

You may be wondering which image file types to use in your web site. The three most common types are:

.jpg, .png, and .gif. You can't change between these types by simply renaming the files. You'll need to convert between formats using a graphic editor.

While this is an over-simplification; think about using .jpg as the format for photos, .png or .gif for everything else.

HTML files are text files. They contain the text that will appear on your web pages and instructions as to how to format that text. They also reference in graphics, videos, audio, etc. Because the graphics are not part of your .html file, you'll need to upload those graphics to your Polaris Web Space along with the web pages on which they should appear. If you forget to upload the image, it will appear as a broken image on your web page. A broken image will appear as a placeholder in your browser where the image should be. In Internet Explorer you'll see a small box with a red X in it.

Case counts! If you have a web page with this image tag: `` and the file name of your graphic is Cat.JPG, there will be a mismatch and the image will be broken. When this happens, you can fix the problem by renaming your image file or by editing your image tag.

I'd also like to mention resizing images. These days, digital cameras and even some cell phones create photos with huge file sizes. Let's say you want to improve the load time of your page. So you modify your image tag to include a smaller number for height and width. This will result in a smaller graphic being displayed on your page. However, the entire original graphic will be loaded into memory and then resized, thus having no impact on load time. If at all possible, it's best to use a graphic editing program to resize your images. In some cases, you may also want to crop an image.

When resizing or cropping images, keep the "Aspect Ratio" in mind. This is the ratio of height to width. If you have a graphic that's 800 pixels wide and 800 pixels tall and you resize it to 800 wide by 200 tall, the resulting image will look as though an elephant sat on it because you've changed the height but not the width.

I use a free program called [Irfanview](#) to edit my images. But if you don't want to download a program, there are some free online editors you can use:

<http://www.resize.it/crop-a-photo.html>  
<http://www.webresizer.com/>