

REF #1 Selecting Images

Image file extensions

- There are 4 popular file formats: **.jpg/.jpeg**, **.png**, **.gif**, and **.webp**.
- Each file format is different from the other, and it is important to use the right one.

File format	Defining properties	Typical usage
.jpg/.jpeg	<ul style="list-style-type: none">• Lower file size• Slightly lower image quality	<ul style="list-style-type: none">• Backgrounds• Thumbnails• Photographs
.png	<ul style="list-style-type: none">• Higher file size• High image quality• Supports transparency	<ul style="list-style-type: none">• Logos• Icons• Overlays• Popups
.gif	<ul style="list-style-type: none">• Supports animation• Lower image quality	<ul style="list-style-type: none">• Animated elements
.webp	<ul style="list-style-type: none">• Lower file size• High image quality• Not as popular/supported by websites	
.svg	<ul style="list-style-type: none">• Automatically adjusts based on size	<ul style="list-style-type: none">• Posters and other printables

Image resolutions



- Selecting the proper image resolution is crucial when picking an image to use for a website for a few reasons.
 1. **Page load speed.** Proper image resolution ensures faster loading times and a smoother user experience on your website.
 2. **Storage space.** Proper image resolution minimizes the amount of storage space required on your device.
 3. **Image quality.** Optimal resolution balances image quality with file size, providing a visually appealing experience without sacrificing performance.
 4. **Mobile friendliness.** Selecting the right resolution ensures a mobile-friendly website experience for users on smartphones and tablets.

Image quality



- Selecting a good quality image is vital in designing web pages as it significantly impacts the visual appeal and professionalism of the website.
- High-quality images create a positive impression on visitors, enhancing user engagement and trust in the content.
- Well-chosen images help convey the intended message effectively, leading to better communication and overall user experience. Here are some things to keep in mind when selecting high-quality images:
 1. **Resolution.** Choose an image with an appropriate resolution for your intended use, balancing quality and file size.
 2. **Image format.** Select the right image format based on the type of image and its intended use (e.g., JPG for photographs, PNG for graphics with transparency, SVG for scalable graphics).
 3. **Composition.** Look for images with a clear and visually appealing composition that aligns with your website's theme or message.
 4. **Image size.** Ensure the image size is suitable for your website layout and responsive design, optimizing for various devices and screen sizes.
 5. **Image source.** Use images from reliable sources, such as stock photo websites, to avoid copyright issues.
 6. **Image quality.** Check for sharpness, clarity, and color accuracy to ensure the image looks professional and engaging.
 7. **Subject relevance.** Ensure the image is relevant to your website's content and enhances the overall user experience.
 8. **Consistency.** Aim for visual consistency in image style and tone throughout your website to create a cohesive look.

9. **Transparent background.** If required, ensure the image has a transparent background for seamless integration into your website design.
10. **Branding.** Use images that align with your brand's identity and style guidelines to reinforce your visual branding.
11. **User experience.** Consider how the image contributes to the overall user experience and whether it enhances the content's message.
12. **Contrast.** Ensure that the image has suitable contrast with surrounding elements to make it stand out appropriately.