

Images

All you need do is first tell the browser that you want to insert an image (img) and then where it is located (src, short for "source").

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Notice how the img element is opened and closed using the same tag. Like the
 tag.

" **Flower**.jpg" is the name of the image file you want to insert in your page. ".jpg" is the file type of the image. Just like the extension ".htm" shows that a file is an HTML document, ".jpg" tells the browser that a file is a picture.

There are four main image formats file types you can insert into your pages:

- GIF (Graphics Interchange Format) : - good for photos
- JPG / JPEG (Joint Photographic Experts Group) : - good for animation
- PNG (Portable Network Graphics) : - good for diagrams and icon
- SVG : amazing - scale up or down without loss quality

GIF images are usually best for graphics and drawings, while JPEG images are usually better for photographs. This is **for two reasons: first**, GIF images only consist of 256 colours, while JPEG images comprise of millions of colours and **second**, the GIF format is better at compressing simple images, than the JPEG format which is optimized for more complex images. The better the compression, the smaller the size of the image file, the faster your page will load

Traditionally, the GIF and JPEG formats have been the two dominant image types, but lately, the PNG format has become more and more popular (primarily at the expense of the GIF format). **The PNG format contains in many ways the best of both the JPEG and GIF format: millions of colours and effective compressing.**

Images located in other folders, or on other websites:

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The alt attribute

is used to give an alternate description of an image if, for some reason, the **image is not shown for the user**. This is especially important for users with impaired vision, or if **the page is loaded very slowly**.

Some browsers let the text of the alt attribute appear as a small pop-up box when the user places their cursor over the picture.

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The title attribute

can be used to add information to the image:

Example 6:

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If you, without clicking, place the cursor over the image, you will see the text "Learn HTML from HTML.net" appear as a pop-up box.

Width and Height

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The width and height attributes can be used to set the height and width of an image. The value that is used to set the width and height is **pixels**.

Pixels are the units of measurement used to measure the resolution of screens. (The most common screen resolution is 1024x768 pixels).

Unlike centimeters, depend on the resolution of the screen. To a user with a high screen resolution, 25 pixels may correspond to 1 centimeter, while the same 25 pixel in a low screen resolution may correspond to 1.5 centimeters on the screen.

If you do not set the width and height, the image will be inserted in its actual size.