

IMAGE FORMAT FOR WEB



“OLD-GEN” IMAGES

JPEG



PNG



SVG



JPEG

- most popular photo format
- lightweight file with sufficient quality for digital use
- optimized loading time on a web page
- extension : *.jpg* or *.jpeg*
- use: for **colorful images** and **visuals**



PNG

- does not lose quality when compressed
- supports **transparent backgrounds** (impossible with jpeg format)
- **heavy format** but suitable for the web
- extension: **.png**
- use: images with **transparent background**, graphics and **logo**.



SVG

- **vector** images
- resize images without loss of quality
- watch Kimi's presentation for more details !
- extension : **.svg** or **.svgz**





2000'

web p

- developed by Google in 2010
- supported by the **majority of browsers** except Safari and Internet Explorer
- **2 options** when you exporting an image to WebP :
 - > Lossless compression (= **SANS** perte)
like PNG but 22-50% smaller file size
 - > Lossy compression (= **AVEC** perte)
*you loose quality when you compressed it
like JPEG but 25-34% smaller file size*

web p

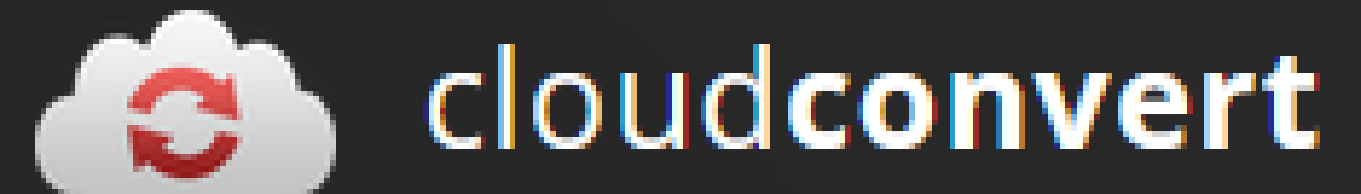
- raster graphics file format (= image matricielle)
- higher color depths, animated frames, transparency etc.
- up to **four additional metadata***: image author name, image title, copyright information, and comments.

**This is information embedded in digital image files, in order to provide additional details (eg: date and time of shooting, camera settings, geolocation and many others.)*

**OK, GREAT BUT HOW
DO I GENERATE IMAGES
IN WEBP FORMAT?**

- Photoshop : via plug-in

- Online converter (CloudConvert,...)



**OK, GREAT NOW HOW
DO I USE IT IN MY
HTML?**

Old-gen

```

```

webp

```

```

Yes, but... it is not a good practice

web📷p

```
<picture>  
  <source srcset="img/unebelleimage.webp" type="image/webp">  
    
</picture>
```

This is a good practice because it provides fallback support for browsers that do not support WebP

Use the <picture> element with multiple sources

TO CONCLUDE

- better compression than PNG or JPEG
- support for higher color depths, animated frames, transparency etc
- easy to use

web**p** > OLD-GEN FORMAT

IF YOU WANT TO GO FURTHER...

JPEG 2000

AVIF

JPEG XR

HEIC



<https://www.dcode.fr/donnees-exif>

<https://cloudconvert.com>

https://developer.mozilla.org/en-US/docs/Web/Media/Formats/Image_types

<https://www.webperftools.com/blog/how-to-use-next-gen-image-formats-webp-jpeg200-and-jpeg-xr/>

<https://www.net-concept.fr/actualites/quels-sont-les-differents-formats-dimage-et-ceux-adaptes-pour-le-web/>

**THANK'S FOR
WATCHING**

