



# Design *for* Developers

GitHub repo: [github.com/sdras/design-for-developers](https://github.com/sdras/design-for-developers)

twitter: @sarah\_edo



# Section 5: Images

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# Image Formats

## Why is this important?

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**Jason Grigsby,**   
@grigs

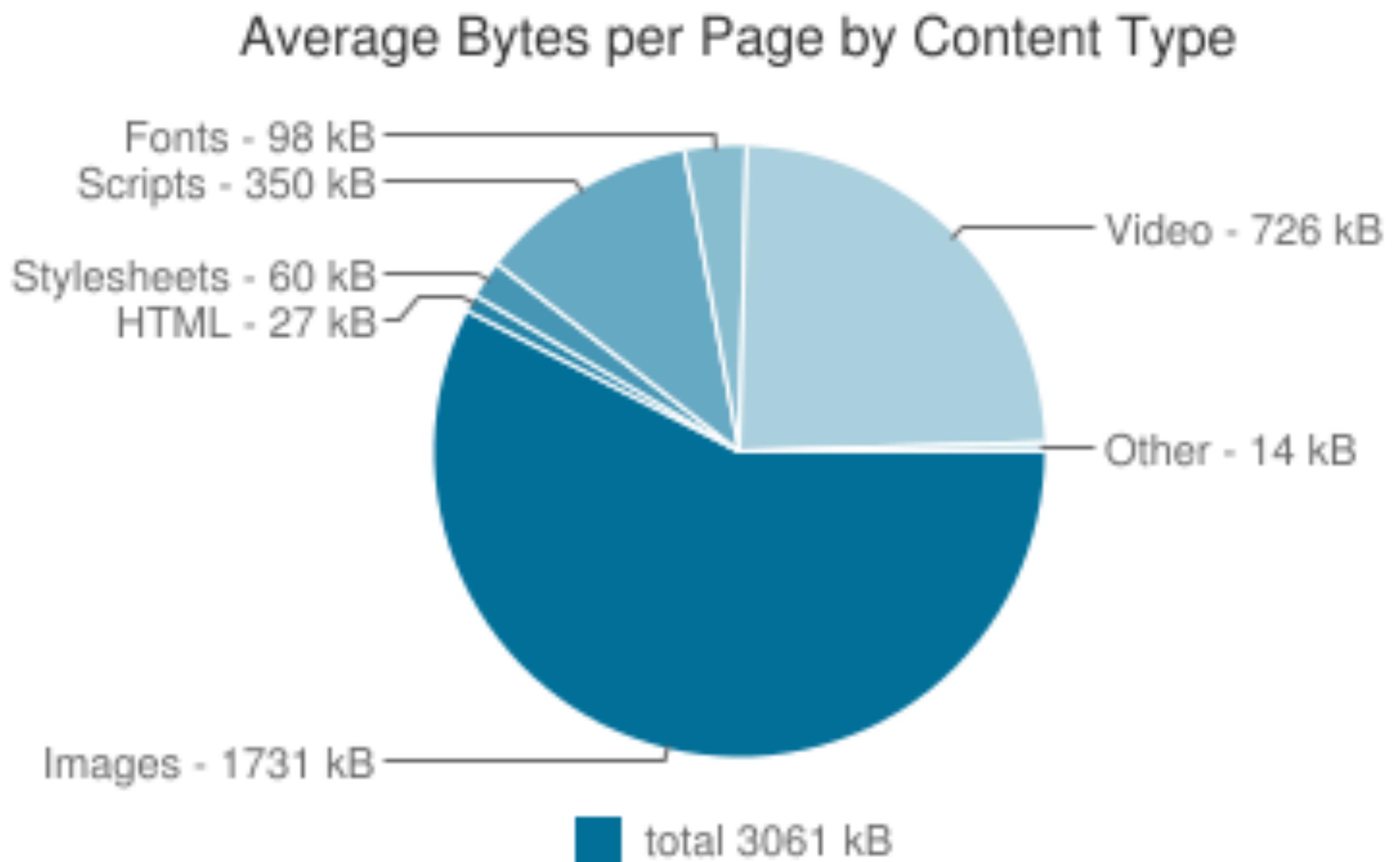
Following

“You can’t be a web performance expert without being an image expert.” — [@tobint](#)  
[#imagecon](#)

True statement that I hadn’t thought of before.

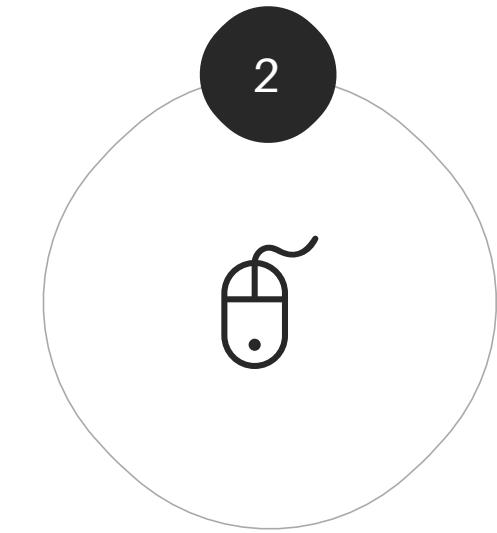
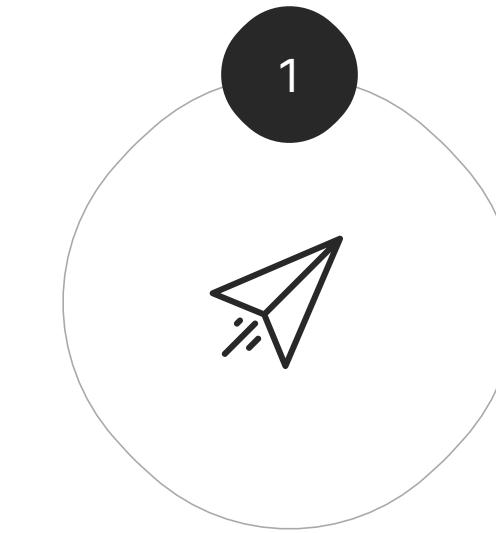
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## Why is this important?



## Images

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## Sources

### Free

- Unsplash
- Google Image Search license
- Freepik
- freeimages
- Pexels

### Low-Cost

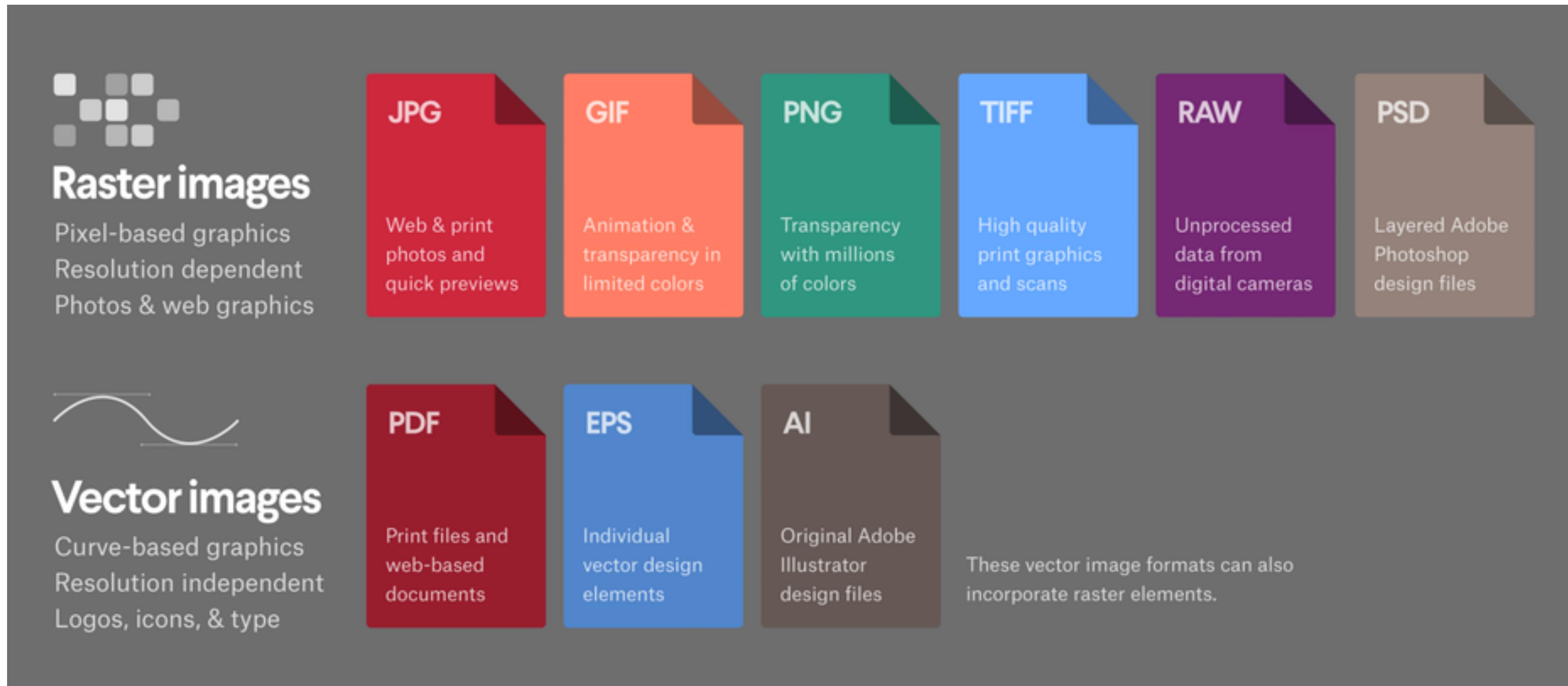
- Creative Market
- Adobe Stock

### Costly

- Shutterstock
- iStockPhoto

## IMAGE FORMATS

# Raster & Vector



## IMAGE FORMATS

# JPG (or JPEG)



# Images

*Scale*

# Scale and Cropping

CLIPPING AND  
MASKING

localhost:5000

Inventory Viewer Event Viewer Manage Help

## Contoso Cafe

Filter: Search query

Product	Seattle	Orlando	London	Tokyo
Bread	-875	2492	1858	2778
Milk	2316	555	-382	-513
Bagel	1471	2774	-558	4201
Egg (dz)	1280	595	1797	1827
Premium Blend	137	239	347	1554
Sugar	664	240	915	741

6 records

Connect to Azure Functions

# IMAGE FORMATS

## GIF (or JIF (not JIF))

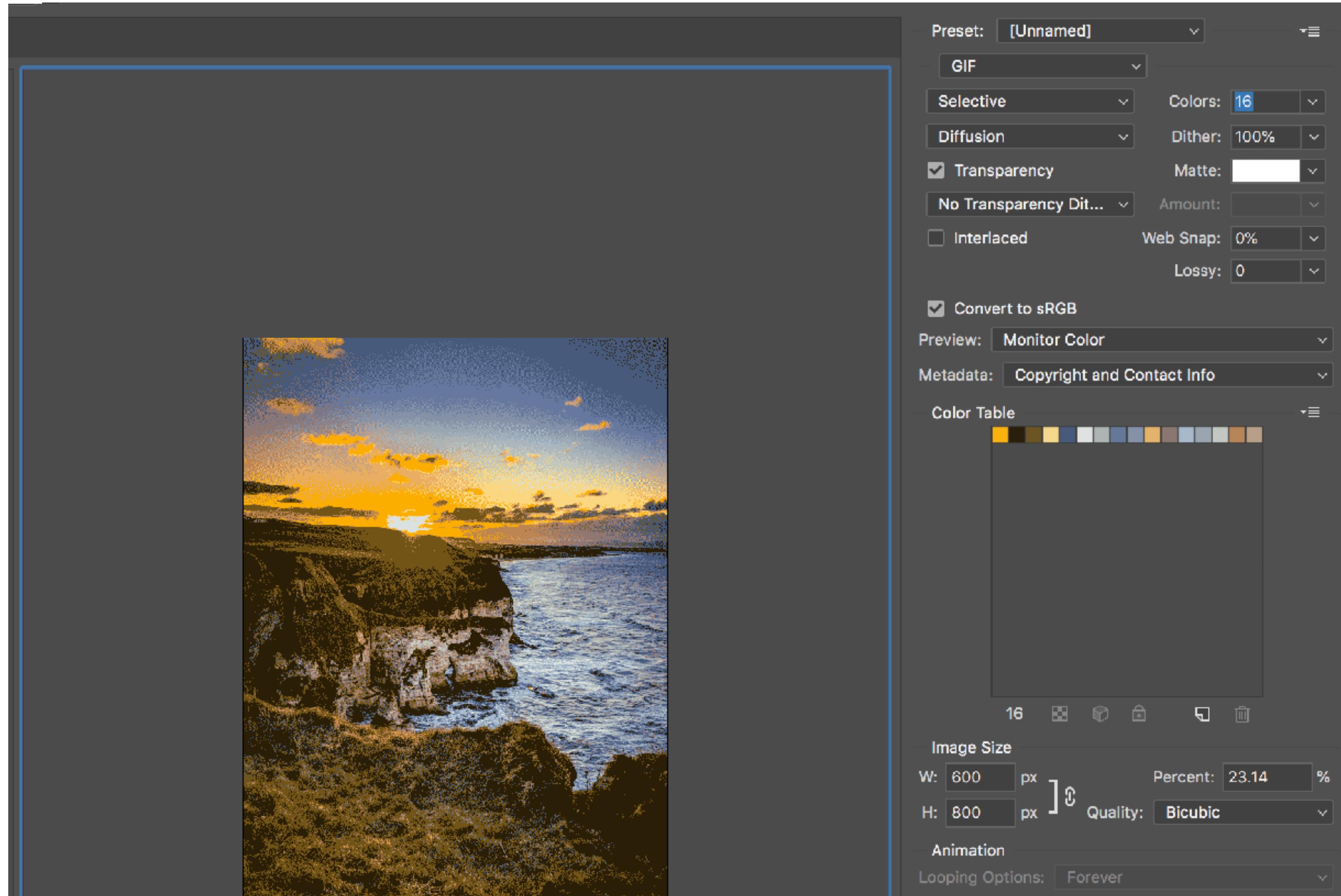


IMAGE FORMATS

# GIF (or JIF (not JIF))



IMAGE FORMATS

# PNG



- Double the size, low compression
- TinyJPG/TinyPNG
- Webpack plugins
- SVGOMG

## Image export tips

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## IMAGE FORMATS

# SVG!

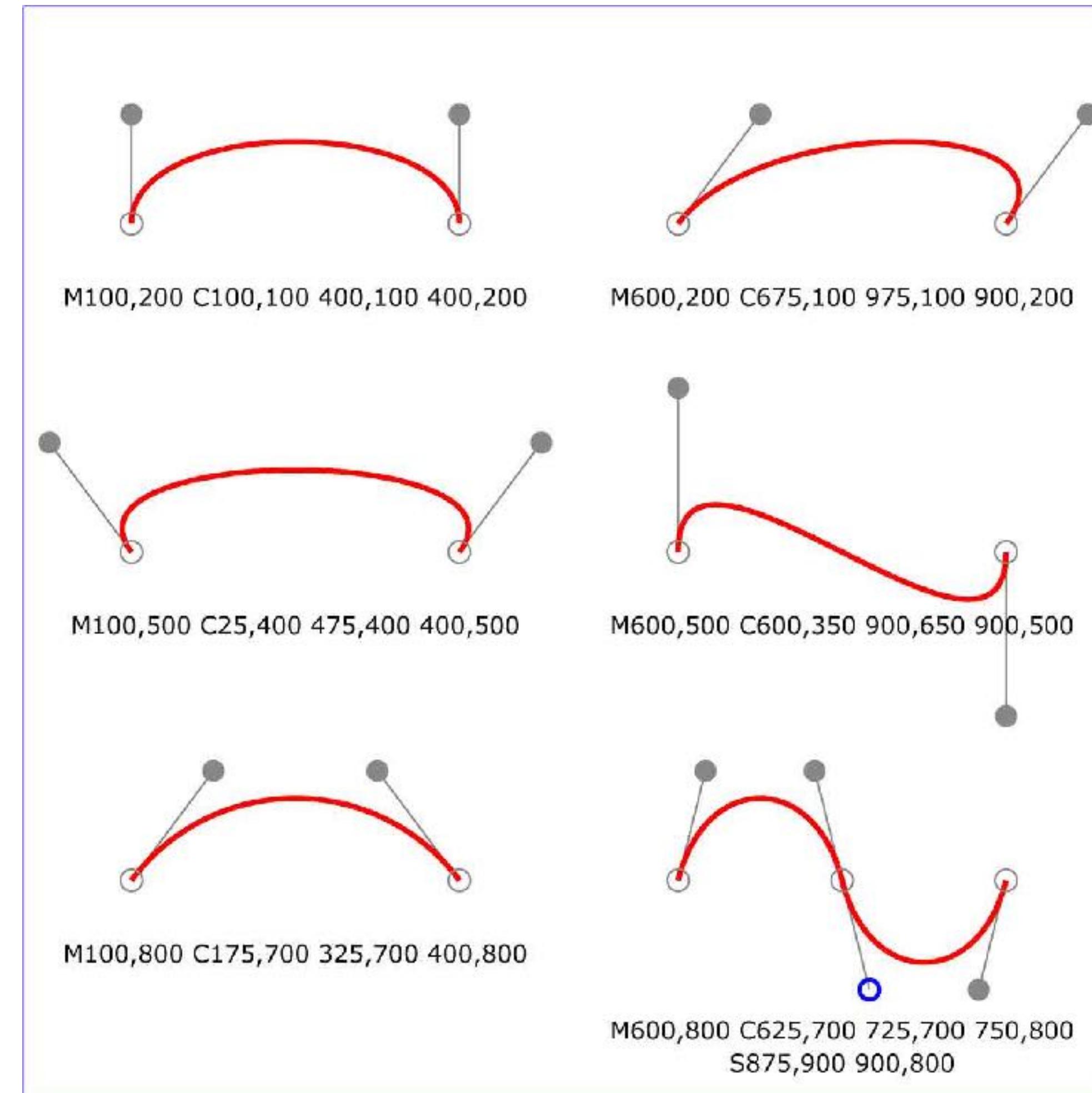
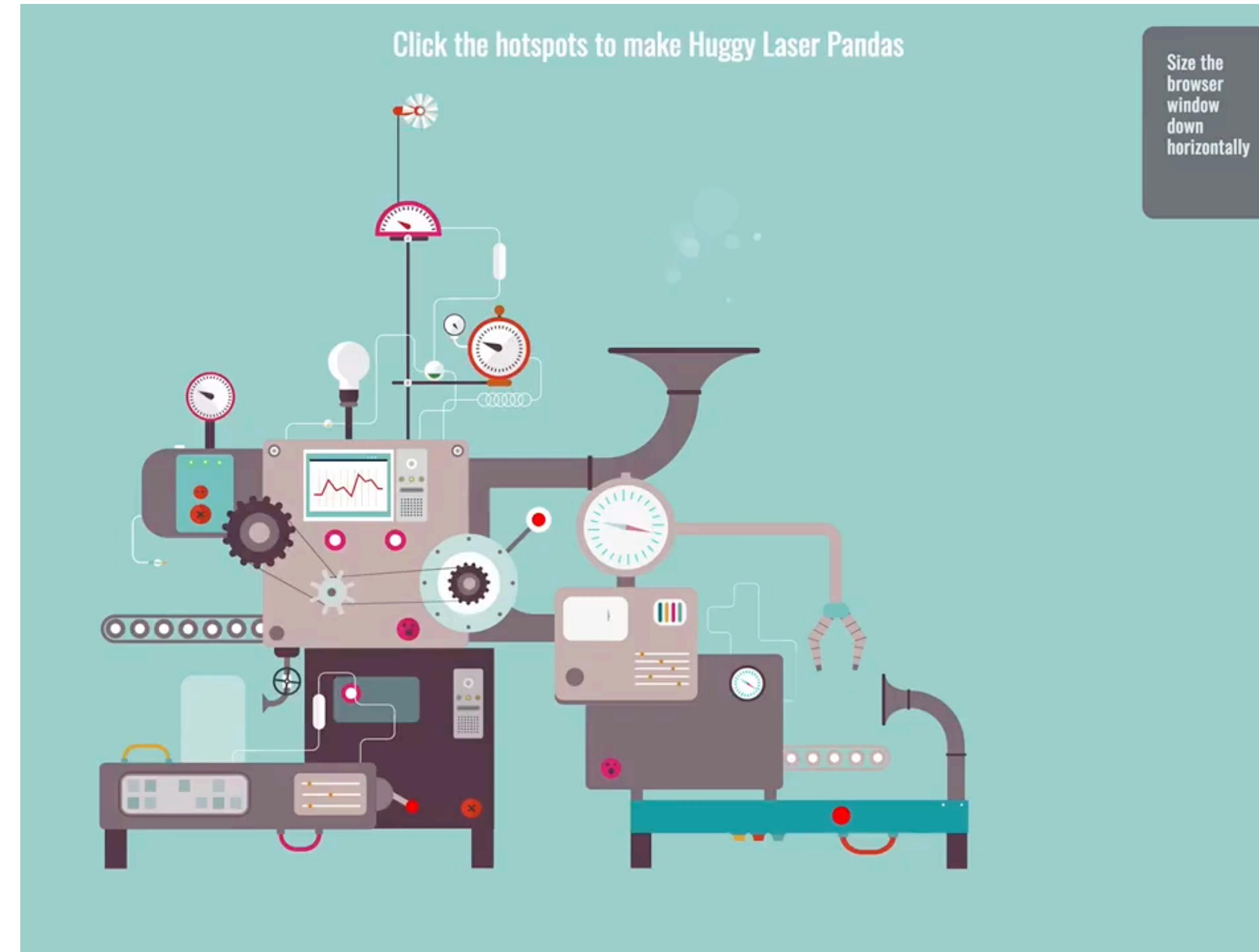


IMAGE FORMATS

**SVG!**



[s.codepen.io/sdras/full/waXKPw](https://s.codepen.io/sdras/full/waXKPw)

## Images

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# Image size

SVG CAN MAKE OTHER  
IMAGES SMALLER



*This logo was originally 300kb, but compressed down to 69kb using the tool below.*

Combine the transparency of a PNG with the compression of a JPEG. Based on the idea from [Using SVG to Shrink Your PNGs](#), but adapted to use data URIs instead of external images. Include on your page as inline SVG, using an `` tag, or as a background-image.

This technique is tested & working in all modern browsers, IE9+ and Safari 9+. Run [the image test](#) yourself to see if it works in required browsers. Inline seems to be the best option for compatibility, in which case you should use external assets so that they can be cached.

Adjust your settings before dragging & dropping a transparent PNG.  
If you need to change the settings, make your changes then add the file again.  
Photographic PNGs with transparency can be rather large, so processing may take a moment.

Image Quality:

Image Matte:

Mask Type:  JPEG  PNG

Mask Quality:

Drag & Drop files or  
[Choose Files](#) No file chosen

Try a test image: 

Clear Output

IMAGE FORMATS

# SVG!

## Learn Web Animation From the Experts

Level up your web animation skills with Val Head and Sarah Drasner in this two-day web animation course. You'll learn everything you need to know to design and code expert level web animation through hands-on exercises and curated examples.

### Next Workshops:

[Denver, CO: Aug 18](#)

[Paris, France: Sept 4-5](#)

[Portland, OR: Sept 18-19](#)

[New Orleans, LA: October 11](#)

[Pittsburgh, PA: Oct 13](#)

YOUR INSTRUCTORS

`preserveAspectRatio="none"`

**Images**

*Scale*

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# Scale and Cropping

CLIPPING AND  
MASKING



# CSS and SVG Masks

[Live demo](#)

## Images

### Scale

## Scale and Cropping

### CLIPPING AND MASKING



### CSS clip

[Specification](#)

#### CSS

```
.item {  
  position: absolute;  
  clip: rect(10px, 190px, 190px, 10px);  
}
```



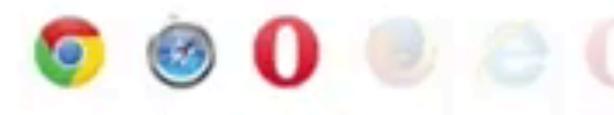
### CSS clip-path

[Specification](#)

#### CSS

```
.item {  
  clip-path: circle(100px, 100px, 100px);  
  clip-path: circle(100px at center);  
}
```

Syntax for circle [was changed](#), to radial gradient syntax



<https://s.codepen.io/yoksel/debug/fsdbu/gaMeYZRPeOKM>

<https://css-tricks.com/masking-vs-clipping-use/>

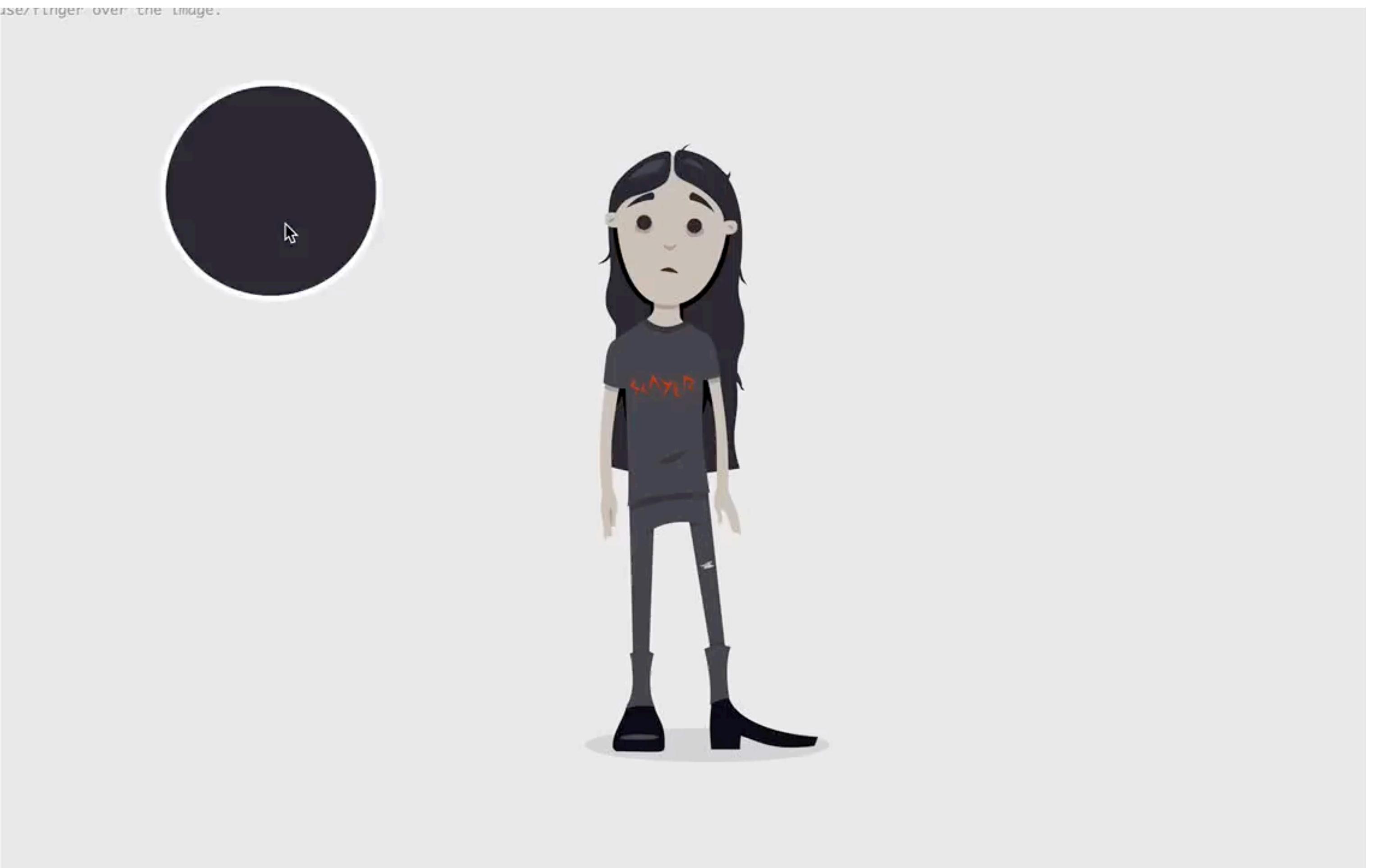
# Images

## *Scale*

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# Scale and Cropping

CLIPPING AND  
MASKING



Delgado

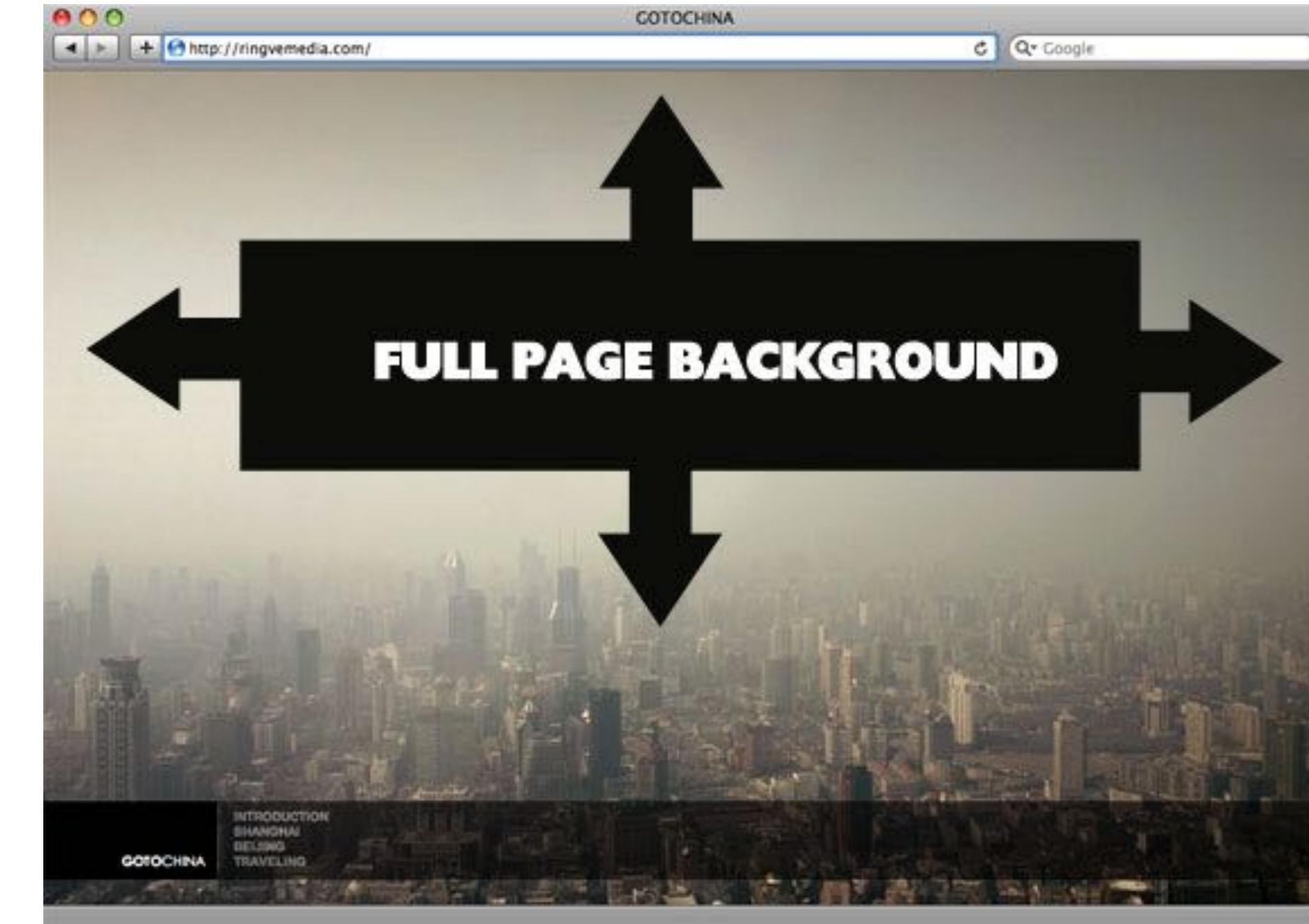
# Different uses

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- img tag
- background source
- Inline for SVG
- sprites

# Full Page Background

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<https://css-tricks.com/perfect-full-page-background-image/>

```
html {  
    background: url(images/bg.jpg) no-repeat center center fixed;  
    -webkit-background-size: cover;  
    -moz-background-size: cover;  
    -o-background-size: cover;  
    background-size: cover;  
}
```

**DEMO  
TIME!**

# Exercise

*Get out yer photoshop!*

Take your last composition and fill in the image area with an image

Try to make a mask/clip or a background shape