

As a web application developer, the kind of information you put through an image or video on a website depends on the purpose of the image or video. Some common types of information displayed in images and videos include:

- Product or service information: Images and videos can be used to show what a product or service looks like and how it works. This can be helpful for potential customers who are trying to decide whether or not to buy a product or service.
- Company culture: Images and videos can be used to show the company's culture and values. This can help potential employees and customers get a feel for what it would be like to work with or do business with the company.
- Testimonials: Images and videos of customers or employees talking about their experiences with the company can be a powerful way to build trust and credibility.
- Behind-the-scenes content: Images and videos that give viewers a glimpse into the company's operations can help to build excitement and interest.
- Educational content: Images and videos can be used to educate viewers about a particular topic. This can be helpful for businesses that want to provide their customers with valuable information or for organizations that want to raise awareness about a cause.
- Entertainment: Images and videos can be used to entertain viewers. This can be a great way to keep people engaged on a website or social media page.

When creating images and videos for your website, it's important to keep your audience in mind. What kind of information would they find helpful or interesting? How can you make your images and videos visually appealing and engaging?

You should also consider the technical limitations of your website. Some websites, for example, may not support high-resolution images or videos.

By carefully planning your images and videos and considering the needs of your audience, you can create content that is informative, engaging, and visually appealing.