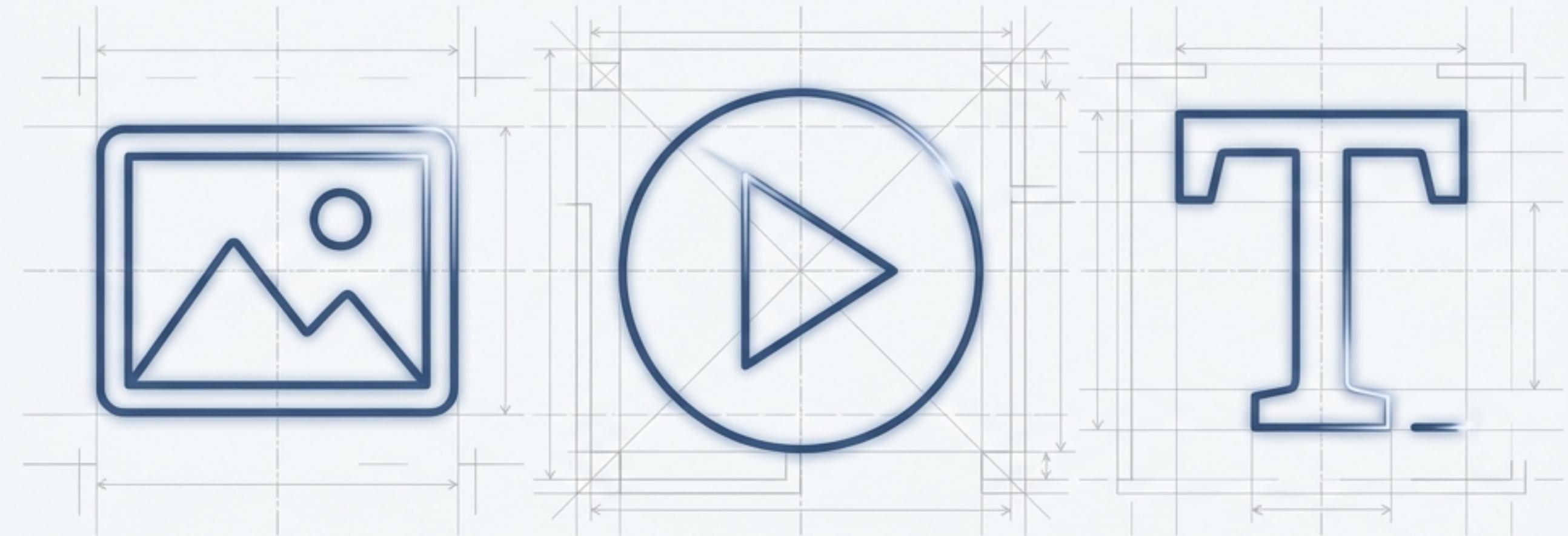


The Digital Architect's Toolkit



A Masterclass on Website Assets for R093

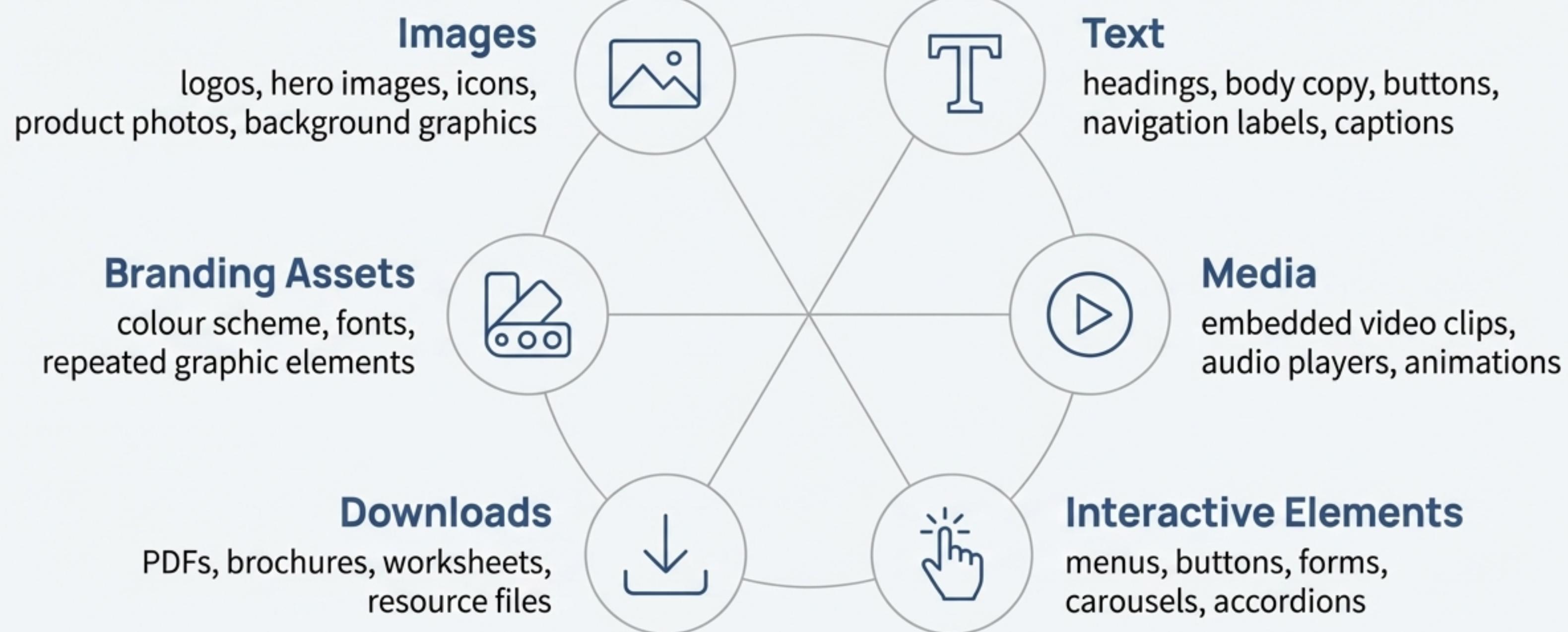


Every great website is built from essential assets.

Website assets are the **building blocks** of a **web page**. They include every individual item that makes up your site: from logos and photographs to text, videos, and buttons.

Choosing the right assets and preparing them perfectly is not just a technical task—it is vital for the site's usability, performance, and professional finish.

The Complete Asset Catalogue



Two Disciplines Separate the Amateur from the Pro.

1 1. Choose Wisely

Every asset must be deliberately selected. It must be suitable for the **target audience**, support the **purpose** and message of the site, and adhere to all copyright and licensing rules.

2 2. Prepare Perfectly

Every asset must be technically optimised. This involves choosing the correct **file format**, applying **compression** to balance quality and file size, and ensuring **accessibility** for all users.

Your first technical decision: The right file format.

The format you choose dictates quality, file size, and browser compatibility. Making the right choice is essential for performance.

For Logos & Icons

Use **PNG** for transparency or **SVG** for scalable vector graphics that are sharp at any size.



PNG



SVG

For Photographs

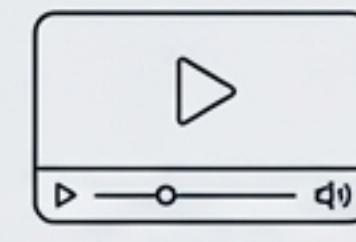
Use **JPEG** for a good balance of quality and size, or **WebP** for superior compression and quality (a modern, efficient choice).



'JPEG' 'WebP'

For Video

Use **MP4** as it is the most widely supported format across all browsers and devices.



MP4

Optimisation in action: The impact of compression.

Uncompressed (e.g., PNG)



File Size: **2.1 MB** | Quality: 100%

Compressed (e.g., WebP/JPEG)



File Size: **185 KB** | Quality: 98%

A **91%** reduction in file size with almost no visible loss in quality. This is the key to a fast-loading website.

Use **compression** to reduce file size so pages load quickly. Always export images at an **appropriate resolution** for their intended display size on both desktop and mobile screens.

Make your assets work harder, and for everyone.

Accessibility & SEO

Alt Text is not optional.

```
  
      "descriptive text..."
```

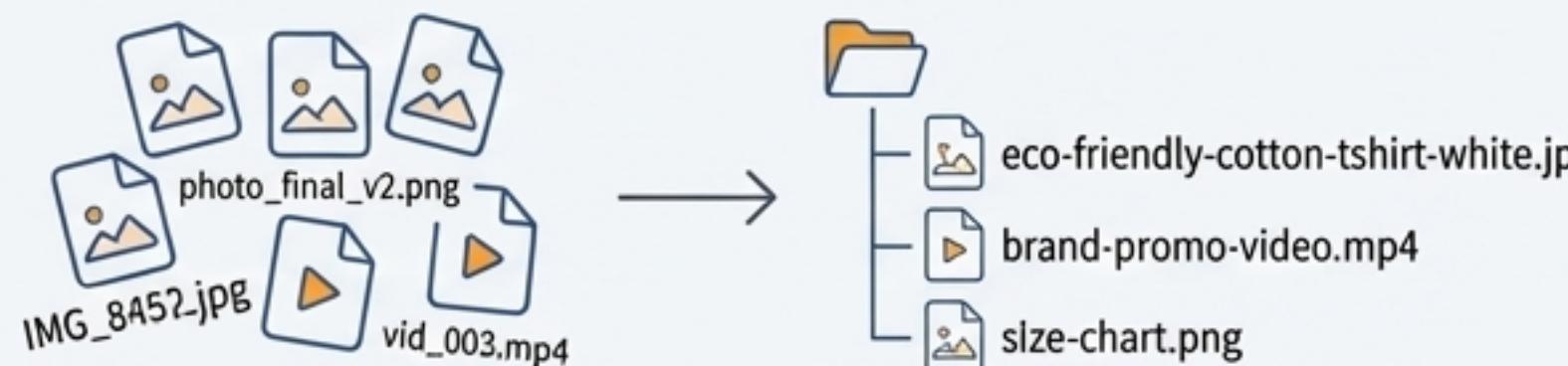


Add clear, descriptive **alt text** to all meaningful images. This serves two vital functions:

1. **Accessibility**: It allows screen readers to describe the image to visually impaired users.
2. **SEO**: It provides context for search engines, which can improve your site's ranking.

Professional Organisation

A tidy toolkit is an efficient toolkit.



Keep filenames and folder structures **organised**.

Use descriptive names (e.g., `eco-friendly-cotton-tshirt-white.jpg` instead of `IMG_8452.jpg`).

This makes assets easy to find, manage, and update.

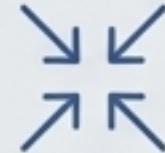
The Asset Pre-Flight Check

Before any asset goes live, run it through this professional checklist.



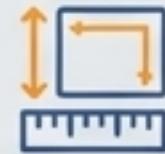
Format

Is it the most suitable file format for the content type (e.g., SVG for logo, WebP for photo)?



Compression

Is the file size reduced as much as possible without sacrificing necessary quality?



Resolution

Is the image exported at the correct dimensions for its use on the site?



Accessibility

Does the image have clear, descriptive alt text?



Organisation

Does the file have a logical, descriptive name?



Testing

Have you checked how the asset loads and appears on different devices and connection speeds?

From Theory to Application: Proving Your Skills

Understanding the principles is the first step. The real test is applying them effectively to a brief and under exam conditions. Let's deconstruct how to approach typical exam questions on website assets.

Deconstructing the Questions: 1-4 Marks

1-Mark Question (State...)

State one type of asset for a school website.

Technique: Give a clear, specific example. (e.g., school logo, photo gallery image, embedded video tour).

2-Mark Question (Explain...)

Explain one reason why images should be compressed.

Technique: Make a point, then explain the impact. Use the structure: ‘Images are compressed because [smaller file size]... This means that [faster page load, better user experience]...’

4-Mark Question (Explain two factors...)

Explain two factors for choosing images for a charity homepage.

Technique: Give two distinct points (e.g., relevance to the cause, emotional tone, resolution). For each, explain *how* it affects the audience or site performance.

Master the 3-Mark ‘Describe’ Question

****Question Example**:** Describe one way alt text can improve a website.

The Technique: A 3-Step Structure



Define

Start by clearly stating what alt text is. “Alt text is a written description of an image that is embedded in the HTML code.”

Explain Benefit 1 (Accessibility)

Describe its primary purpose. “It helps users with screen readers by reading the description aloud, making the content accessible to visually impaired users.”

Explain Benefit 2 (SEO)

Describe its secondary benefit. “It also supports Search Engine Optimisation (SEO) by providing context to search engines, helping them understand and rank the page's content.”

The 9-Mark Challenge: The Brief

Client: A new eco-friendly clothing brand.

Task: Discuss how you should select and prepare website assets so the site looks professional and loads quickly on mobile devices.

Key Constraints: Professional look, fast loading, mobile-first.

Before we break it down, pause and think: What are the first five asset decisions you would make?

A Blueprint for a Top-Mark Answer



Asset Selection

Discuss choosing suitable assets.



Technical Optimisation

Discuss preparing the chosen assets.



Accessibility & Responsiveness

Discuss user-centric details.



Justified Conclusion

Synthesise and prioritise.

- Images (lifestyle shots, product photos), logo style (clean, natural), icons (simple, intuitive), and text content (brand voice). Focus on suiting the 'eco-friendly' theme.
- Specify file formats (WebP for photos, SVG for logo) and the importance of high compression for fast mobile loading.
- Mentioning alt text for all images, ensuring high colour contrast for readability, and testing on mobile devices.
- Conclude which decisions are most important (e.g., image compression for mobile speed) and justify why.

Your Asset Mastery Checklist

You have explored the architect's toolkit. Before you close the book, can you confidently do the following?

- [] List different types of website asset and give specific examples.
- [] Explain precisely why file type and compression matter for web assets.
- [] Suggest and justify suitable assets for a website aimed at a specific target audience.

