IMAGE HTML TAG

`<img` `src="smiley.gif"` `alt="Smiley face"` `height="42" width="42"` `>`

location of the image　　*code that essentially describes an image*　　*image size default is pixels but has changed in responsive*

scr
This is the path of the image, you should at least have one image folder in your project folder

alt
Alt text is an important yet occasionally overlooked part of making a site accessible to all users. **read more...**

width & height
In HTML 4.01, the width could be defined in pixels or in % of the containing element. In HTML5, the value must be in pixels.

This is normal size:

This is 30X55:

This is 100X250:

This is 100X23:

You have to keep the proportion of the image in both width and height

Placing the image on the page
read more...

IMAGE JPG read more...

QUALITY SLIDER
Most everyone will deduce what the Quality Slider does and how it will affect a photo file, as for the explanation of formats, Adobe's Acrobat Standard site breaks them down as the following:

Format
Determines how the file is displayed. Available only for JPEG format.
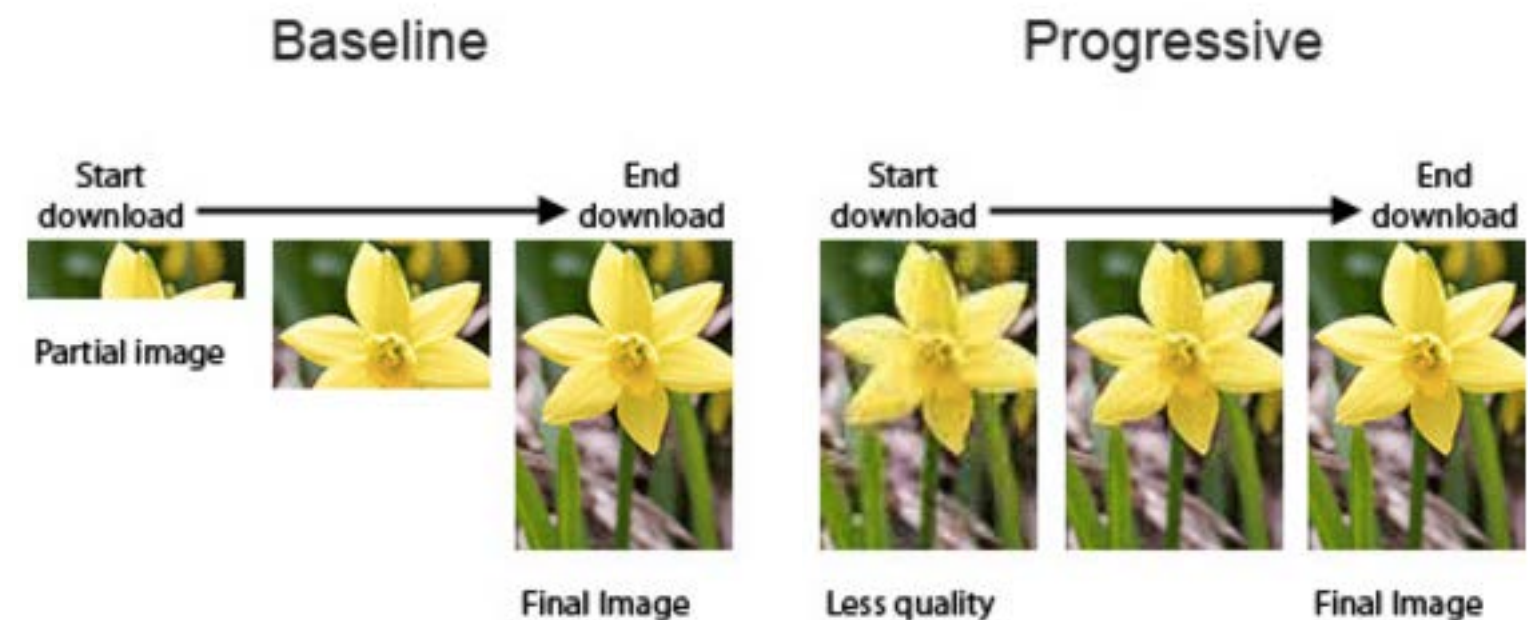
Baseline (Standard)
Displays the image when it has fully downloaded. This JPEG format is recognizable to most web browsers.

Baseline (Optimized)
Optimizes color quality of the image and produces smaller file sizes, but is not supported by all web browsers.

Progressive (3 scans-5 scans)
Downloads the image, first as a low-resolution image, with incremental quality improvements as downloading continues.

JPEG 101: A Crash Course Guide on JPEG
read more...

STANDARDS
Progressive jpegs are better because they are faster. Appearing faster is being faster, and perceived speed is more important that actual speed. Even if we are being greedy about what we are trying to deliver, progressive jpegs give us as much as possible as soon as possible. They assist us in our challenge of delivering big beautiful photos today.
read more...

IMAGE WEB PHOTOSHOP

Image Metadata

Metadata is a general term referring, with regard to digital images, to the collection of data that can be embedded in a digital image. Extensive information can be embedded in a digital image, from technical details of the image capture device, description of the content of the image, keywords, and copyright information.

How to use metadata in photoshop

Photoshop NEW Export

Adobe's Latest Photoshop CC Update Compresses 'Save For Web' (Photoshop is no longer developing this feature since they are moving towards artboards.

View the video on NEW export

Debate about the new Photoshop option

Photoshop Save for Web (legacy)

Features of the 'old' are still pretty good and worth exploring, particularly for control.

Progressive JPG Explained

Using Save for Web

Resampling Quality

By default, Bicubic is selected. This is generally good enough for most images and is in fact the most complex method. However, if you really want to learn to maximize your output, check out the brief explanations of the pros and cons of each method below (also a very indepth explanation of all choices.

The Comprehensive Guide to Saving Images for the Web

IMAGE WEB FORMATS

File Type Options
There are three main file types we'll want to focus on for saving images optimized for the web: GIF, JPG and PNG. Each file type has its own strengths and weaknesses and it is very important to know and keep these in mind when saving an image. *The Comprehensive Guide to Saving Images*
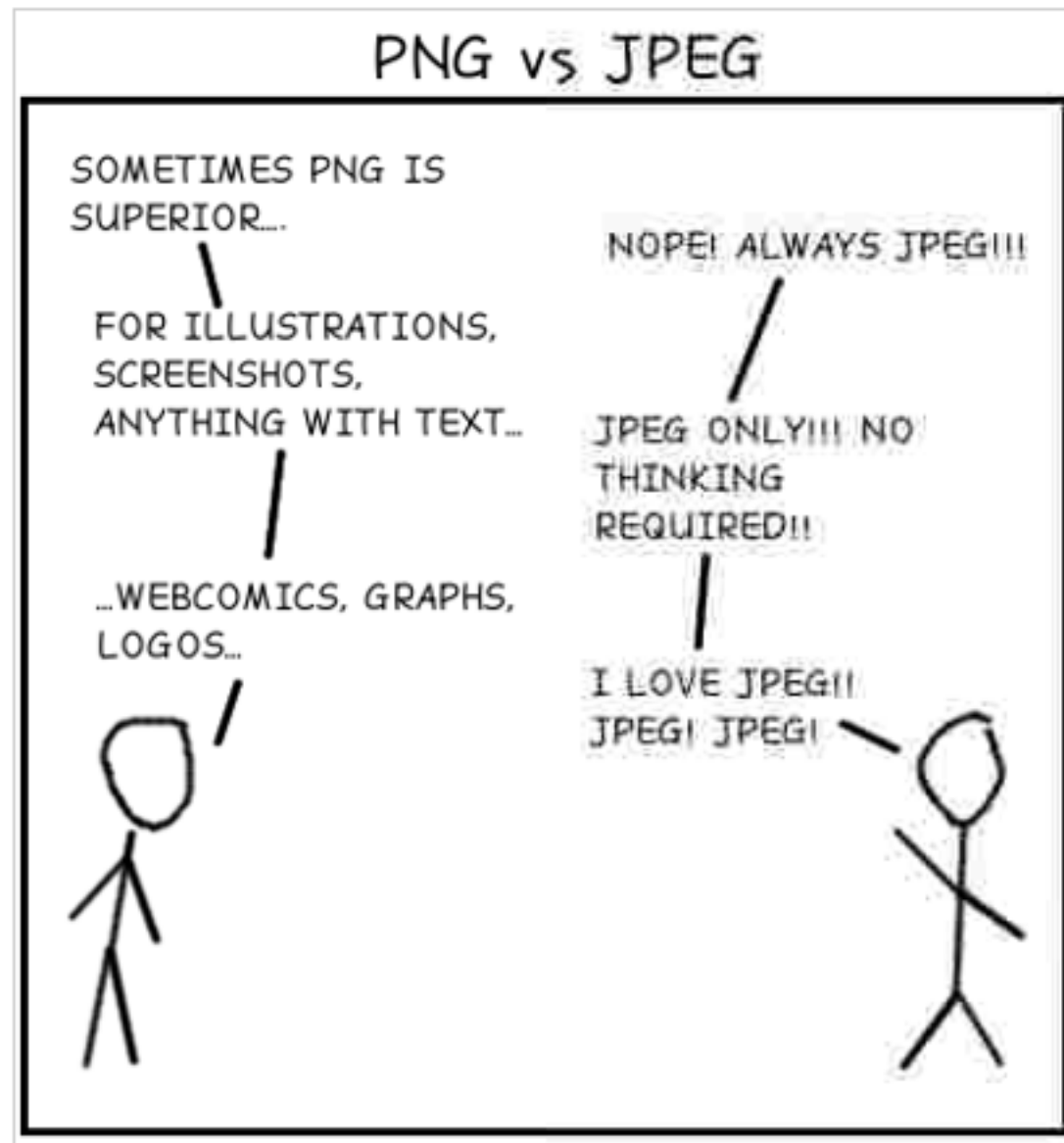

GIF

- Graphics Interchange Format (GIF)

- Used to display indexed-color graphics and images

- Indexed color means that it will only display a maximum of 256 colors.

- GIF is NOT a good format for saving photographic type images with many colors.

- GIF is good for saving images with flat blocks of color such as logos or simple illustrations.

- Another very important feature of GIF images is that is allows you to preserve transparency.

- It uses an LZW-compressed format designed to minimize file size.

- Can also be an animated GIF or graphic image on a Web page that moves - for example, a twirling icon.

IMAGE WEB FORMATS

File Type Options
GIF, PNG, JPG. Which One To Use?

PNG vs JPEG

SOMETIMES PNG IS SUPERIOR...

FOR ILLUSTRATIONS, SCREENSHOTS, ANYTHING WITH TEXT...

...WEBCOMICS, GRAPHS, LOGOS...

NOPE! ALWAYS JPEG!!!

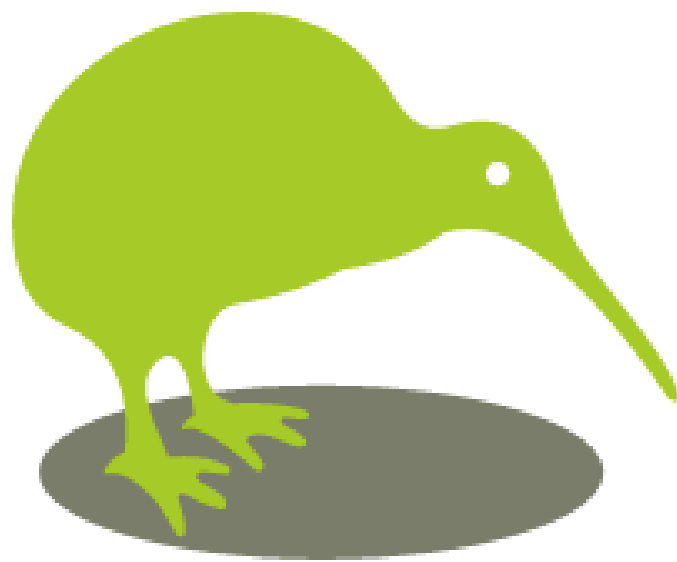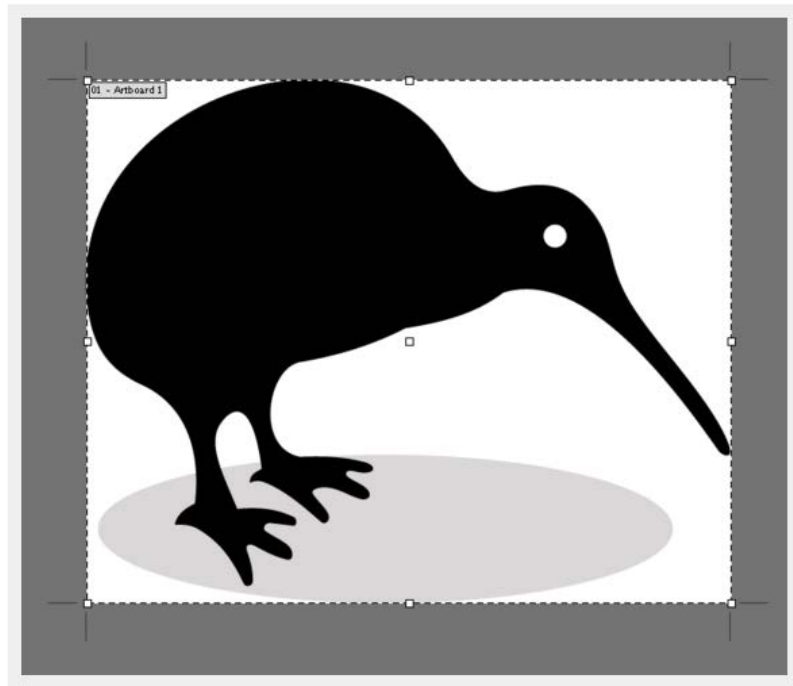JPEG ONLY!!! NO THINKING REQUIRED!!

I LOVE JPEG!! JPEG! JPEG!

PNG

- Portable Network Graphics (PNG) is a little bit like the best of both worlds.

- Developed based on GIF, for lossless compression and for display of images on the web.

- Unlike GIF, PNG supports 24?bit images and produces background transparency without jagged edges

- Some older web browsers did not support PNG images and now that is not the case.

- PNG format supports RGB, Indexed Color, Grayscale, and Bitmap mode images.

- PNG also preserves transparency in grayscale and RGB images.

IMAGE WEB FORMATS

File Type Options
Using SVG

SVG

SVG is an image format for vector graphics. It literally means Scalable Vector Graphics. Basically, what you work with in Adobe Illustrator. You can use SVG on the web pretty easily, but there is plenty you should know.

Why use SVG at all?

- Small file sizes that compress well
- Scales to any size without losing clarity (except very tiny)
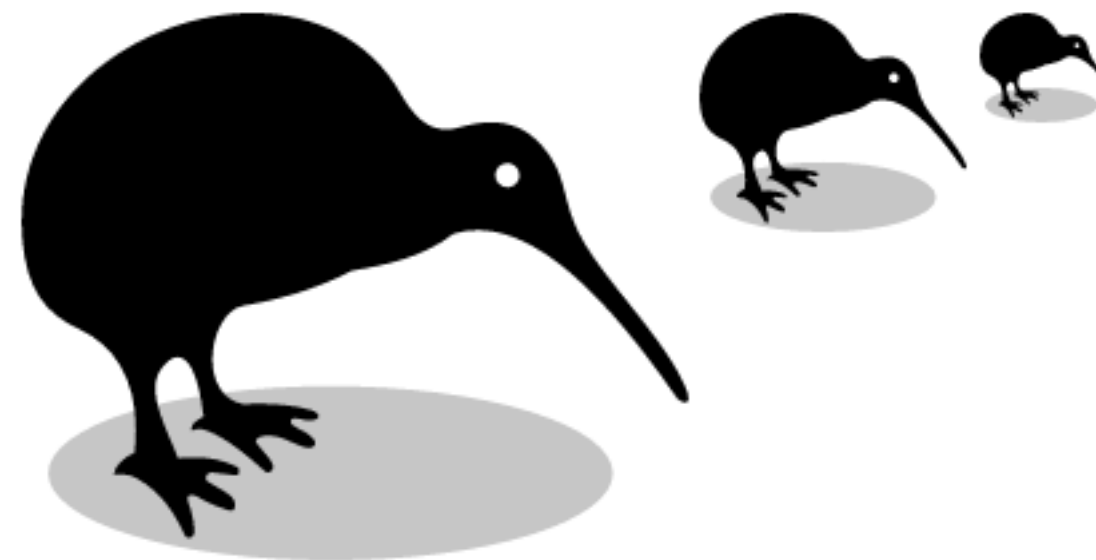- Looks great on retina displays
- Design control like interactivity and filters
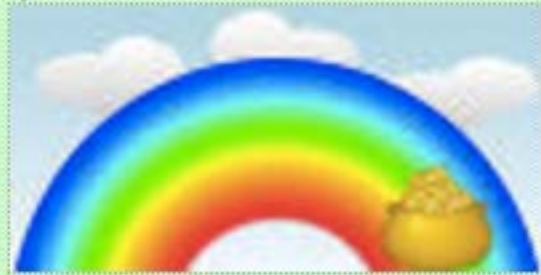
IMAGE 100%

```
img {
    width: 100%;
    height: auto;
}
```
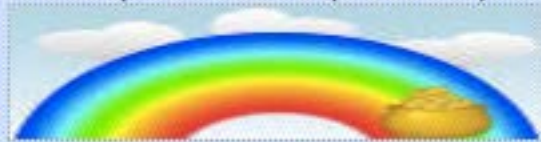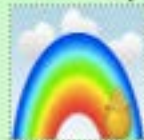
Scaling a JPEG Image

Original Size (100x50)

2x Scale (200x100)

Stretch to a Different Aspect Ratio (300x50)

Squish to a Different Aspect Ratio (50x50)

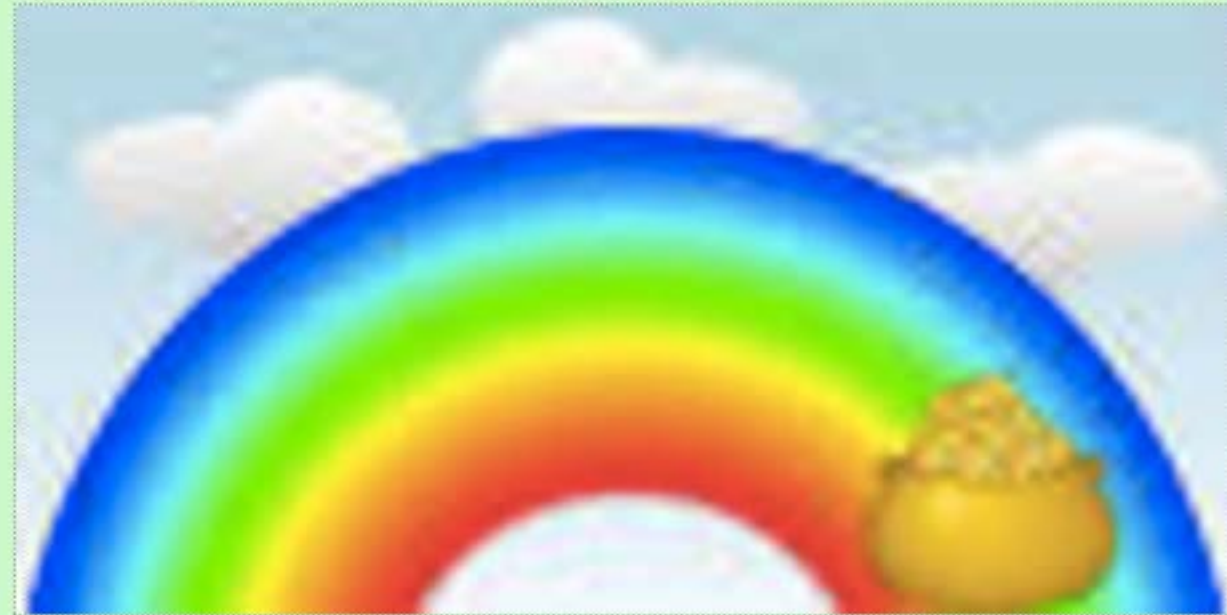Auto scale to height=100

Auto scale to width=100% of container

IMAGE SCALING IN CSS
The Right Way to Retinafy Your Websites

When Downsampling is Not Good Enough
Usually, browser downsampling should work quite well. That said, there are some situations where downsampling in the browser might make images blurry.

Here we have a bunch of 32px

Transparent PNG - Google Chrome Downsampling

White Background - Google Chrome Downsampling

Transparent PNG - Photoshop Downsampling

White Background - Photoshop Downsampling

Here is how they will appear, when downsampled to 16px by Photoshop's as well as Google Chrome's bicubic filter.

It seems that we get better results from Photoshop in this case.