

Image Size & Compression

HEATHER JOHNSON

CIT 230: 13 BROTHER BLAZZARD

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What is image size and compression?

Image Size: the measurement of the length and width of an image

- NEVER upload a full size image to your website

Image Compression: reduces the file size of an image

- Lossy and Lossless

Why?

Images are the **LARGEST** amount of data on your website.

- Large Photos create longer loading times
- Takes more bandwidth

Site weight/speed matters

- Will be analyzed in future assignments <500KB total page weight

Main Goal

Finding the balance between

- File size
 - Average file size 10 – 50 KB
 - Full size image 200 – 250 KB
- Image quality
 - Pixelated is NOT a good look

Tips

- Always start with the highest quality image possible
 - Never compress a previously compressed image
- Know how large you want the image to be
 - Resize it smaller using CSS
 - Never make it larger using CSS

Binary Measurements

	Bit	=	1 or 0		
	8 Bits	=	1 Byte	Character	
Image: 10 – 50 KB, 200-250 KB full size	1024 Bytes	=	1 Kilobyte	KB	Half page of text
Website < 500 KB	1024 Kilobytes	=	1 Megabyte	MB	2 min MP3 file
	1024 Megabytes	=	1 Gigabyte	GB	Approx. 1 hour movie
	1024 Gigabytes	=	1 Terabyte	TB	128 DVD movies
	1024 Terabytes	=	1 Petabyte	PB	7 billion Facebook photos
	1024 Petabytes	=	1 Exabyte	EB	50,000 years of DVD
	1024 Exabytes	=	1 Zettabyte	ZB	180 million x Library of Congress
	1024 Zettabytes	=	1 Yottabyte	YB	Yoda's amount of memory ?!
	1024 Yottabytes	=	1 Brontobyte		
	1024 Brontobytes	=	1 Geopbyte		The Highest Memory

Resources

- [HTTPS://FIREFLYDIGITAL.COM/IMAGE-COMPRESSION/](https://fireflydigital.com/image-compression/)
- [HTTPS://WWW.HTML5ROCKS.COM/EN/TUTORIALS/SPEED/IMG-COMPRESSION/](https://www.html5rocks.com/en/tutorials/speed/img-compression/)
- [HTTPS://BYUI.BRIGHTSPACE.COM/D2L/LE/CONTENT/396161/VIEWCONTENT/5622039/VIEW](https://byui.brightspace.com/d2l/le/content/396161/viewcontent/5622039/view)
- [HTTPS://KINSTA.COM/BLOG/OPTIMIZE-IMAGES-FOR-WEB/](https://kinsta.com/blog/optimize-images-for-web/)
- [HTTPS://WWW.FOREGROUNDWEB.COM/IMAGE-SIZE/](https://www.foregroundweb.com/image-size/)