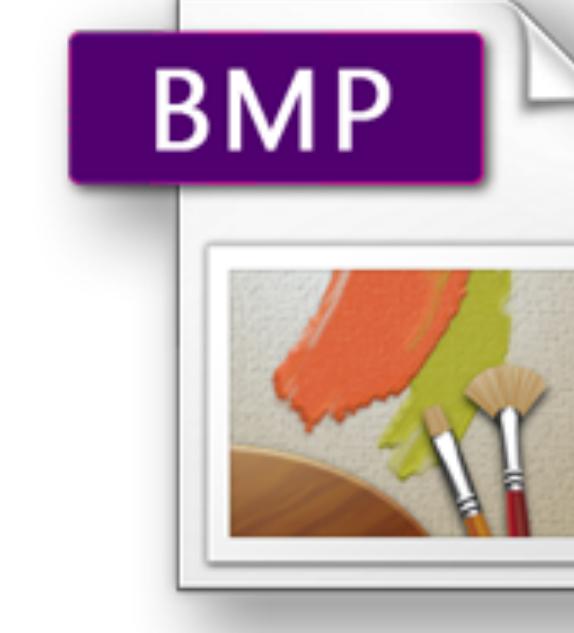


file types

Building a Website 2018

the *background*





when creating art, we use
native files

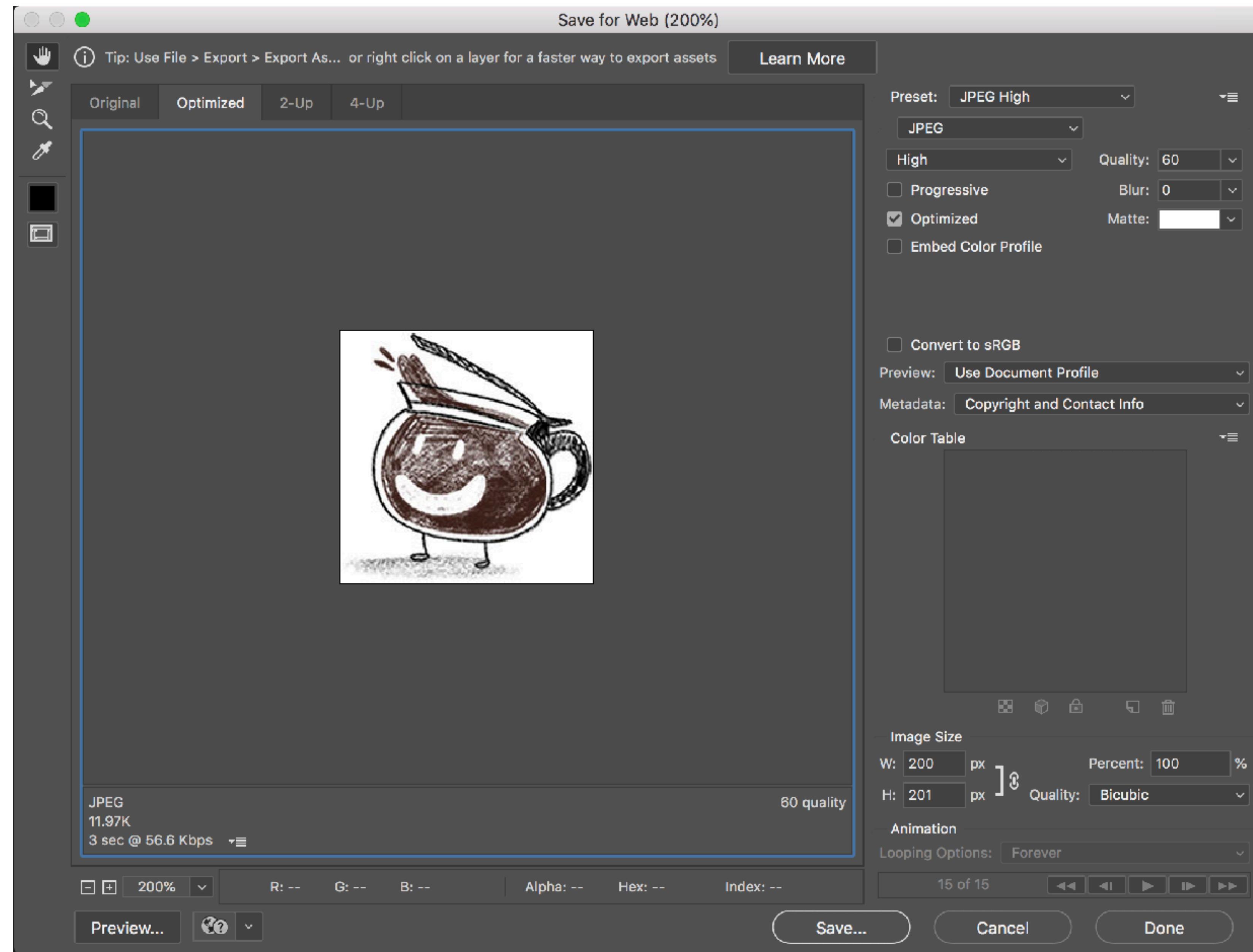


native files are file types
specific to the program
we're using

these are the **highest quality files**
available to us as digital artists

we **can't** put these on the web





when using **images on the web**, we
are in a **constant war**

we want our stuff to:

look good

load fast

look
good

load
fast

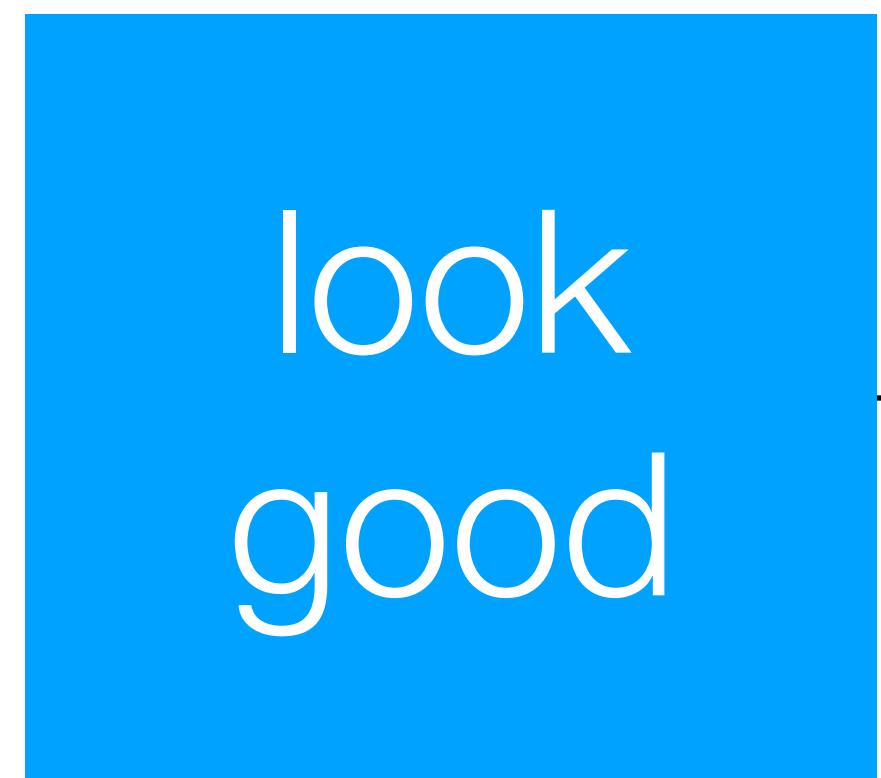
high
quality

low file
size

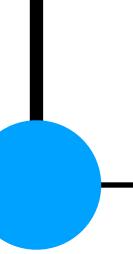
look
good

load
fast

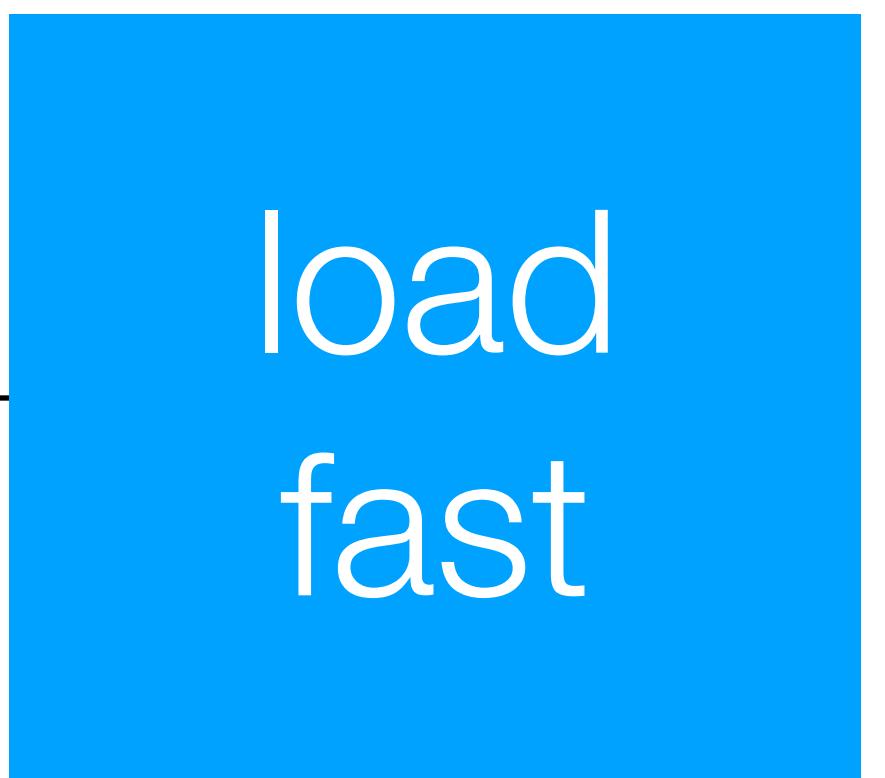
high
quality



us



low file
size



the conceptual

when choosing a file type, we are just picking the solution to get us the **best look** while **loading fast**

file sizes are measured using **bytes**

1024 bytes = 1 KB

1024 KB = 1 MB

1024 MB = 1 GB

1024 GB = 1 TB

1024 TB = 1 PB

KB = Kilobyte

MB = Megabyte

GB = Gigabyte

TB = Terabyte

PB = Petabyte

for visual art, **1 mb / page**
is a good goal

3 image file types for web



.gif



.png



.jpg

.gif



the **first** color image
format on the web (1987)



.gif



Graphic Interchange Format

.gif



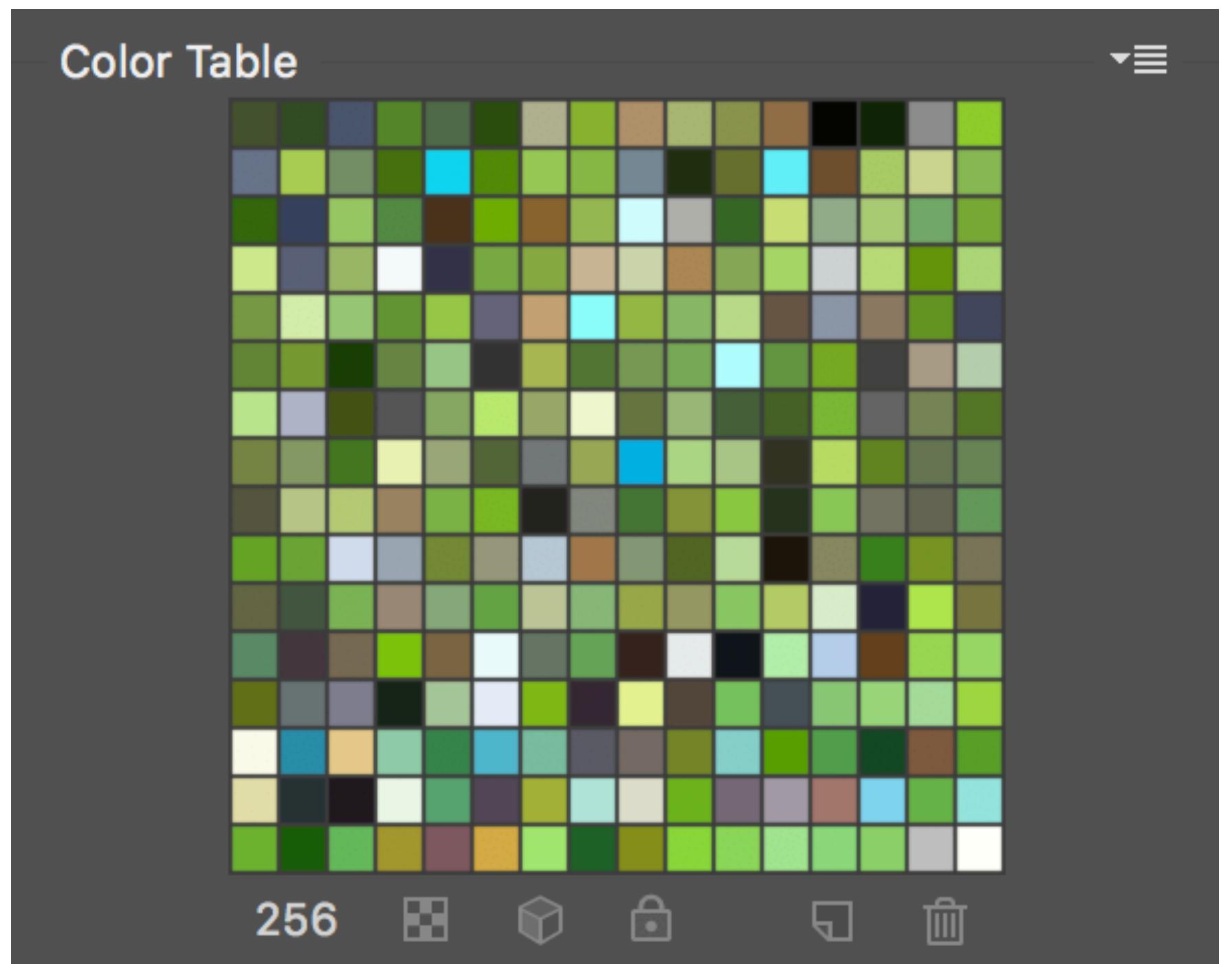
supports motion



.gif



supports **256 colors**
per image



.jpg



a file format invented by
photographers in 1992



.jpg



Joint Photographic Experts Group

.jpg



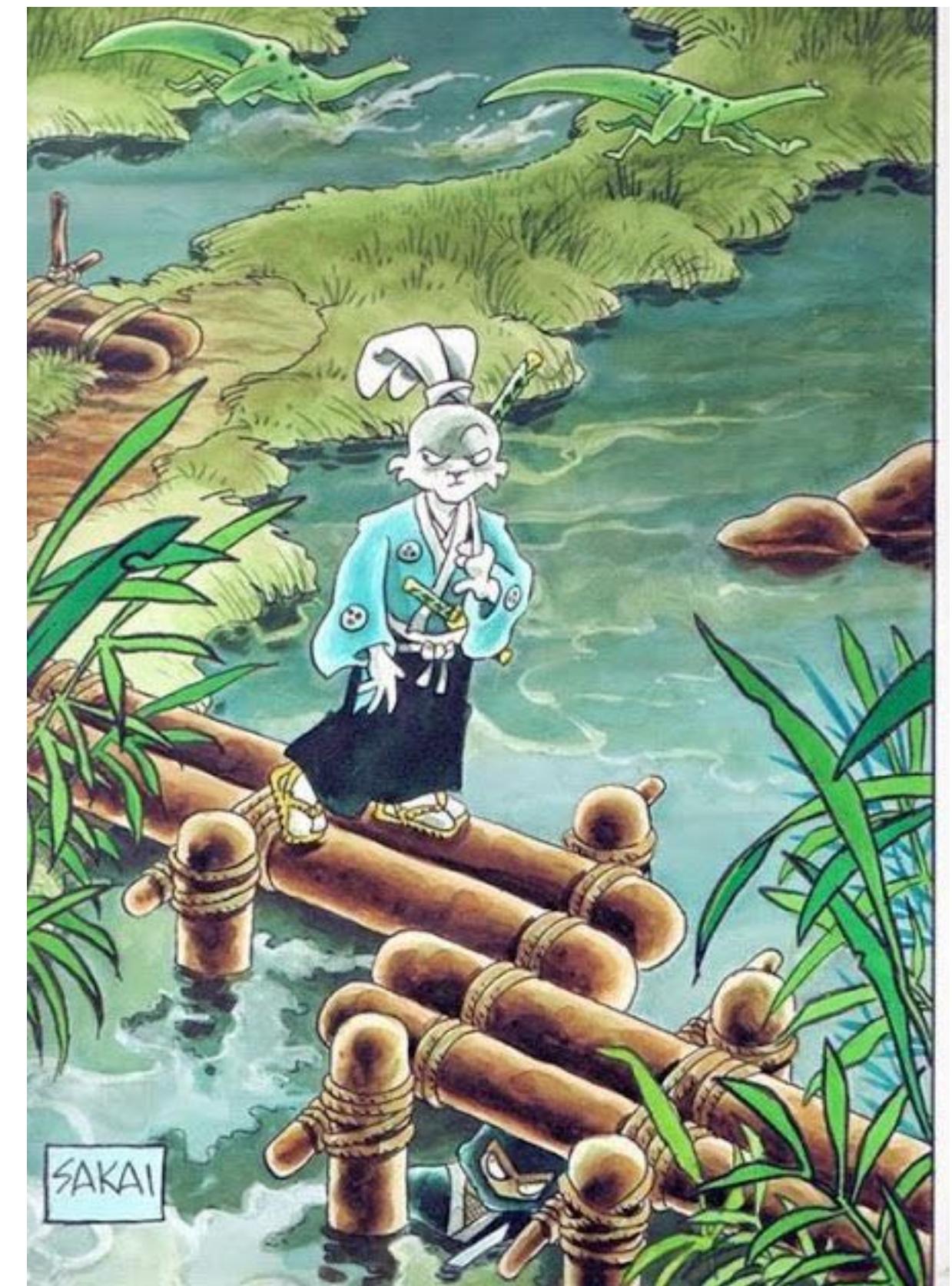
compresses images
to get smaller files



.jpg



.jpg's are best for raster images with **lots of tones and colors**



Stan Sakai

.jpg



.jpg's **do not** support transparency

.png



initially developed to **replace** the gif

.png



Portable Graphics Network

.png



supports
transparency



.png



better for **graphic**
images (like many
comics)



Paper Girls, Cliff Chiang

.png



much larger
file sizes

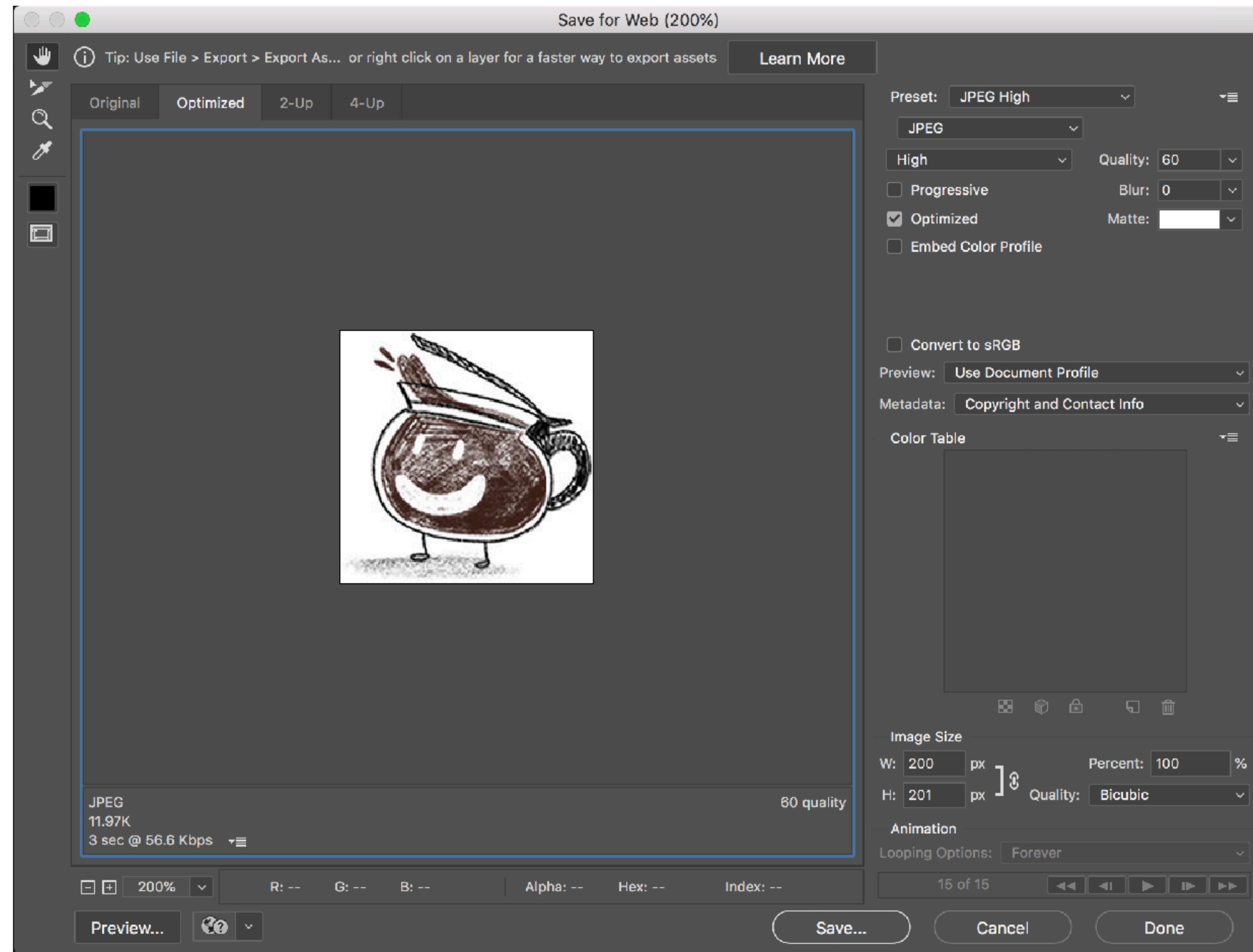


PNG-24
1.903M
353 sec @ 56.6 Kbps

in the end, use whichever **looks best**
for your work at a **small file size**

the practical

we can save all our images in the
Photoshop **save for web** dialog



as much as possible, **manipulate
your images in Photoshop** rather
than in code

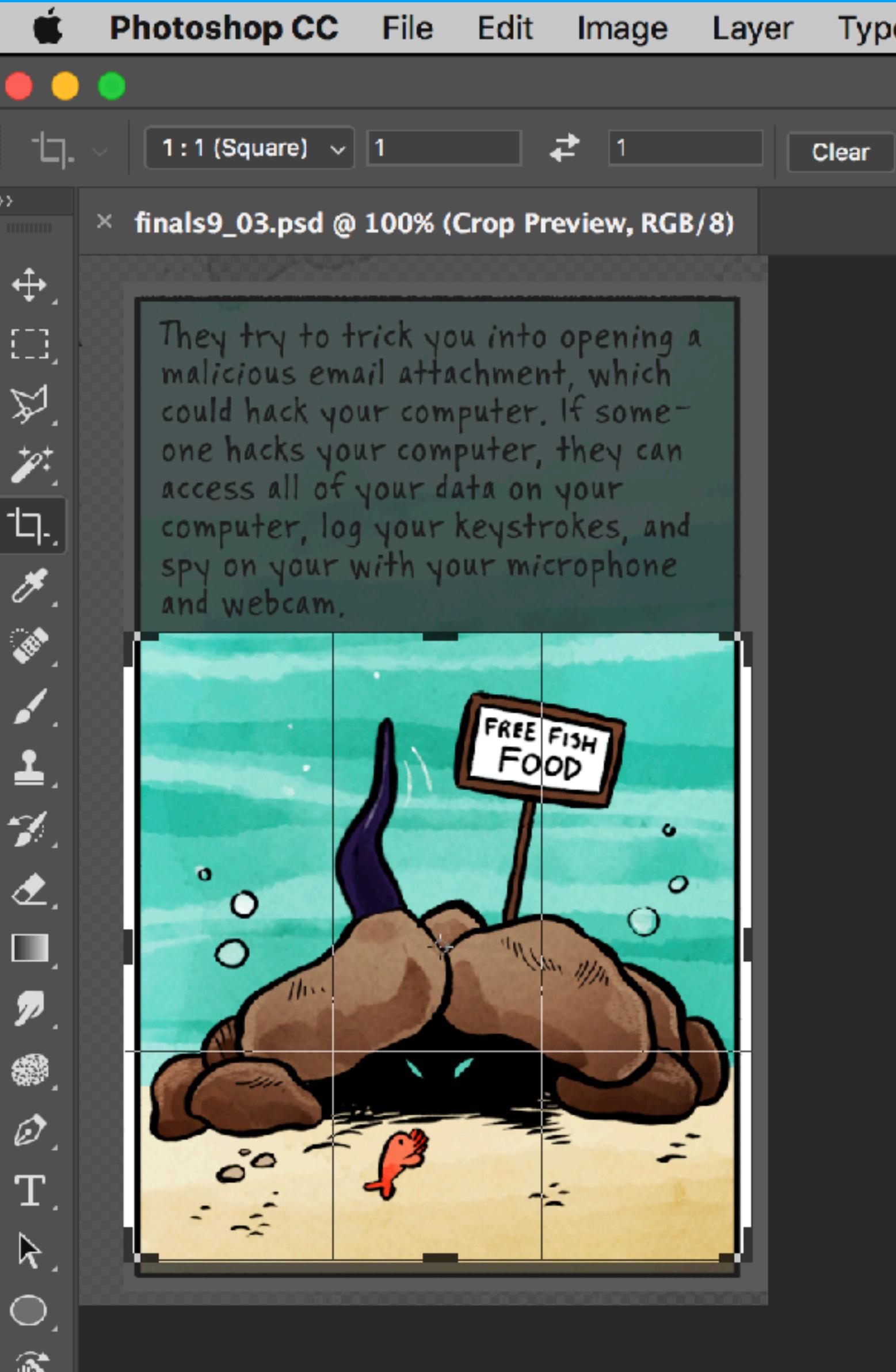
this means:

crop

resize

color

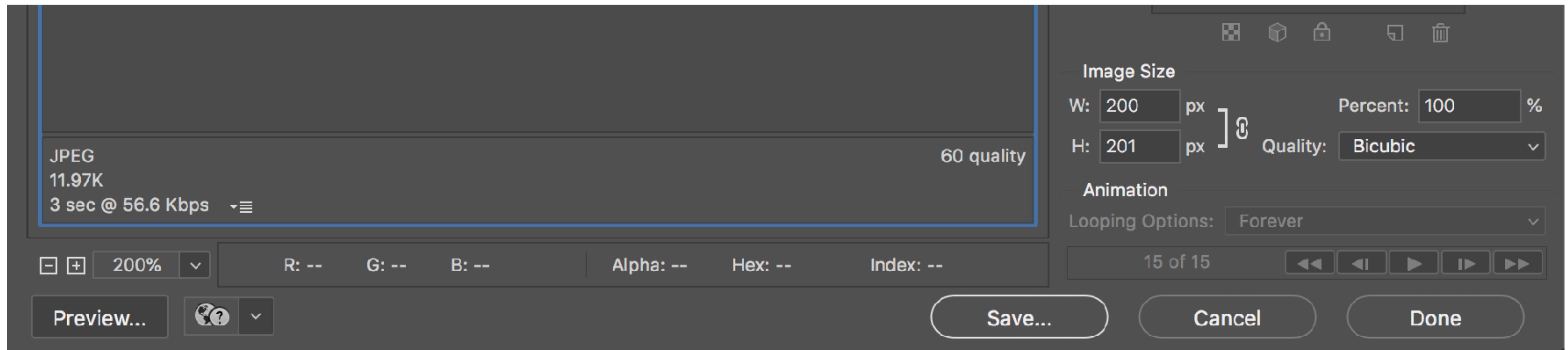
in **Photoshop**



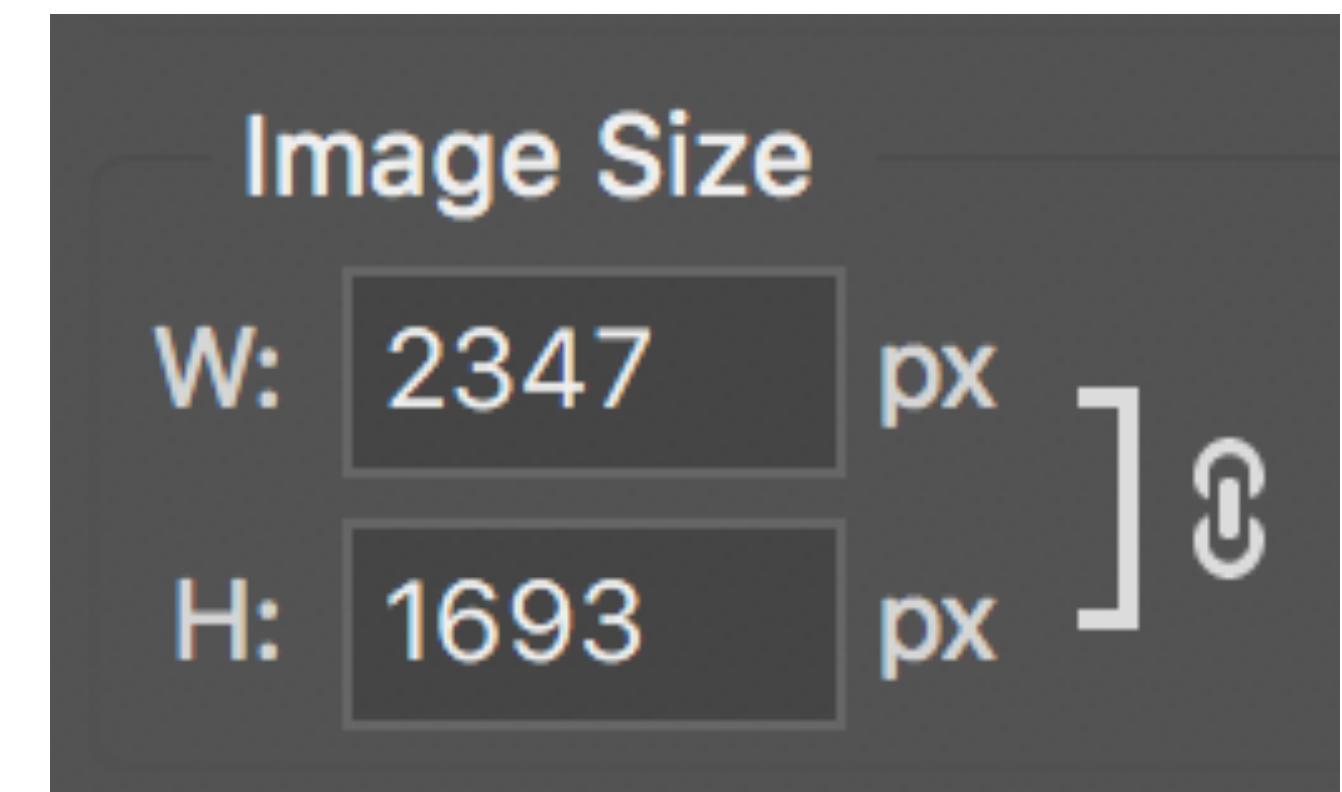
crop

```
#div1 {  
    background: url(img_flower.jpg);  
    background-size: contain;  
    background-repeat: no-repeat;  
}  
  
#div2 {  
    background: url(img_flower.jpg);  
    background-size: cover;  
    background-repeat: no-repeat;  
}
```

size



your images should
never be larger in
pixels than the
maximum size you
want them displayed in
the browser



typically, **1000px** is plenty wide enough
unless it's a full-screen background
image

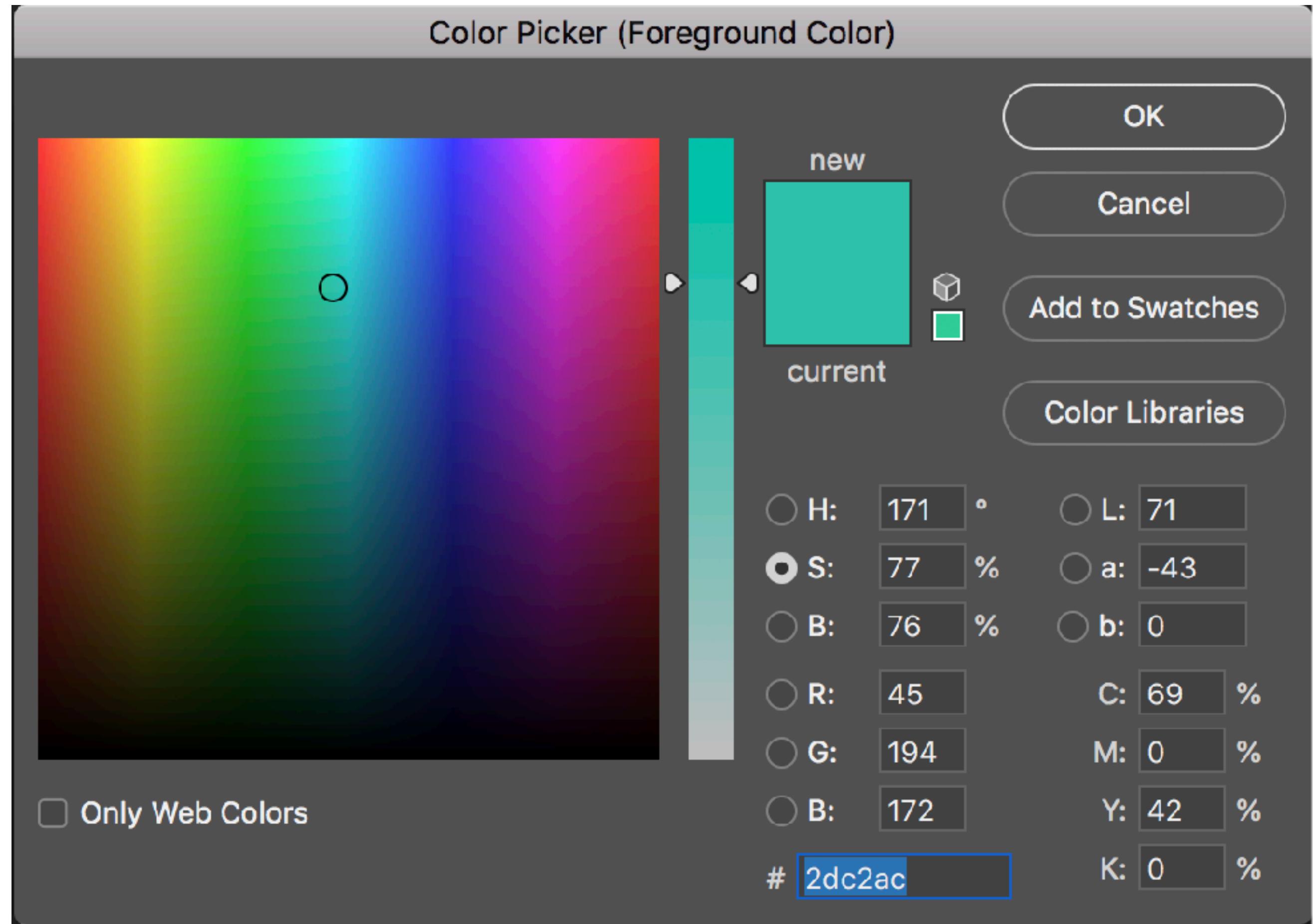


the computers in this room are **among the highest resolution** out there

5120 x 2880

be really cognizant of **file size** when
choosing a **pixel width**

color



rgb(255, 99, 71)

#ff6347

Q's?