HTML&CSS
design and build websites
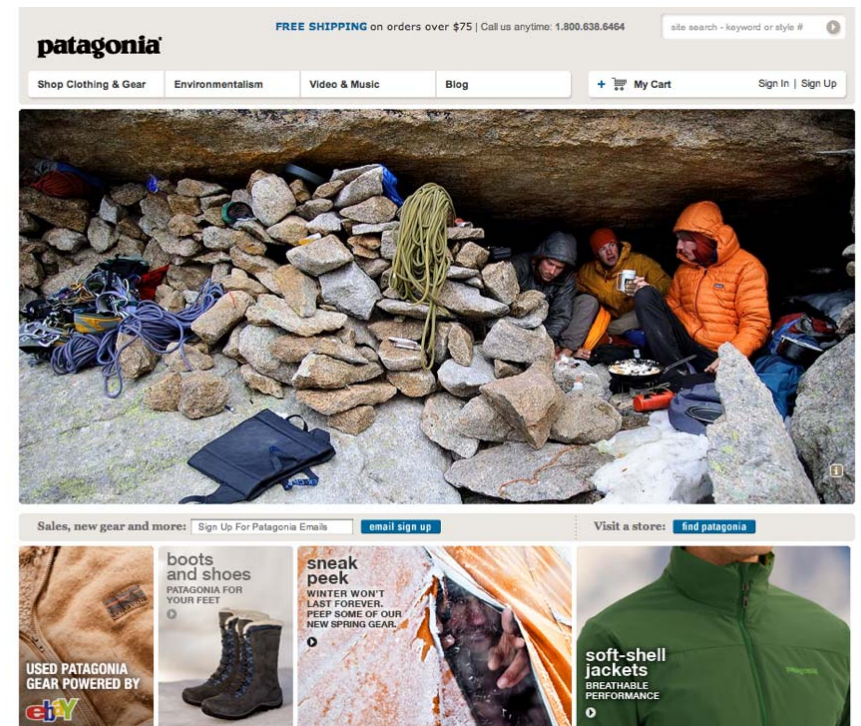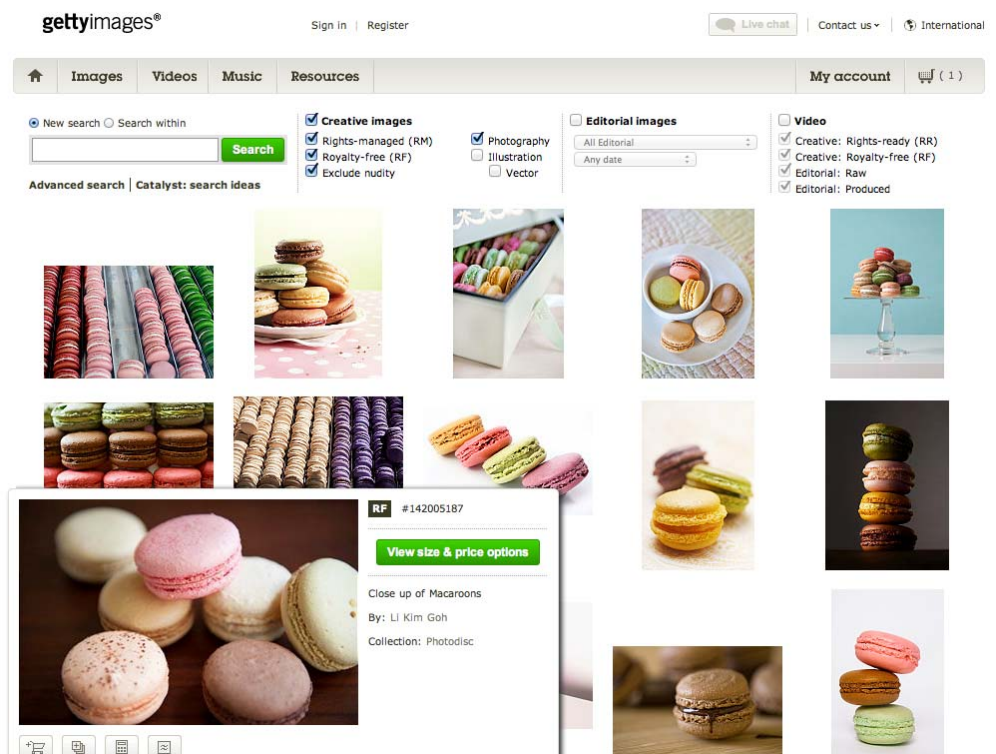

CHAPTER 5
IMAGES

CHOOSING IMAGES
FOR YOUR SITE

Images can set the tone for a site in less time than it takes to read a description.
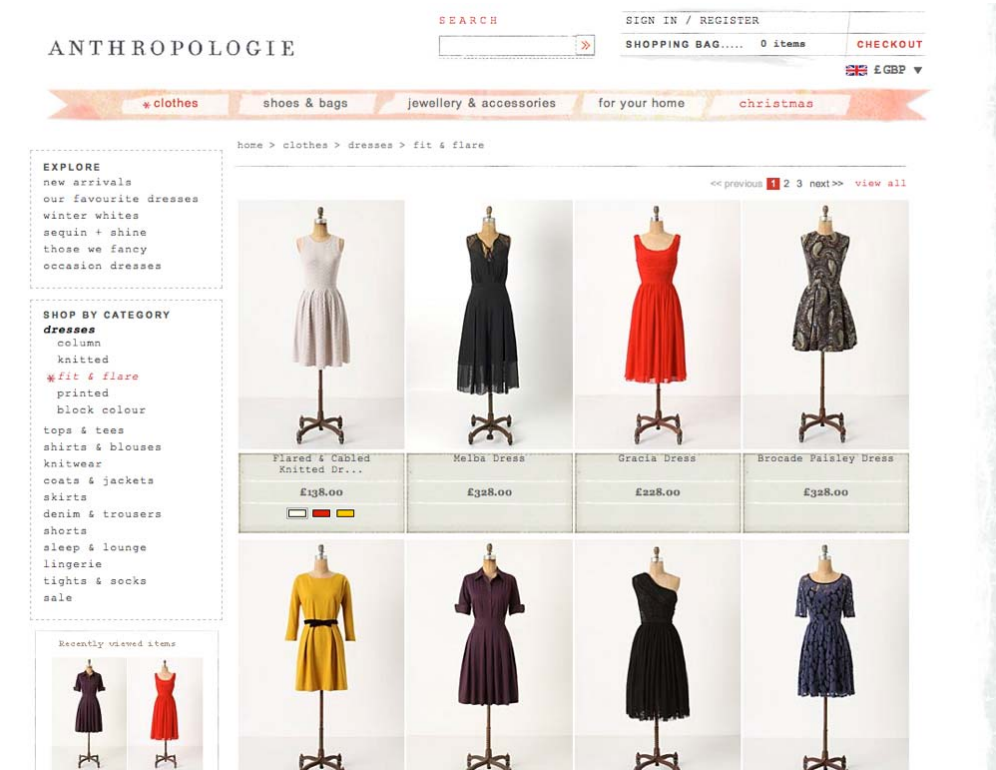
CHOOSING IMAGES FOR YOUR SITE

Images are subject to copyright but there are stock photography sites where you can buy them.
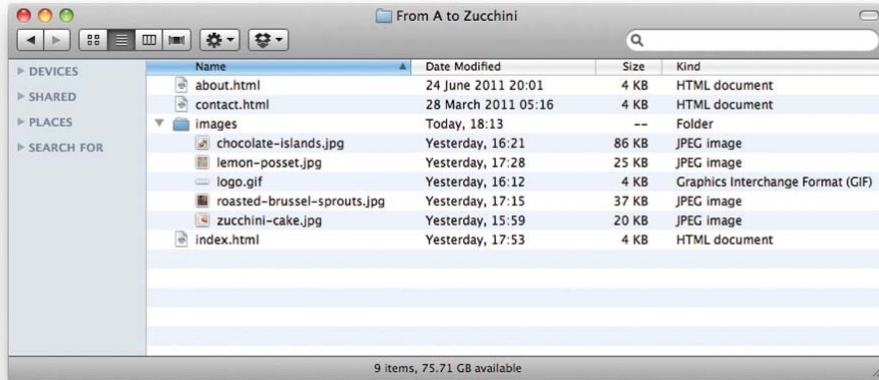

CHOOSING IMAGES FOR YOUR SITE

If a page shows several photos of products or members of a team, keep them consistent.

STORING IMAGES ON YOUR SITE

ADDING IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat" />
```

ADDING IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat" />
```

ADDING IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
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            marsupial that is similar in
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ADDING IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat" />
```

HEIGHT & WIDTH OF IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat"
     width="600"
     height="450" />
```

HEIGHT & WIDTH OF IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat"
     width="600"
     height="450" />
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HEIGHT & WIDTH OF IMAGES

```html
<img src="images/quokka.jpg"
     alt="A family of quokka"
     title="The quokka is an Australian
            marsupial that is similar in
            size to the domestic cat"
     width="600"
     height="450" />
```

WHERE TO PLACE IMAGES
IN YOUR CODE

```html
<img src="images/bird.gif" alt="bird"
     width="100" height="100" />
<p>There are around 10,000 living species
of birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

WHERE TO PLACE IMAGES
IN YOUR CODE

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100" />There are
around 10,000 living species of birds that
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Arctic to the Antarctic. Man species
undertake long distance annual migrations,
and many more perform shorter irregular
journeys.</p>
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There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

```html
<p>There are around 10,000 living species
of birds that inhabit different
<img src="images/bird.gif" alt="bird"
    width="100" height="100" />
ecosystems from the Arctic to the
Antarctic. Man species undertake long
distance annual migrations, and many more
perform shorter irregular journeys.</p>
```

There are around 10,000 living species of birds that inhabit different

ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES HORIZONTALLY

```html
<p><img src="images/bird.gif" alt="bird"
width="100" height="100" align="left" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

OLD CODE: ALIGNING IMAGES HORIZONTALLY

HTML

```html
<p><img src="images/bird.gif" alt="bird"
width="100" height="100" align="left" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

RESULT

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES HORIZONTALLY

HTML

```html
<p><img src="images/bird.gif" alt="bird"
width="100" height="100" align="right" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES VERTICALLY

HTML

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="top" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

OLD CODE: ALIGNING IMAGES VERTICALLY

HTML

```html
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="top" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

RESULT

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES VERTICALLY

```
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="middle" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES VERTICALLY

```
<p><img src="images/bird.gif" alt="bird"
    width="100" height="100"
    valign="bottom" />
There are around 10,000 living species of
birds that inhabit different ecosystems
from the Arctic to the Antarctic. Man
species undertake long distance annual
migrations, and many more perform shorter
irregular journeys.</p>
```

There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

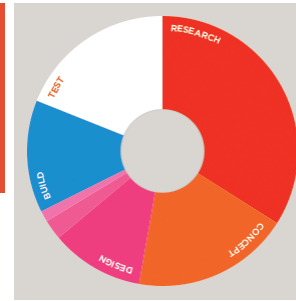# IMAGE FORMATS: JPEG

IMAGE FORMATS: GIF
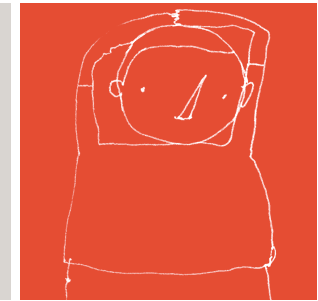
IMAGE DIMENSIONS

Create each image the same width and height as you would like it to appear on your website.
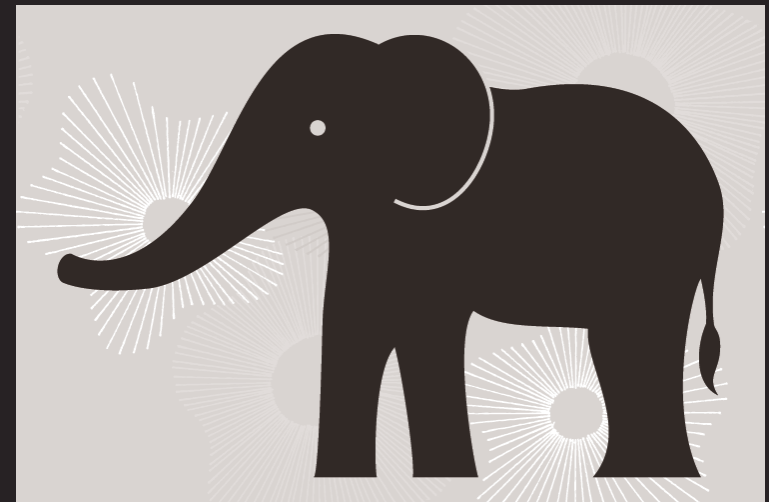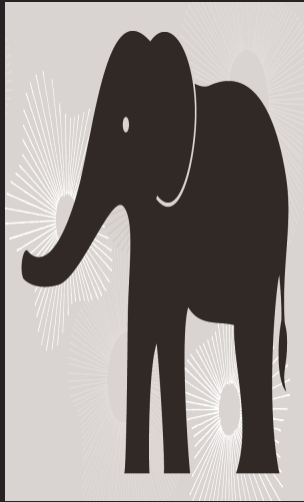
IMAGE DIMENSIONS

IMAGE DIMENSIONS

If an image has the wrong dimensions, it can look squished.

IMAGE DIMENSIONS

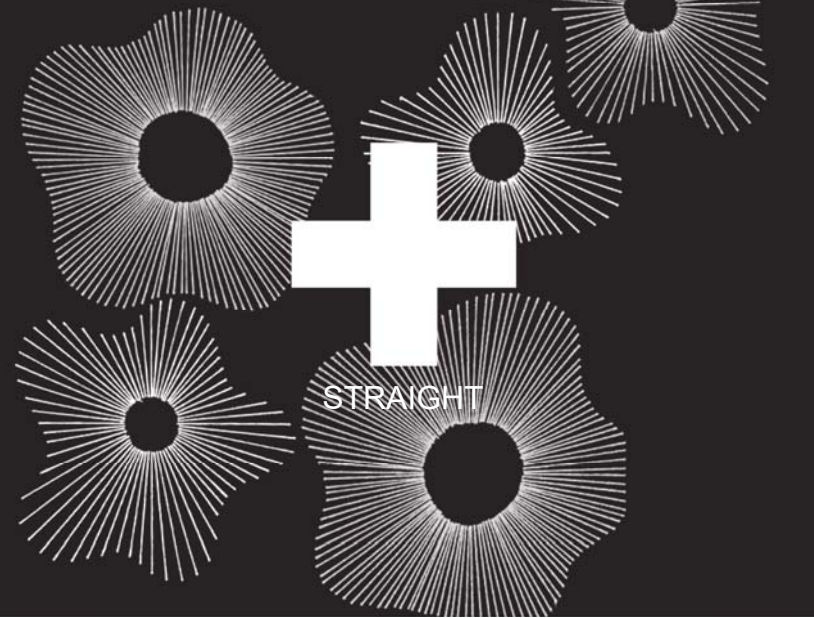If an image is too small, it can look blurry when shown bigger.
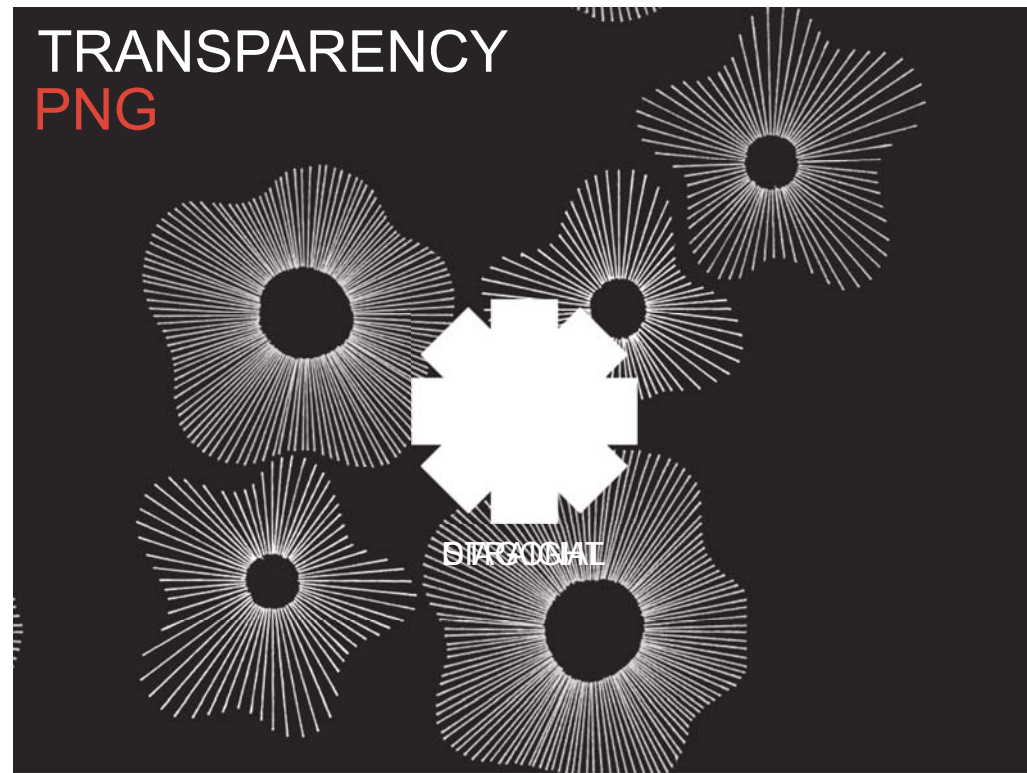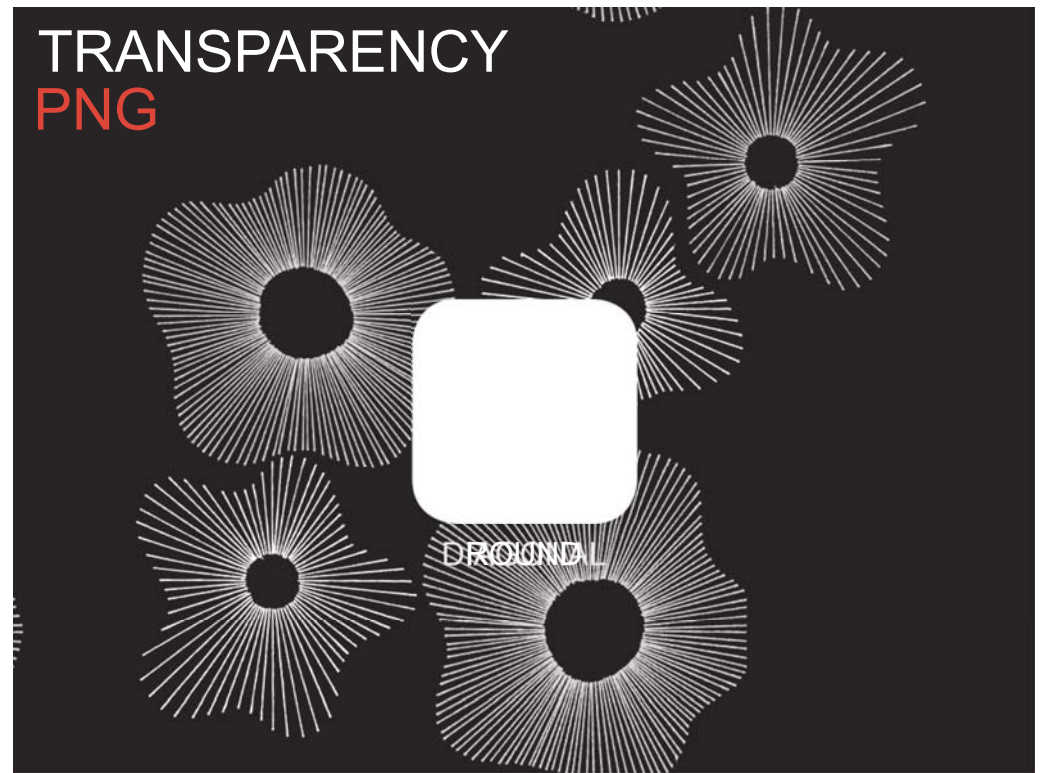
IMAGE DIMENSIONS

ANIMATED GIF

ANIMATED GIF

TRANSPARENCY
TRANSPARENT GIF
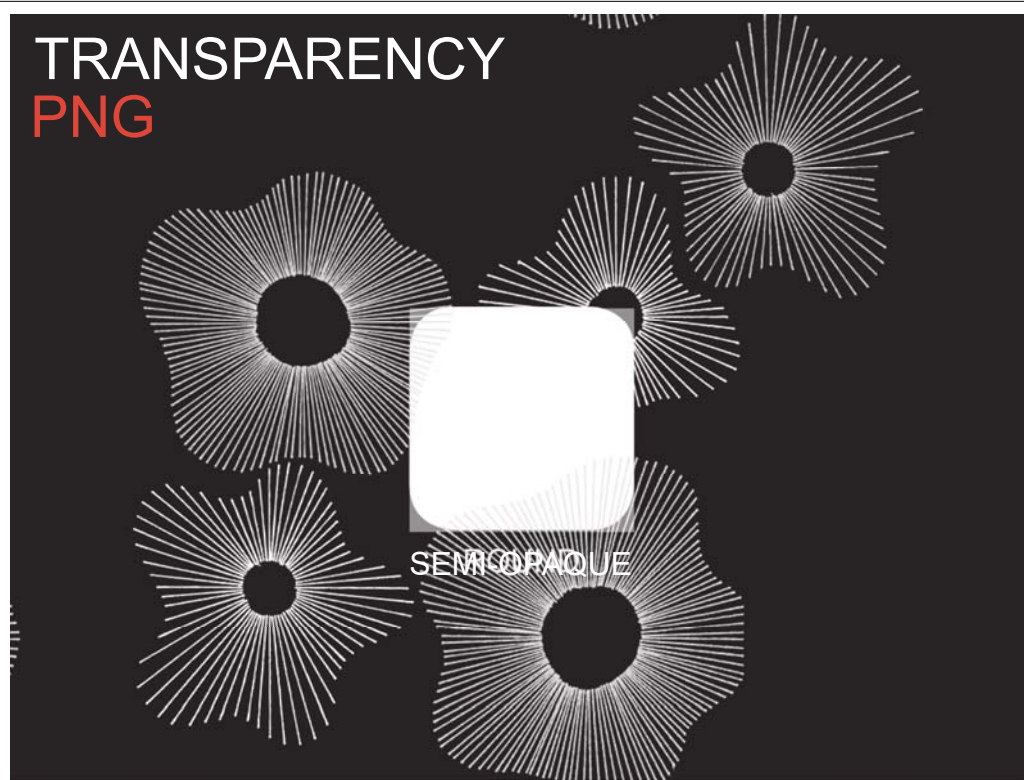
STRAIGHT

TRANSPARENCY
PNG

DIAGONAL

TRANSPARENCY
PNG

ROUND

TRANSPARENCY
PNG

SEMI-OPAQUE

TRANSPARENCY
PNG

SEMI-OPAQUE

HTML5: FIGURE & FIGURE CAPTION

HTML

```
<figure>
   <img src="images/otters.gif"
        alt="Photograph of two sea otters
             floating in the water" />
   <br />
   <figcaption>Sea otters hold hands when
        they sleep so that they don't
        drift away from each other.
   </figcaption>
</figure>
```

HTML5: FIGURE & FIGURE CAPTION

```html
<figure>
  <img src="images/otters.gif"
      alt="Photograph of two sea otters
            floating in the water" />
  <br />
  <figcaption>Sea otters hold hands when
      they sleep so that they don't
      drift away from each other.
  </figcaption>
</figure>
```

HTML

RESULT

Sea otters hold hands when they sleep so they don't drift away from each other.

SUMMARY

The `<img>` element is used to add images to a web page.

SUMMARY

You must always specify an `src` attribute to indicate the source of an image and an `alt` attribute to describe the content of an image.

SUMMARY

You should save images at the size you will be using them on the web page and in the appropriate format.

SUMMARY

Photographs are best saved as JPEGs; illustrations or logos that use flat colors are better saved as GIFs.