

Using Images on the Web

CMP 111: WebLab

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Image tag

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Do not specify the image's display width and height sizes in the tag.

Always specify the image's size with CSS.
(Same goes for the align attribute – use CSS instead.)

Image file types

JPEG / JPG

Photos, especially images with lots of color
(not necessarily colorful)

PNG

Images with few colors or large areas of color
and/or transparent areas with diagonal, round,
semi-opaque, drop shadow edges
ex. Logos, illustrations, diagrams

GIF

Images with few colors or large areas and/or
transparent areas with straight edges;
animated GIF

How to create animated GIFS

From a set of images using Photoshop:

<https://vimeo.com/77516425>

From a video using Photoshop:

<http://design.tutsplus.com/tutorials/quick-tip-use-the-new-timeline-in-photoshop-cs6-to-create-an-animated-gif-from-a-video--psd-16727>

What is Image Compression?

The reduction of the file size of images, which also reduces the quality of the image.

Why Image Compression?

Create faster loading web pages because there are less bytes to download (better user experience)

Reduce the burden on your user's browser
(uses less bandwidth / less of your data plan)

Protect your images from being misused
(putting up lower quality image reduces chances someone will use your image without your permission)

Free up space on your server

Increase your search engine optimization (SEO)

Image Resolutions

It doesn't make any difference what DPI/PPI setting you use for web images. Also use pixels (not inches or cm)

What's important is the **width & height in pixels** of the image.

Ex. 100px by 100px



Ex. 200px by 200px



DPI = dots per inch

PPI = pixels per inch

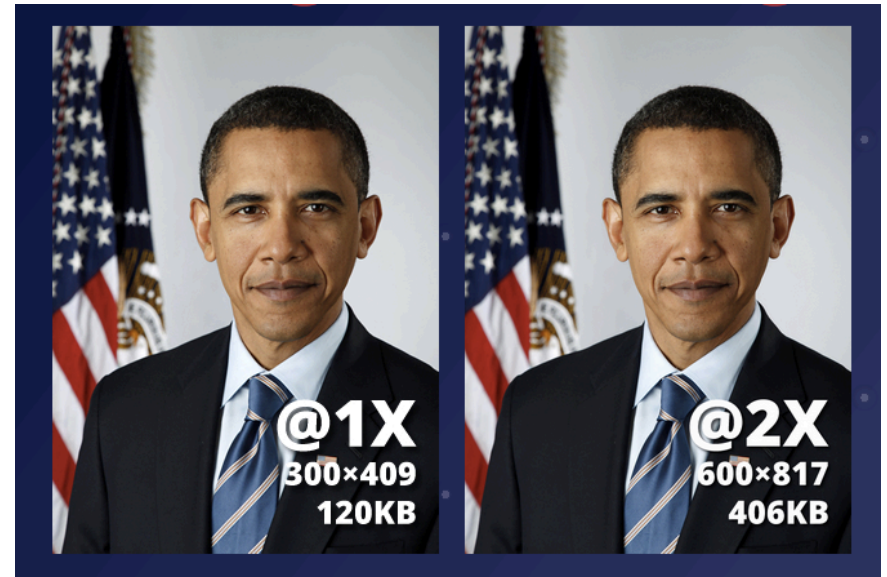
Images with help from <http://loempixel.com/>

Images for Retina Displays

Retina displays need twice as many pixels therefore double the size of all your images.

Ex.

If you want the image to fill an area of 300px by 409px, upload a 600px by 817px image.



Keep in mind that you are more than doubling the file size of the image when you double the dimensions.

Image Compression Tools

Tiny PNG – <http://tinypng.org/>

ImageOptim – <http://imageoptim.com/>

Tools like TinyPNG can make files much smaller by using *lossy compression* which (slightly) lowers image quality. ImageOptim is *lossless* — it compresses image files without changing pixels.

For best results use both, but the order is very important: first compress images using some lossy tool and then apply ImageOptim for even better compression.

Photoshop

File > Photo Info

Photoshop > File > Save for Web

