

THE TAG IN DEPTH

THE TAG IN DEPTH

A QUICK RECAP

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IT'S USED TO EMBED AND
DISPLAY IMAGES IN A WEB PAGE

IT'S A **VOID** TAG MEANING IT DOES
NOT HOLD ANY CONTENT WITHIN
OPENING AND CLOSING TAGS

THE TAG IN DEPTH

A QUICK RECAP

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THE **src** ATTRIBUTE SPECIFIES
WHERE TO LOCATE THE IMAGE

THE DESTINATION CAN BE A
RELATIVE PATH OR AN
ABSOLUTE PATH

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THE DESTINATION CAN BE A
RELATIVE PATH OR AN
ABSOLUTE PATH

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WHAT DOES THE BROWSER DO WHEN IT
HAS TO DISPLAY IMAGES?

EXAMPLE #7

DISPLAYING IMAGES

THE IMAGES ARE
DISPLAYED ONE AFTER
ANOTHER

```
<html>
<head>
  <title>Many images in one web page</title>
</head>
<body>
  <h2>
    Here are some images of our courses on Udemy:
  </h2>
  <p>
    
    
    
    
  </p>
</body>
</html>
```

Here are some images of our courses on Udemy:



DISPLAYING IMAGES

AN IMAGE DISPLAY
HAS 2 PARTS

```
<html>
<head>
  <title>Many images in one web page</title>
</head>
<body>
  <h2>
    Here are some images of our courses on Udemy:
  </h2>
  <p>
    
    
    
    
  </p>
</body>
</html>
```

1. LOADING THE HTML

2. LOADING THE ACTUAL IMAGE

DISPLAYING IMAGES

1. LOADING THE HTML

2. LOADING THE ACTUAL IMAGE

```
<html>
<head>
  <title>Many images in one web page</title>
</head>
<body>
  <h2>
    Here are some images of our courses on Udemy:
  </h2>
  <p>
    
    
    
    
  </p>
</body>
</html>
```

**EACH IMAGE LOAD IS A A
SEPARATE REQUEST SENT TO
THE SERVER FOR THAT IMAGE
RESOURCE**

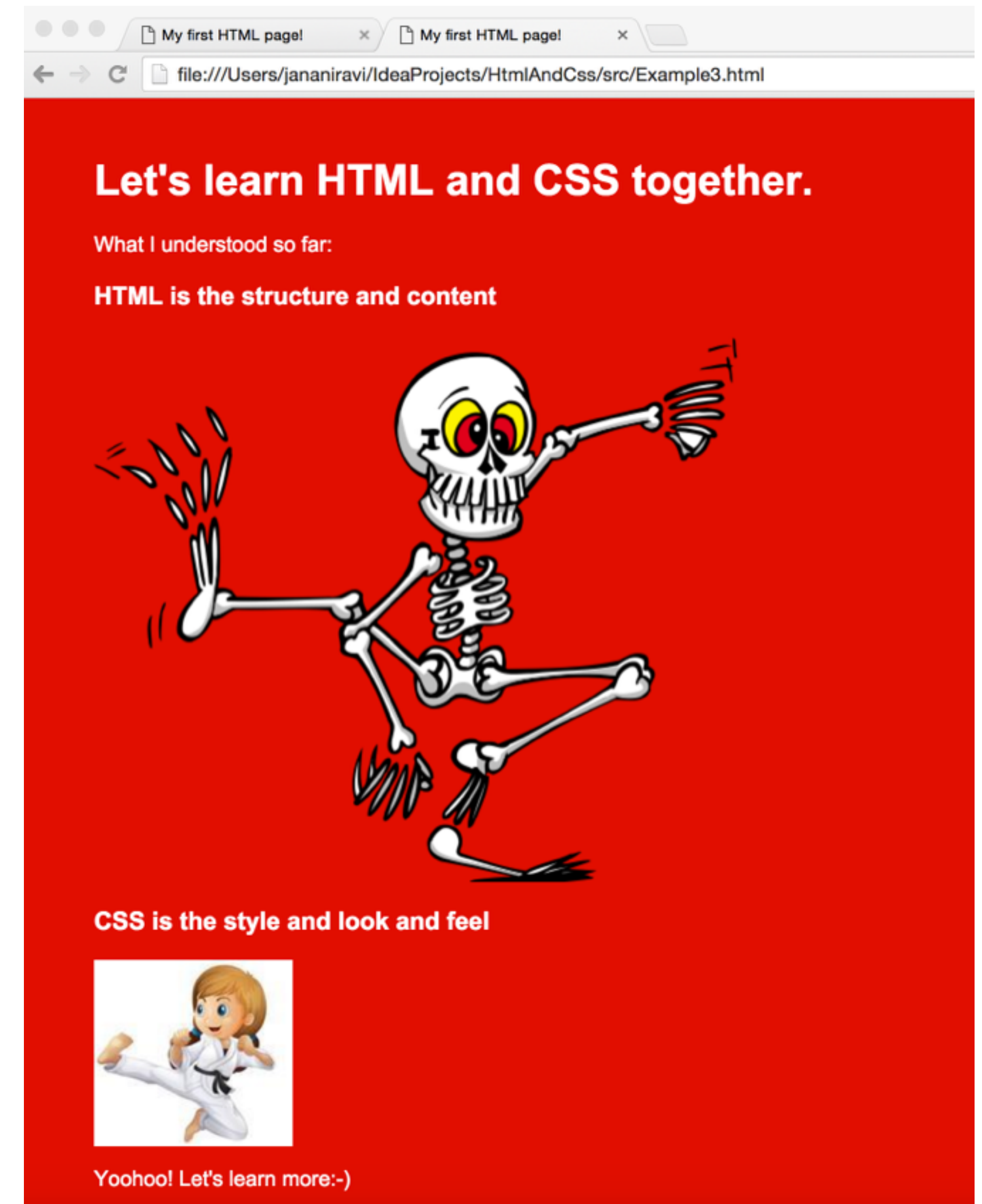
RANDOM BITS OF USEFUL INFORMATION ABOUT IMAGES

HOW LONG THE IMAGE
TAKES TO LOAD DEPENDS
ON THE **SIZE** OF THE IMAGE

LARGER IMAGES TAKE
LONGER TO LOAD!

RANDOM BITS OF USEFUL INFORMATION ABOUT IMAGES

REMEMBER OUR
VERY FIRST HTML
PAGE?

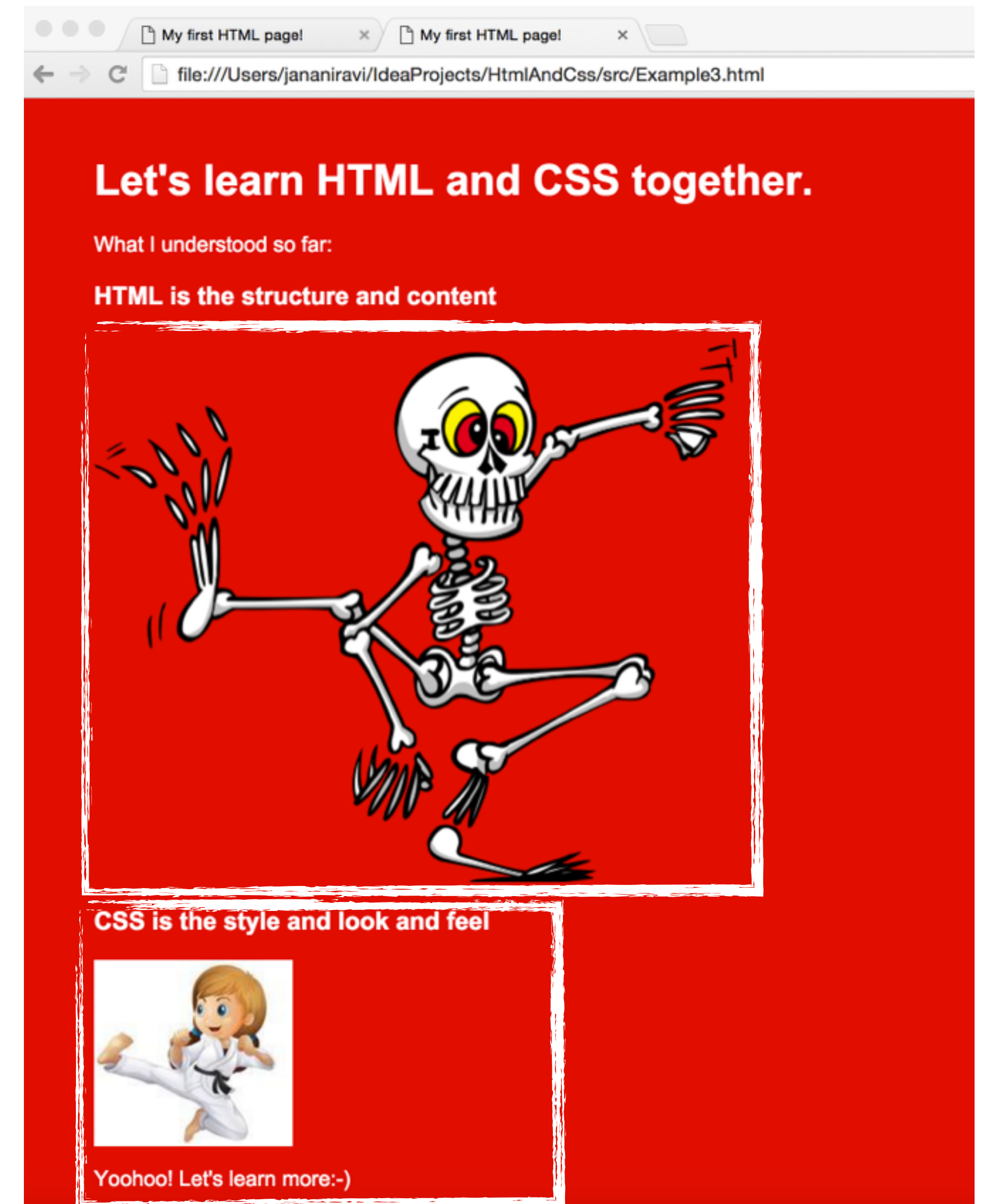


RANDOM BITS OF USEFUL INFORMATION ABOUT IMAGES

NOTICE THE IMAGES

THE SECOND ONE HAS A **WHITE**
BACKGROUND WHILE THE FIRST HAS A
TRANSPARENT BACKGROUND

IMAGES CAN BE EDITED IN
AN IMAGE EDITING TOOL



WHAT KIND OF IMAGES TO USE?

WHAT KIND OF IMAGES TO USE?

THERE ARE SO MANY IMAGE FORMATS!

THE MOST POPULAR
ARE: JPEG, PNG AND GIF

THE `` TAG WORKS WITH ALL 3

WHAT KIND OF IMAGES TO USE?

A CHEAT SHEET

JPEG

USEFUL FOR PHOTOS

LOSSY FORMAT SO SMALLER
FILE SIZES

SMALLER FILE SIZES SO IMAGE
LOADING FASTER

NO SUPPORT FOR TRANSPARENCY

WHAT KIND OF IMAGES TO USE?

A CHEAT SHEET

USEFUL FOR LOGOS, IMAGES
WITH FEW SOLID STROKES

PNG

LOSSLESS FORMAT SO FILE SIZES
LARGER THAN JPEG

ALLOWS MULTIPLE COLORS TO BE
SET TO TRANSPARENT

WHAT KIND OF IMAGES TO USE?

A CHEAT SHEET

GIF

USEFUL FOR LOGOS, IMAGES
WITH FEW SOLID STROKES

LOSSLESS FORMAT SO FILE SIZES
LARGER THAN JPEG

CAN REPRESENT IMAGES WITH
UP TO 256 COLORS

ALLOWS ONE COLOR TO BE SET TO
TRANSPARENT

IMAGE ATTRIBUTES

IMAGE ATTRIBUTES

```
<body>
<h2>
    Here is one really large image:
</h2>
<p>
    
</p>

<p>
    
</p>
</body>
```

IMAGE ATTRIBUTES

THIS IMAGE IS
HUGE! 2048X1152
PIXELS

```
<body>
<h2>
  Here is one really large image:
</h2>
<p>
  
</p>

<p>
  
</body>
```

IT DOES NOT FIT ON THE
PAGE, YOU HAVE TO
SCROLL TO SEE IT ALL

Here is one really large image:

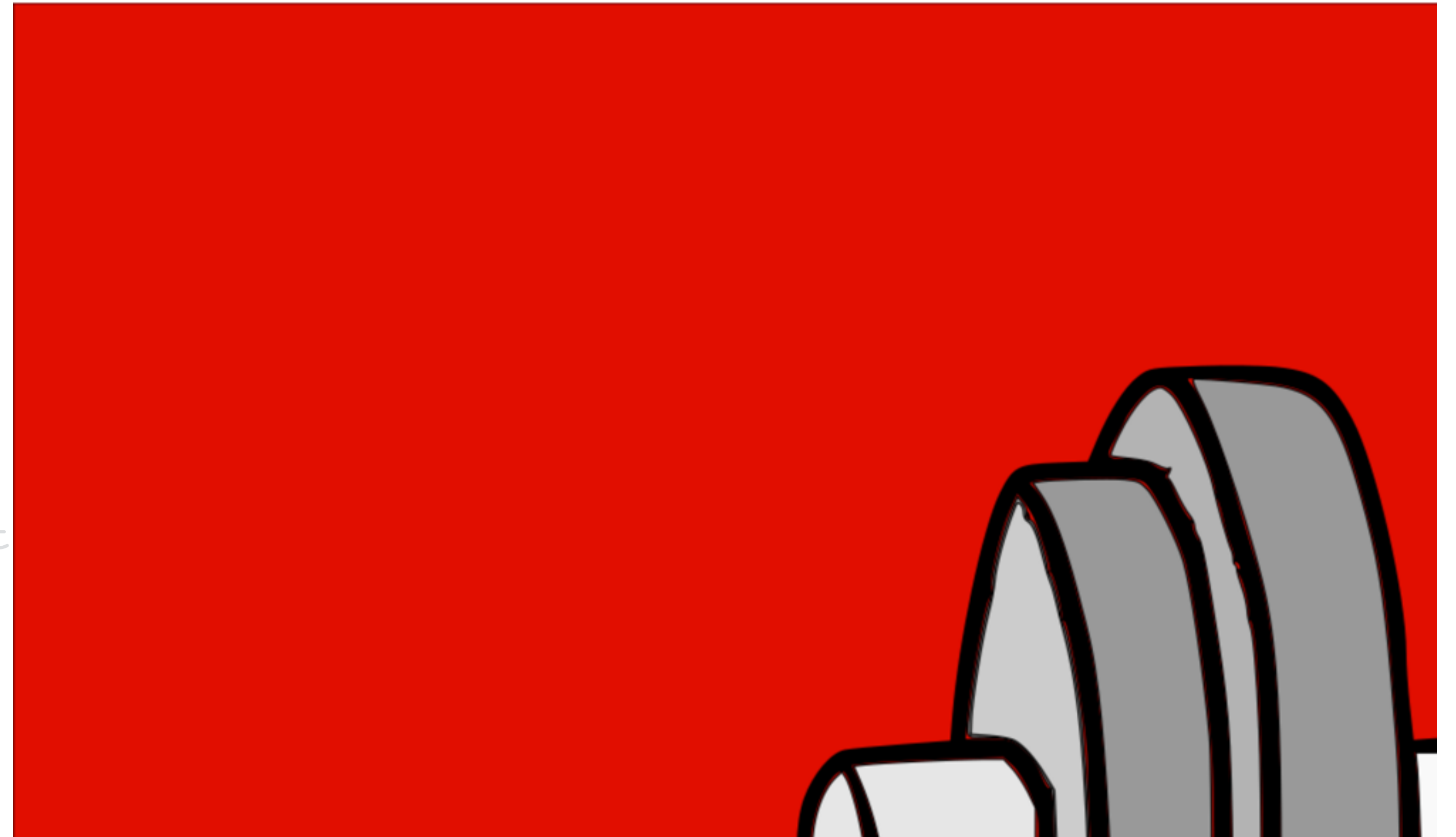


IMAGE ATTRIBUTES

WE CAN RESIZE THE IMAGE TO
FIT THE PROPORTIONS WE
WANT BY USING THE **HEIGHT**
AND **WIDTH** ATTRIBUTE

THE IMAGE ON THE WEBPAGE
WILL HAVE THE HEIGHT AND
WIDTH SPECIFIED IN THE ****
TAG

```
<body>  
<h2> Here is one really large image:  
</h2>  
<p>  
    
</p>
```

```
<p>  
    
</p>  
</body>
```

NOTE: THIS CAN SQUISH THE IMAGE IF THE
PROPORTIONS DO NOT MATCH THE ORIGINAL
PROPORTIONS.

IMAGE ATTRIBUTES

SO NO PERFORMANCE GAIN

NOTE THAT THE ORIGINAL
LARGE IMAGE WILL BE SERVED
FROM THE SERVER TO THE
CLIENT

```
<body>
<h2>
  Here is one really large image:
</h2>
<p>
  
</p>
```

```
<p>
  
</p>
</body>
```

IT WILL BE RESIZED ON THE CLIENT!

IMAGE ATTRIBUTES

THE RULE OF THUMB IS THAT IF
YOU NEED A SMALLER IMAGE
SERVE THE SMALLER IMAGE

```
<body>
<h2>
  Here is one really large image:
</h2>
<p>
  
</p>
```

```
<p>
  
</p>
</body>
```

THE FILE SIZE WILL BE SMALLER - SO
BETTER PERFORMANCE!

IMAGE ATTRIBUTES

A BROKEN IMAGE LINK IS ANNOYING



ESPECIALLY IF YOU'VE NO IDEA WHAT
THE IMAGE ACTUALLY IS

IMAGE ATTRIBUTES

THERE MIGHT BE NOTHING YOU
CAN DO ABOUT LINKS BEING
BROKEN ESPECIALLY IF YOU'RE
LINKING TO AN EXTERNAL PAGE

BUT... YOU CAN PROVIDE
AN ALTERNATIVE

```
<p>  
    
</p>  
<p>  
    
</p>  
<p>  
    
</p>
```

IMAGE ATTRIBUTES

```
<p>  
    
</p>  
<p>  
    
</p>  
<p>  
    
</p>
```



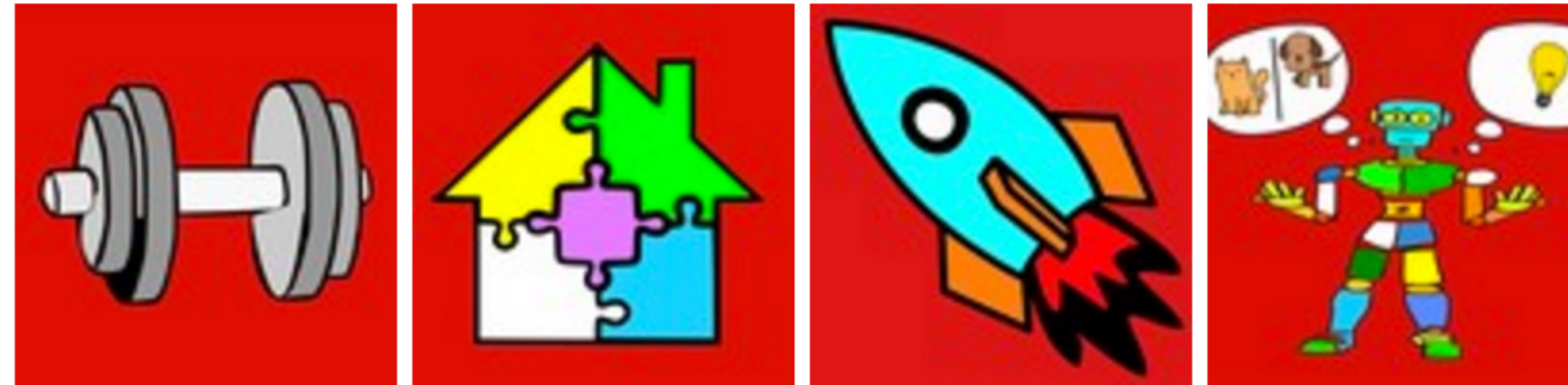
 This is an image of a dumbbell

IF THE IMAGE LOADS FINE, THEN
THE **alt** TEXT DOES NOTHING

IF THE IMAGE IS BROKEN, THEN
THE **alt** TEXT IS DISPLAYED!

ONE LAST THING TO NOTE

Here are some images of our courses on Udemy:



NOTICE HOW THE IMAGES SHOW UP
IN A ROW ONE AFTER ANOTHER?

THAT'S BECAUSE `` IS AN INLINE
TAG, IT DOES NOT ADD A **LINEBREAK**

IF THE IMAGE IS TOO LARGE TO FIT
ON THE SAME LINE IT'S MOVED TO
ANOTHER LINE!