



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.

FREE SHIPPING on orders over \$75 | Call us anytime: 1.800.638.6464

site search - keyword or style #



Shop Clothing & Gear

Environmentalism

Video & Music

Blog

+ My Cart

Sign In | Sign Up



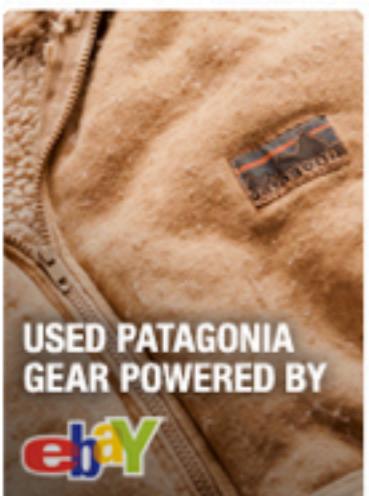
Sales, new gear and more:

[Sign Up For Patagonia Emails](#)

[email sign up](#)

Visit a store:

[find patagonia](#)

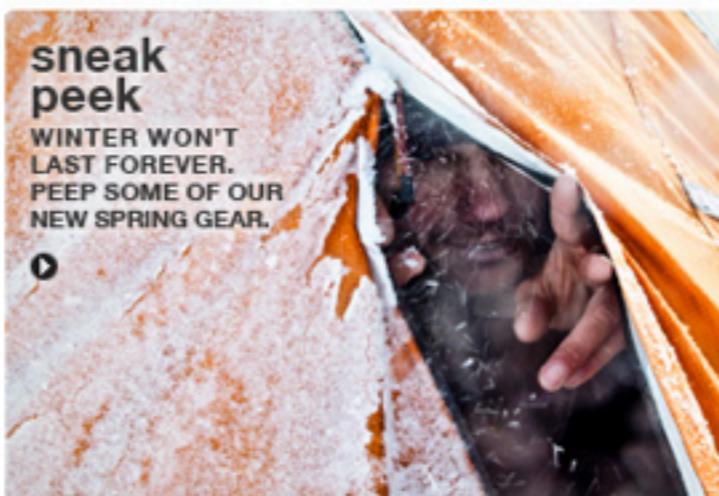


USED PATAGONIA
GEAR POWERED BY



boots
and shoes

PATAGONIA FOR
YOUR FEET



sneak
peek

WINTER WON'T
LAST FOREVER.
PEEP SOME OF OUR
NEW SPRING GEAR.



soft-shell
jackets

BREATHABLE
PERFORMANCE



CHOOSING IMAGES FOR YOUR SITE

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



Images

Videos

Music

Resources

My account

 New search Search within [Advanced search](#) | [Catalyst: search ideas](#) Creative images

-
- Rights-managed (RM)
-
-
- Royalty-free (RF)
-
-
- Exclude nudity

 Photography

-
- Illustration
-
-
- Vector

 Editorial images
 Video

-
- Creative: Rights-ready (RR)
-
-
- Creative: Royalty-free (RF)
-
-
- Editorial: Raw
-
-
- Editorial: Produced



RF #142005187

Close up of Macaroons

By: Li Kim Goh

Collection: Photodisc



CHOOSING IMAGES FOR YOUR SITE

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

»
*** clothes**

shoes & bags

jewellery & accessories

for your home

christmas

home > clothes > dresses > fit & flare

EXPLORE

- [new arrivals](#)
- [our favourite dresses](#)
- [winter whites](#)
- [sequin + shine](#)
- [those we fancy](#)
- [occasion dresses](#)

SHOP BY CATEGORY***dresses***

- [column](#)
- [knitted](#)
- *fit & flare**
- [printed](#)
- [block colour](#)

[tops & tees](#)[shirts & blouses](#)[knitwear](#)[coats & jackets](#)[skirts](#)[denim & trousers](#)[shorts](#)[sleep & lounge](#)[lingerie](#)[tights & socks](#)[sale](#)

Recently viewed items

Flared & Cabled
Knitted Dr...

£138.00



Melba Dress

£328.00



Gracia Dress

£228.00

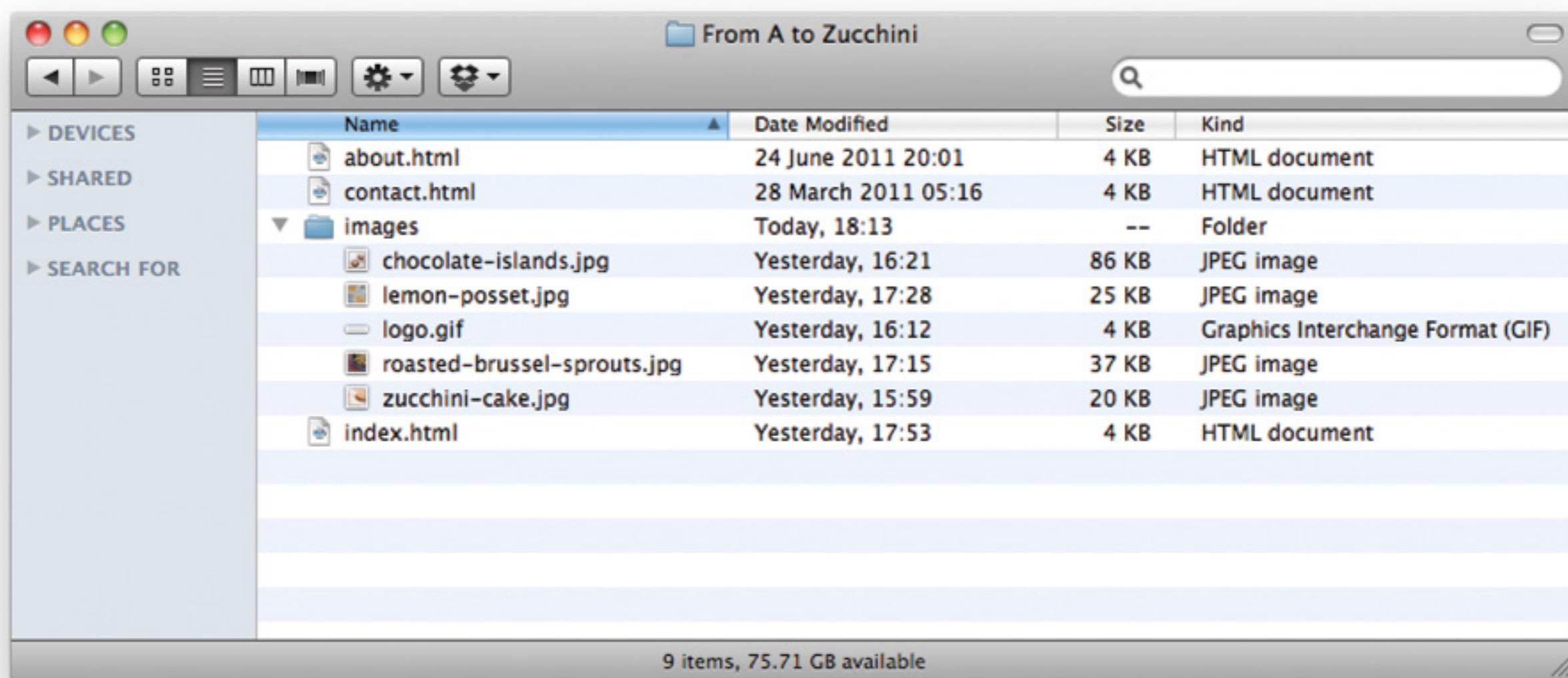


Brocade Paisley Dress

£328.00



STORING IMAGES ON YOUR SITE



ADDING IMAGES

HTML

```

```

RESULT



HEIGHT & WIDTH OF IMAGES

HTML

```

```

HEIGHT & WIDTH OF IMAGES

HTML

```

```

HEIGHT & WIDTH OF IMAGES

HTML

```

```

RESULT



WHERE TO PLACE IMAGES IN YOUR CODE

HTML

```

```

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

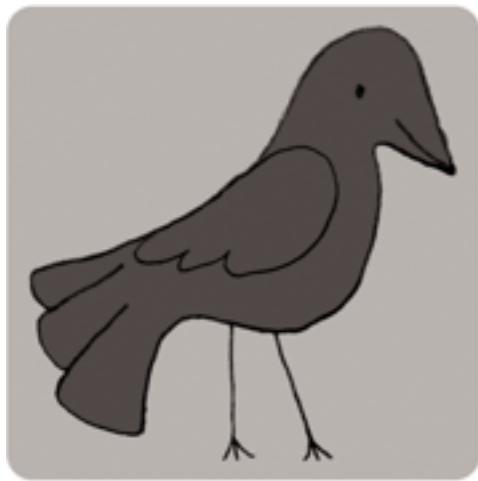


There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

WHERE TO PLACE IMAGES IN YOUR CODE

HTML

```
<p>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.</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

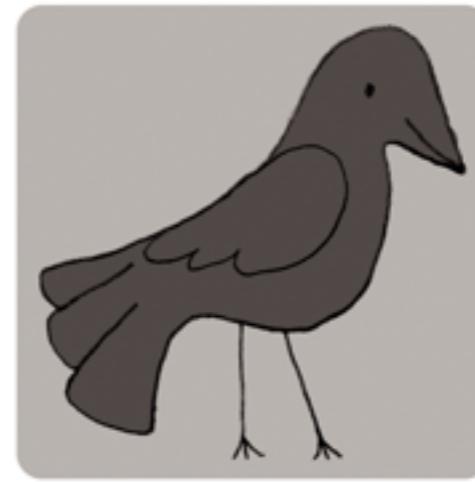
HTML

<p>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.</p>

A small, light blue bird icon with a white outline, representing a placeholder for an image.

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>
```

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.</p>

OLD CODE: ALIGNING IMAGES HORIZONTALLY

HTML

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



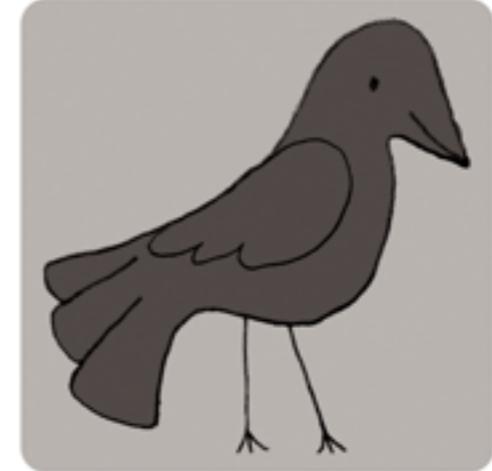
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES HORIZONTALLY

HTML

```
<p>  
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.</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

```
<p>
```

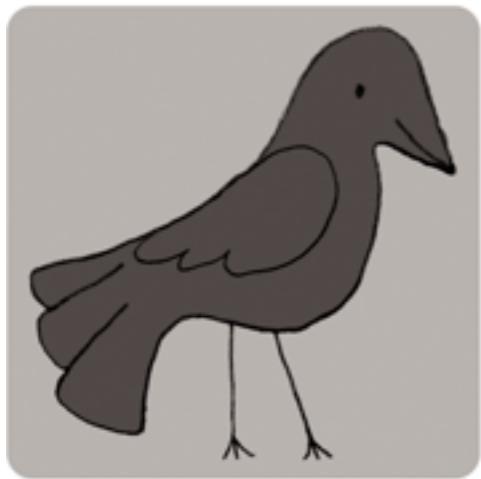
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.</p>

OLD CODE: ALIGNING IMAGES VERTICALLY

HTML

```
<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.</p>



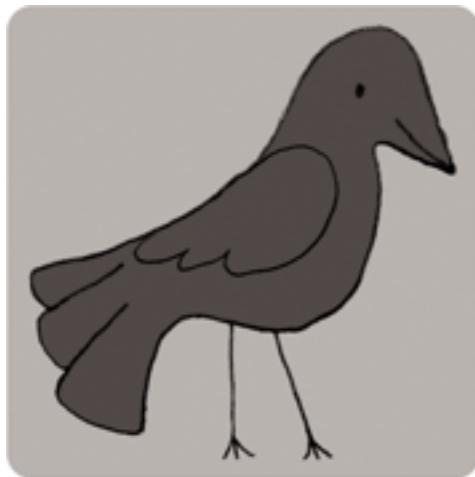
There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

OLD CODE: ALIGNING IMAGES VERTICALLY

HTML

```
<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.</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

```
<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.</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

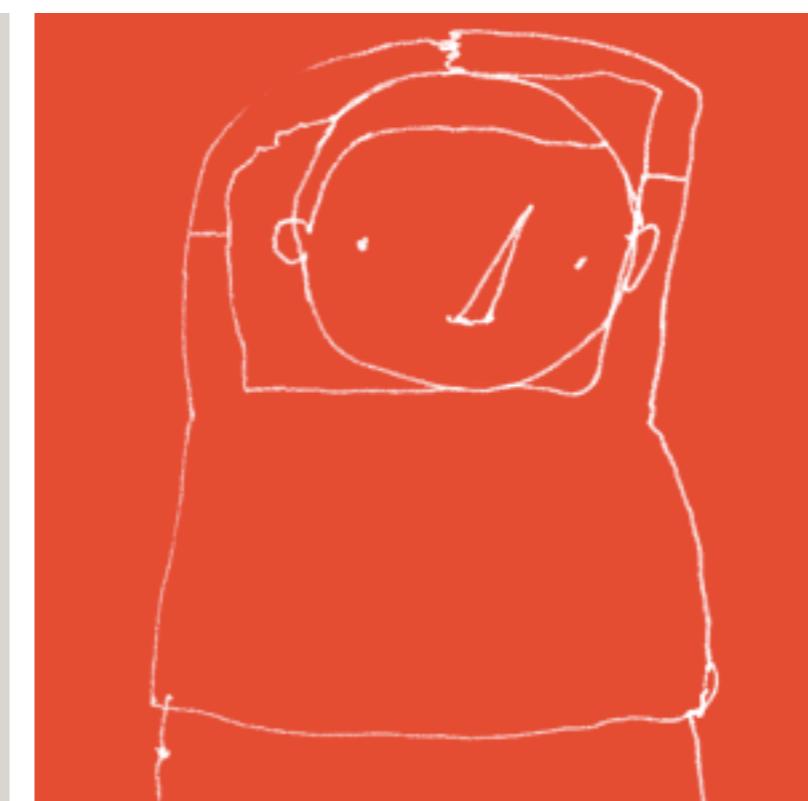
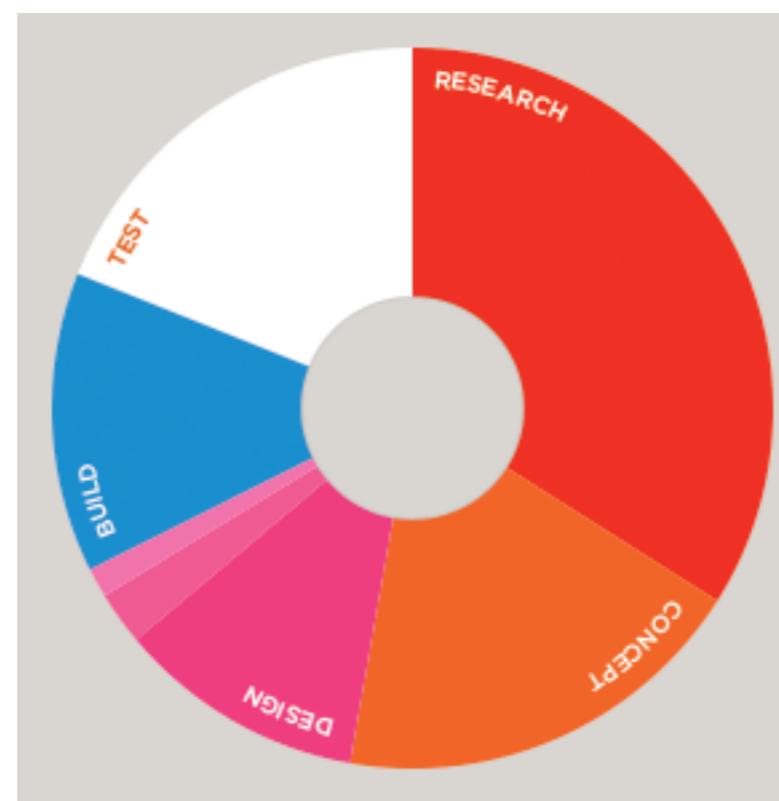
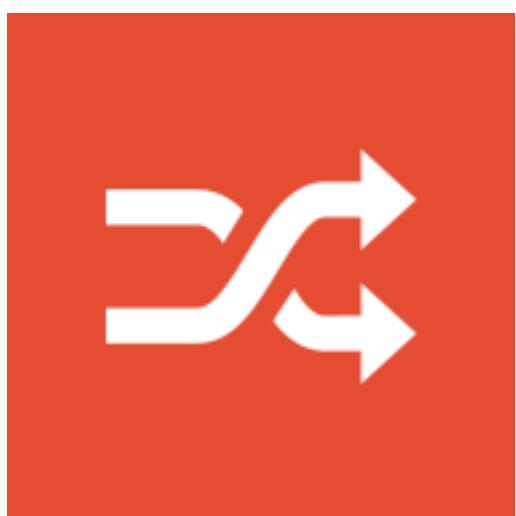


IMAGE DIMENSIONS

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

IMAGE DIMENSIONS

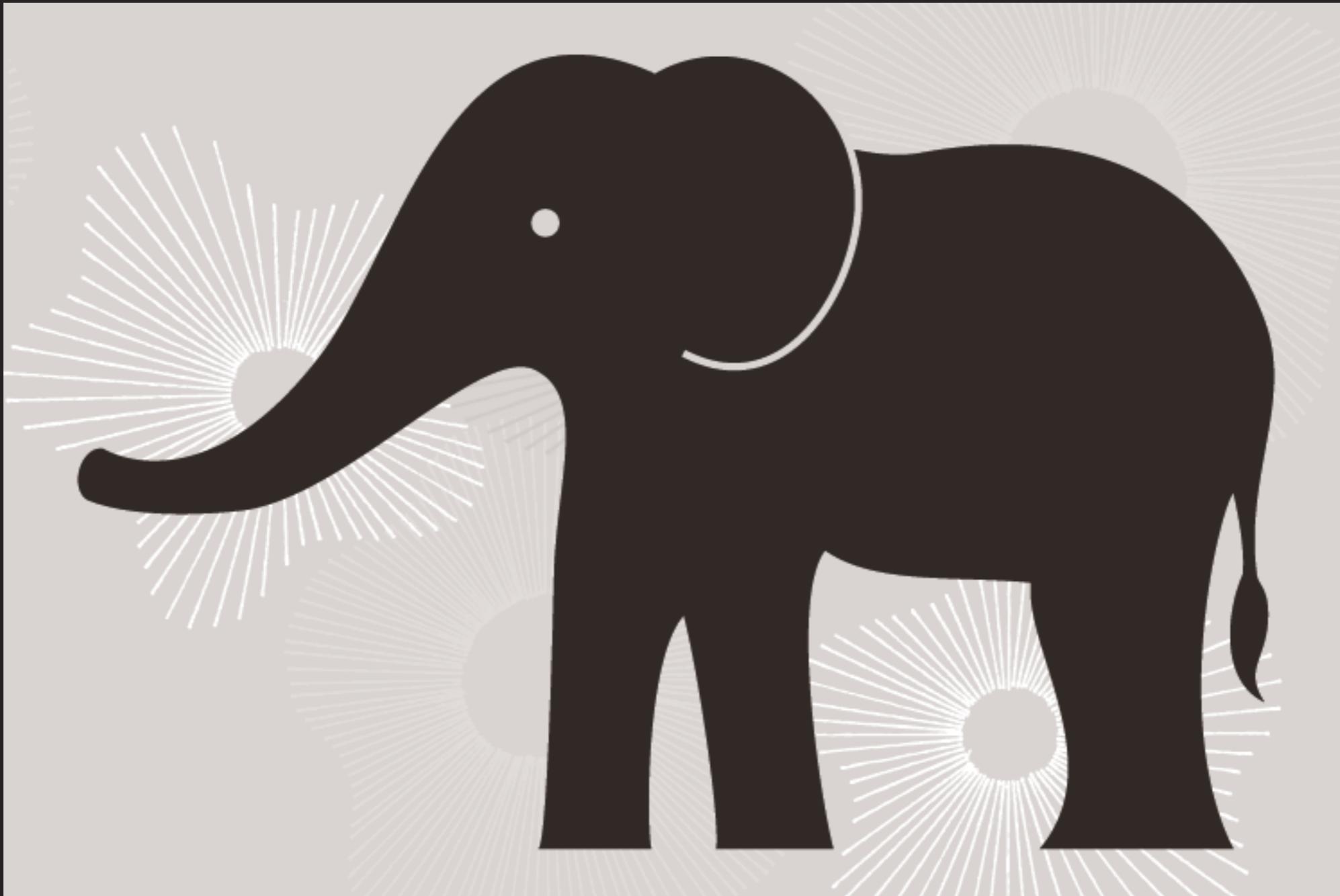


IMAGE DIMENSIONS



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.

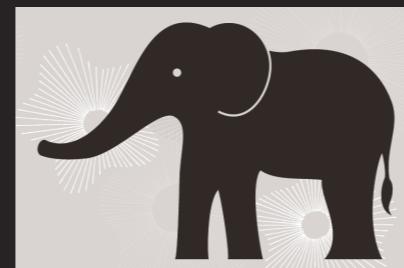
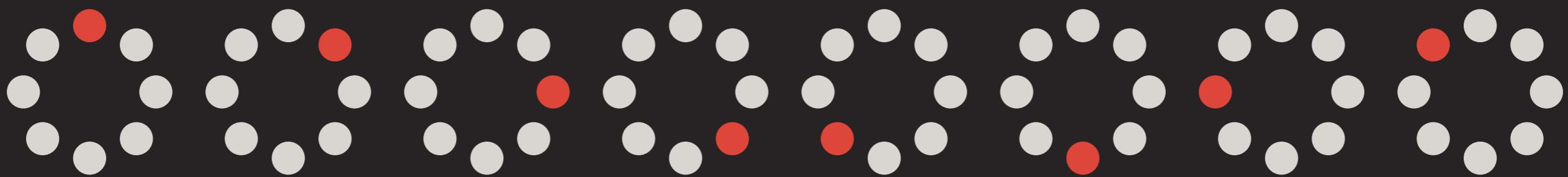


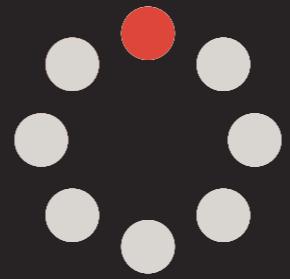
IMAGE DIMENSIONS



ANIMATED GIF

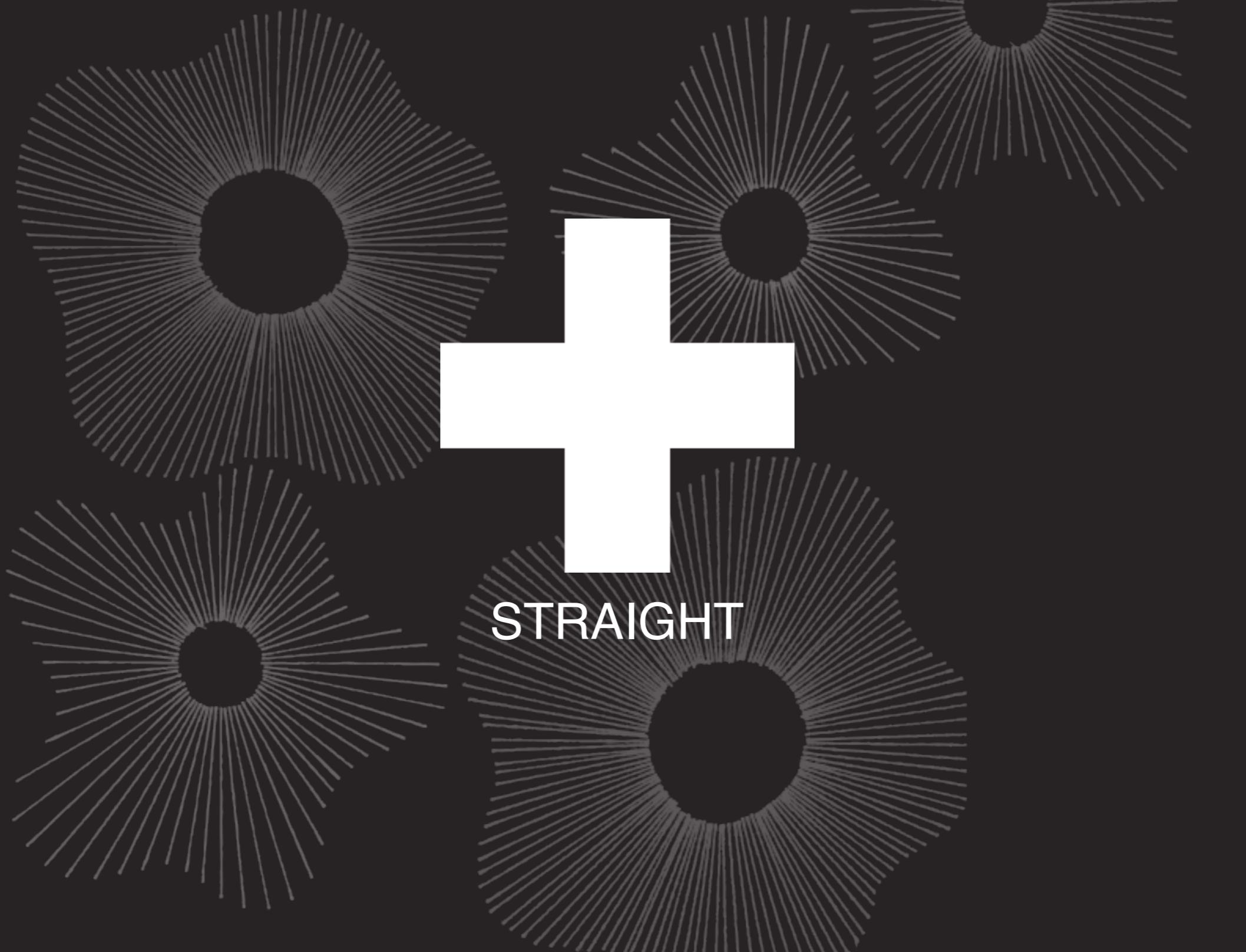


ANIMATED GIF



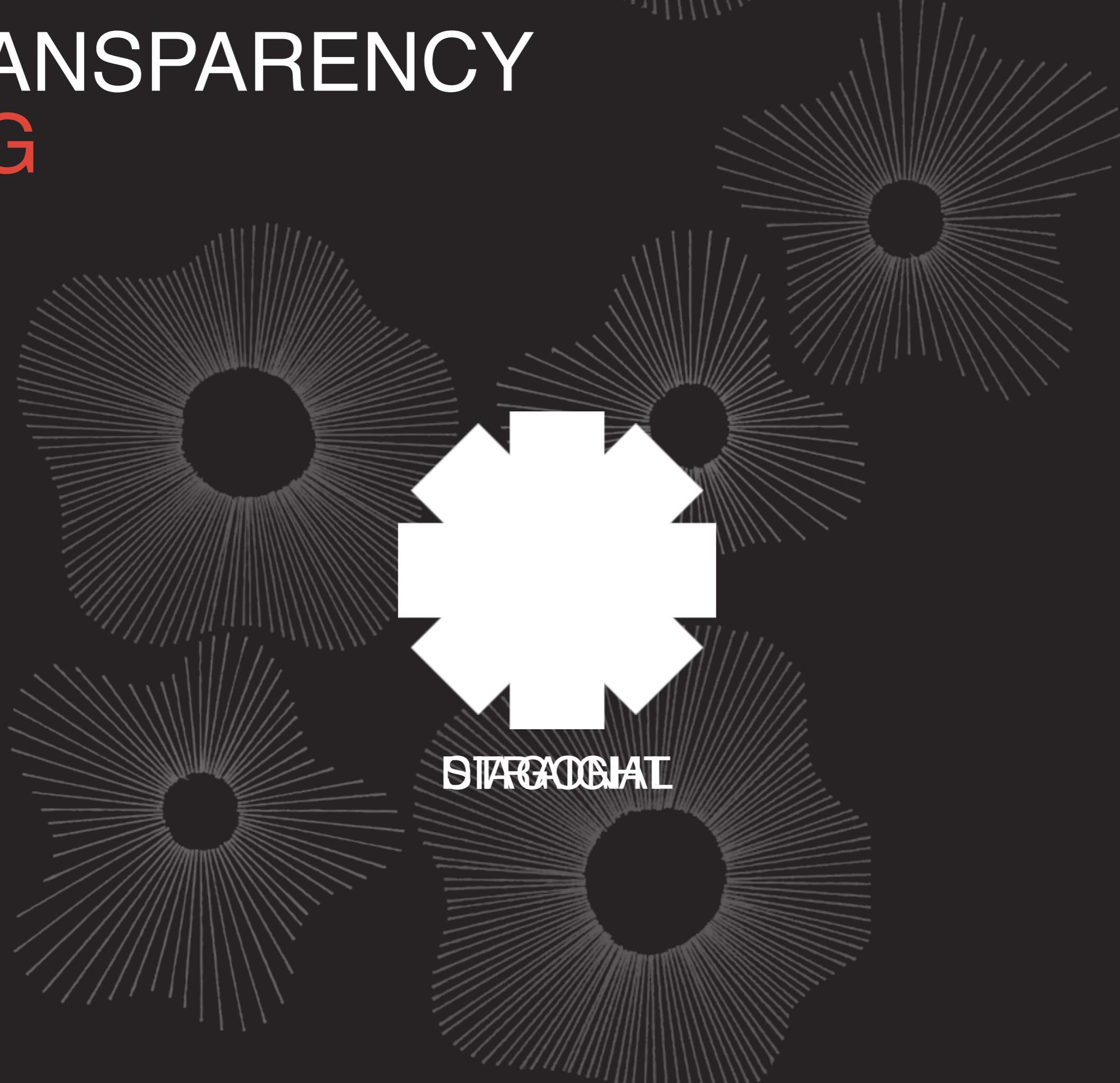
TRANSPARENCY

TRANSPARENT GIF

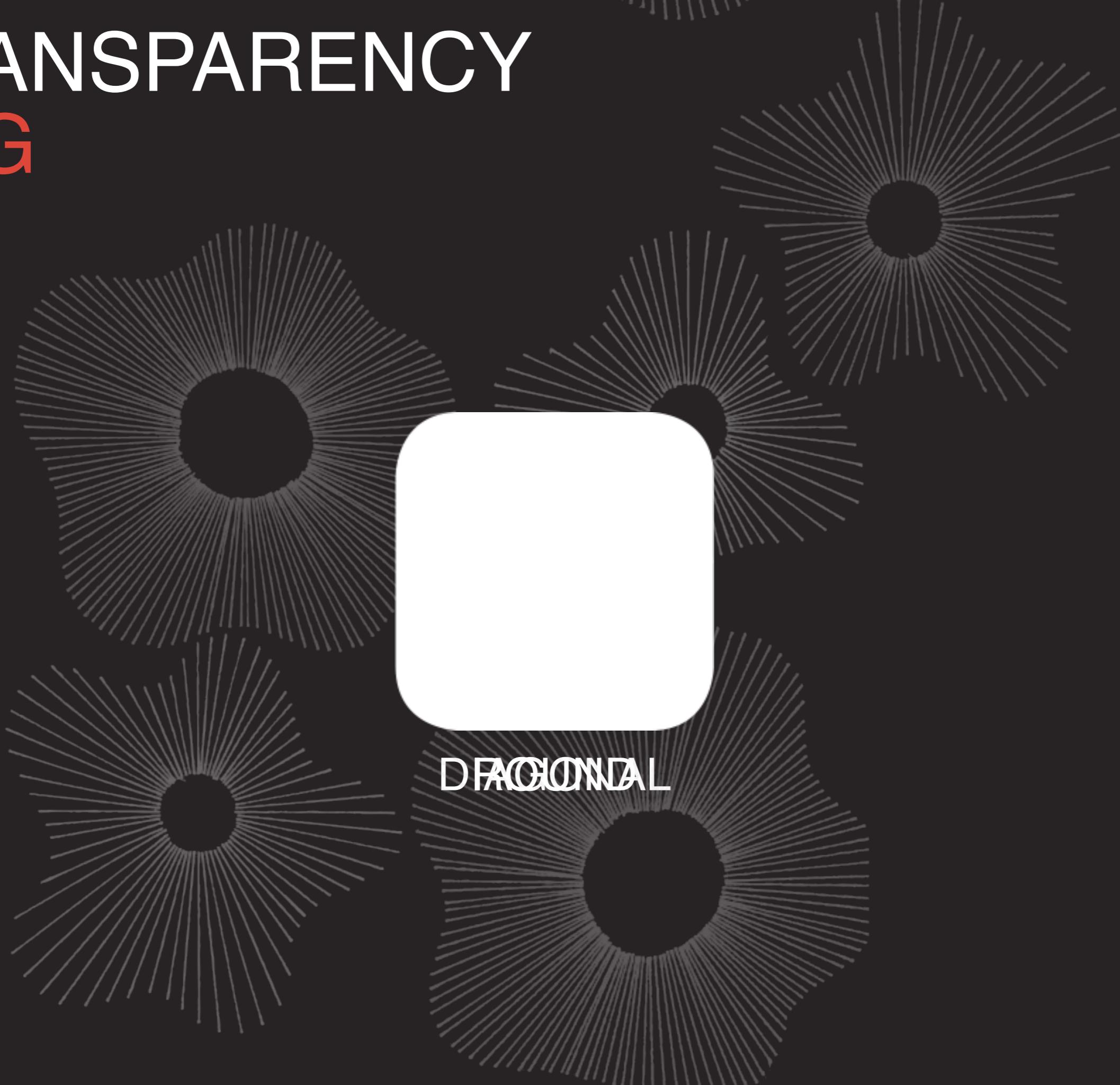


TRANSPARENCY

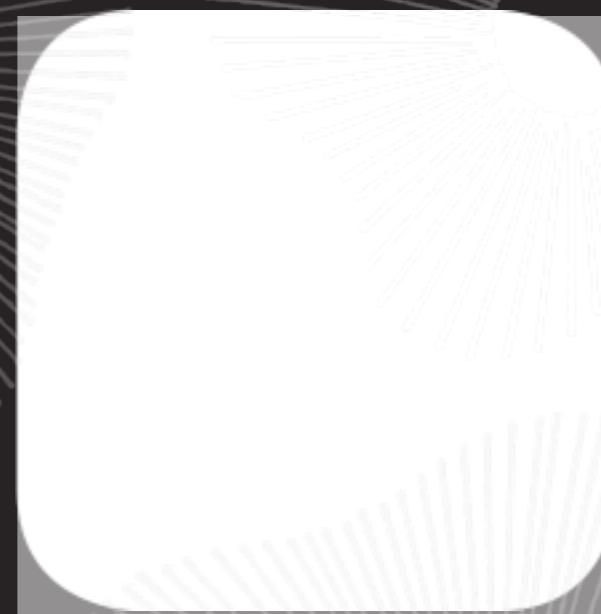
PNG



TRANSPARENCY PNG



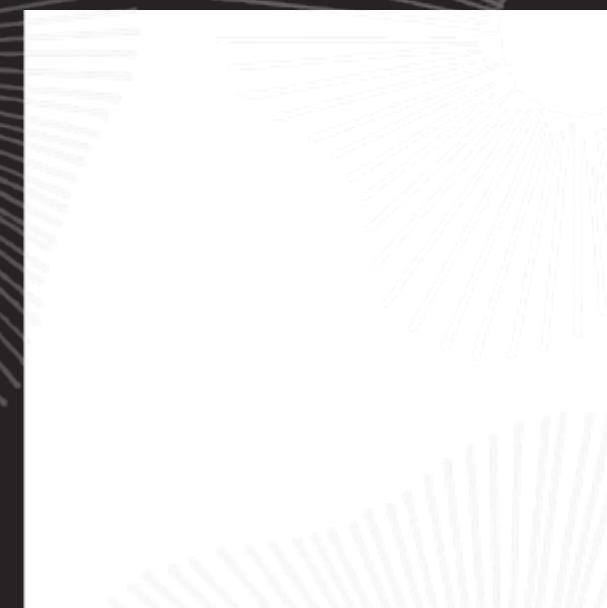
TRANSPARENCY PNG



TRANSPARENT

SEMICRAPHQUE

TRANSPARENCY PNG



DEBON-SRAQOEV

HTML5: FIGURE & FIGURE CAPTION

HTML

```
<figure>
  
  <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>
  
  <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>
  
  <br />
  <figcaption>Sea otters hold hands when
    they sleep so that they don't
    drift away from each other.
  </figcaption>
</figure>
```



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

SUMMARY

The 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.

