**Working with 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. 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.

A picture can say a thousand words, and great images help make the difference between an average-looking site and a really engaging one

Images can be used to set the tone for a site in less time than it takes to read a description. If you do not have photographs to use on your website, there are companies who sell stock images; these are images you pay to use.

Images should...

Be relevant

Convey information

Convey the right mood

Be instantly recognisable

Fit the color palette

Stock Photos Links:

[www.istockphoto.com](http://www.istockphoto.com)

[www.gettyimages.com](http://www.gettyimages.com)

[www.veer.com](http://www.veer.com)

[www.sxc.hu](http://www.sxc.hu)

[www.fotolia.com](http://www.fotolia.com)

If you are building a site from scratch, it is good practice to create a folder for all of the images the site uses.

**Adding Image**

**<img>**

To add an image into the page you need to use an <img> element. This is an empty element (which means 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.

The text used in the alt attribute is often referred to as alt text. 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.

f 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.

**Title**

You can also use the title attribute with the <img> element to provide additional information about the image. Most browsers will display the content of this attribute in a tootip when the user hovers over the image.

**<img>** element use two other attributes that specify its size:

**height**

This specifies the height of the image in pixels.

**width**

This specifies the width of the image in pixels.

**<figure>**

Images often come with captions. HTML5 has introduced a new <figure> element to contain images and their caption so that the two are associated.

You can have more than one image inside the <figure> element as long as they all share the same caption.

**<figcaption>**

The <figcaption> element has been added to HTML5 in order to allow web page authors to add a caption to an image.

Points To Be Remember:

1. The <img> element is used to add images to a web page.
2. You must always specify a src attribute to indicate the source of an image and an alt attribute to describe the content of an image.
3. You should save images at the size you will be using them on the web page and in the appropriate format.