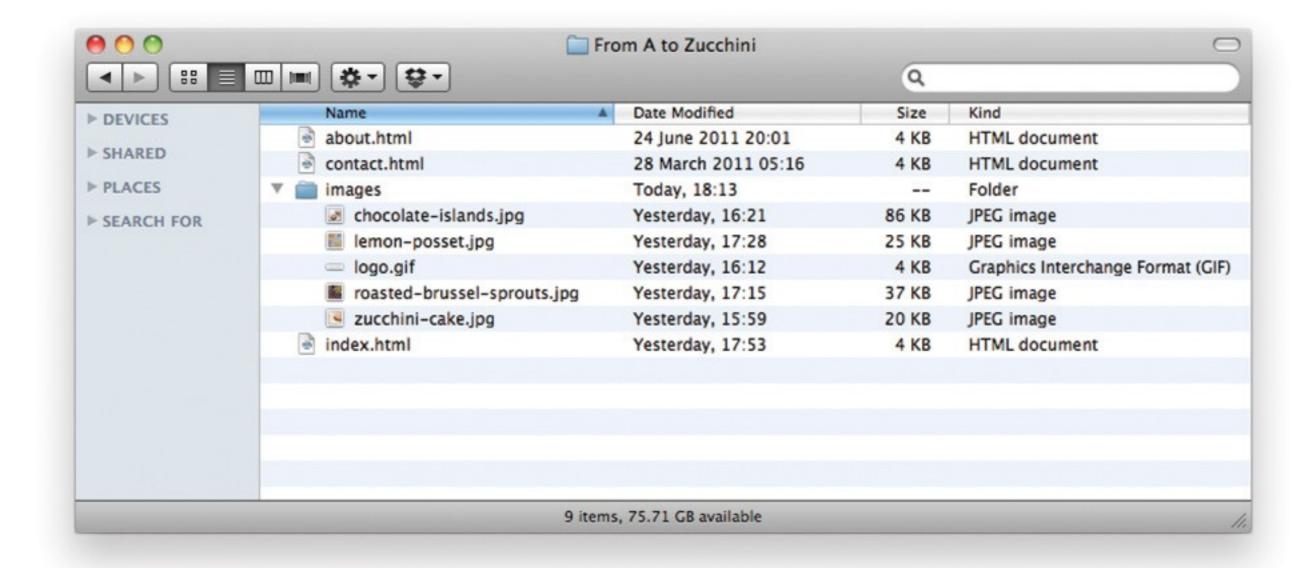   knitted
fit & flare
   printed
   block colour
tops & tees
shirts & blouses
knitwear
coats & jackets
skirts
denim & trousers
shorts
sleep & lounge
lingerie
tights & socks
sale

Recently viewed items

Flared & Cabled Knitted Dr...	Melba Dress	Gracia Dress	Brocade Paisley Dress
£138.00	£328.00	£228.00	£328.00

STORING IMAGES ON YOUR SITE

ADDING IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat" />
```

HEIGHT & WIDTH OF IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat"
     width="600"
     height="450" />
```

HEIGHT & WIDTH OF IMAGES

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     alt="A family of quokka"
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            marsupial that is similar in
            size to the domestic cat"
     width="600"
     height="450" />
```

WHERE TO PLACE IMAGES IN YOUR CODE

```html
<img src="images/bird.gif" alt="bird"
     width="100" height="100" />
<p>There are around 10,000 living species
of birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</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.

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

OLD CODE: ALIGNING IMAGES HORIZONTALLY

```html
<p><img src="images/bird.gif" alt="bird" width="100" height="100" align="left" />
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Man species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
```

OLD CODE: ALIGNING IMAGES HORIZONTALLY

```html
<p><img src="images/bird.gif" alt="bird" width="100" height="100" align="left" />
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Man species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>
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OLD CODE: ALIGNING IMAGES HORIZONTALLY

```html
<p><img src="images/bird.gif" alt="bird" width="100" height="100" align="right" />
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Man species undertake long distance annual migrations, and many more perform shorter irregular journeys.</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.

OLD CODE: ALIGNING IMAGES VERTICALLY

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="top" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

OLD CODE: ALIGNING IMAGES VERTICALLY

HTML

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="top" />
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birds that inhabit different ecosystems
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migrations, and many more perform shorter
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```

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.

OLD CODE: ALIGNING IMAGES VERTICALLY

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="middle" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
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```

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.
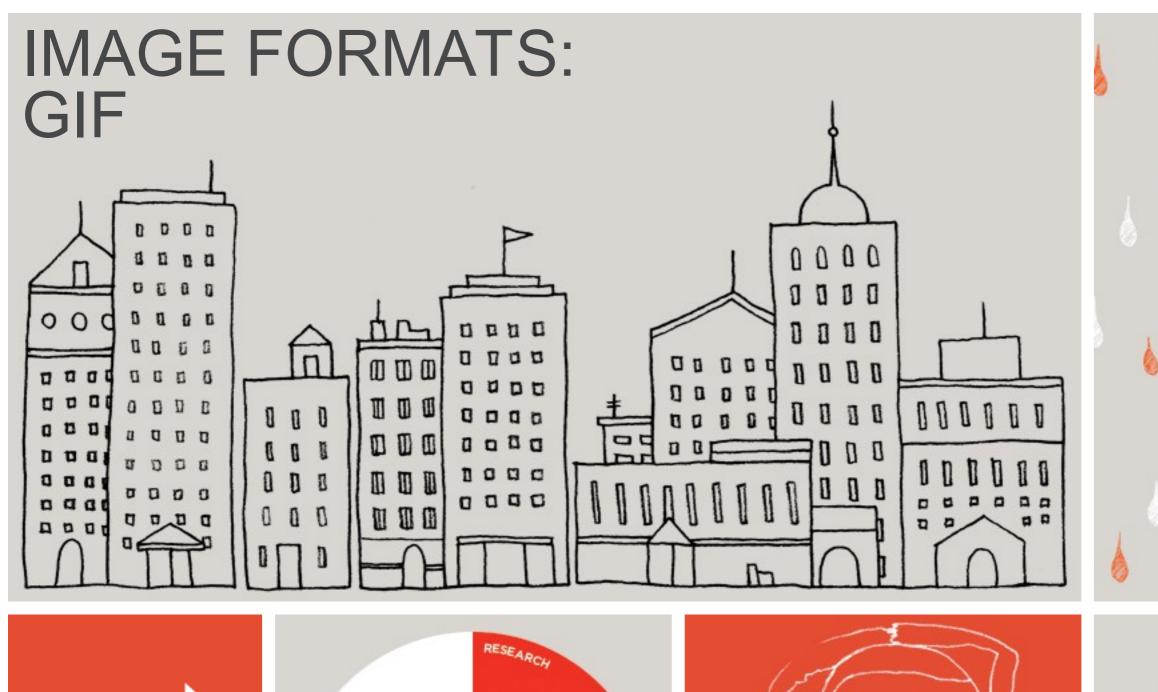
OLD CODE: ALIGNING IMAGES VERTICALLY

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="bottom" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
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irregular journeys.</p>
```
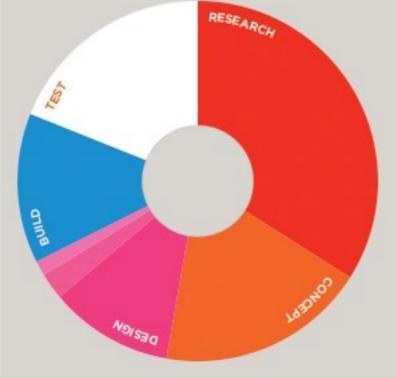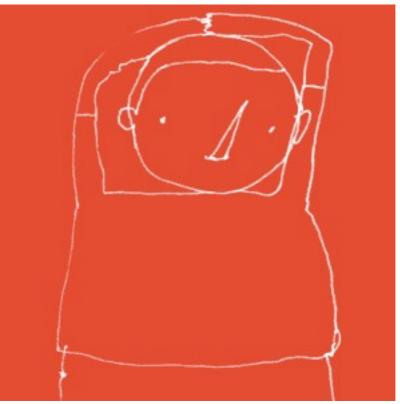
 There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.
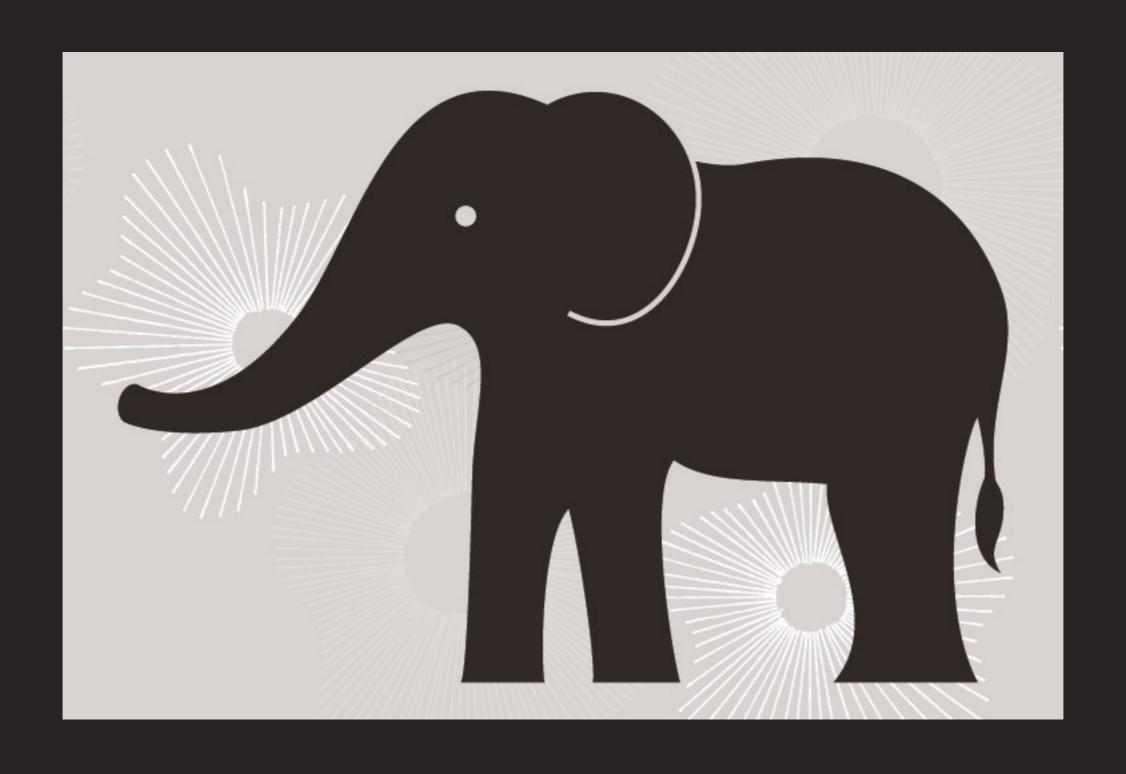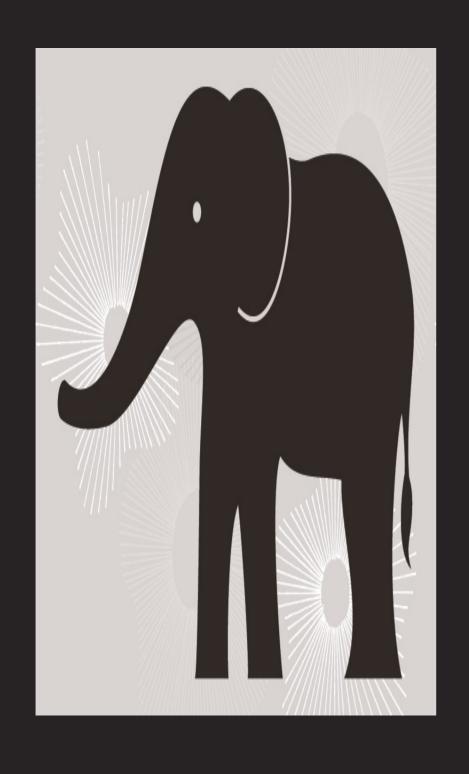
IMAGE FORMATS: JPEG

IMAGE FORMATS: GIF

IMAGE DIMENSIONS

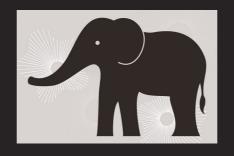Create each image the same width and
height as you would like it to appear on
your website
or larger.

IMAGE DIMENSIONS

IMAGE DIMENSIONS

If an image has the wrong dimensions, it can look squished.

IMAGE DIMENSIONS

If an image is too small, it can look blurry when shown bigger.

IMAGE DIMENSIONS

HTML5: FIGURE & FIGURE CAPTION

`HTML`

```html
<figure>
  <img src="images/otters.gif"
      alt="Photograph of two sea otters
          floating in the water" />
  <br />
  <figcaption>Sea otters hold hands when
      they sleep so that they don't
      drift away from each other.
  </figcaption>
</figure>
```

HTML5: FIGURE & FIGURE CAPTION

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       alt="Photograph of two sea otters
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  <br />
  <figcaption>Sea otters hold hands when
       they sleep so that they don't
       drift away from each other.
  </figcaption>
</figure>
```

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

SUMMARY

The `<img>` element is used to add images to a web page.

SUMMARY

You must always specify an `src` attribute to indicate the source of an image and an `alt` attribute to describe the content of an image.

SUMMARY

You should save images at the size you will be using them on the web page or larger and in the appropriate format.

SUMMARY

Photographs are best saved as JPEGs; illustrations or logos that use flat colors are better saved as GIFs.

http://www.htmlandcssbook.com/code/chapter-05/example.html

From A to Zucchini

chocolate *islands*

This recipe for individual chocolate cakes is so simple and so delectable!

More Recipes: