



Lesson Objectives



After completing this module, you will be able to:

- Understand the role of images in web pages
- Learn to add images to web pages
- Learn to use images as hyperlinks

5.1: Role of images in web pages



Roles of images in web pages

Web pages are comprised of text and images.

Some of the roles of images in web pages are

- To make web page content more interesting to be read
- To increase clarity on web page content by transmitting right message
- Provoking reactions
- To ensure that the user response is anticipated

Some of the widely used image formats

- GIF : Graphical Interchangeable Format
- JPEG : Joint Photographic Expert Group
- PNG : Portable Network Graphics

GIF images are quickly downloadable, because its size is less. It is used for animated images, thumbnails, B/W image . It supports only 255 colors

JPEG images uses [lossy](#) compression method, meaning that some original image information is lost and cannot be restored, possibly affecting image quality.

PNG images are lossless, portable, well-compressed storage of raster images. It supports image transparency

5.2: Adding images in webpages

Adding images in webpages



Images are added into a HTML document using `` tag. `` tag has 2 required attributes such as `src` and `alt`

Syntax:

```

```

The `src` attribute defines the url (web address) of the image
Alt attribute defines alternative text to display for non-graphical browsers. The `alt` attribute is required

Example:

```

```

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5.2: Adding images in webpages

Attributes of an Inline Image



Other attributes of tag are:

- width: Sets the width of the image.
- height: Sets the height of the image.

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5.2: Adding images in webpages

Text & Image Alignment (Code)



Style Attribute:
Can be used in tag to define the alignment of text and image.

Style Attribute Value	Description
vertical-align:bottom	The bottom of the element is aligned with the lowest element on the line
vertical-align:middle	The element is placed in the middle of the parent element
vertical-align:top	The top of the element is aligned with the top of the tallest element on the line
float:right	The element floats to the left
float:left	The element floats to the right
float:none	The element floats to the none

<br clear=LEFT/RIGHT> can be used to stop text flowing around an image

Insert the <br clear=LEFT/RIGHT> command at the spot in the descriptive text where text is to stop flowing around the image.

5.2: Adding images in webpages

Demo



ImageDemo.html
ImageAlign.html

The Example of image alignment



HTML allows for simple aligning of text and images by adding the style attributes to the tag. HTML 5 expanded this attribute by specifying float:left and float:right options. When you use these options, text flows down the right or left side of an image aligned to them. The text flow continues until either the text passes the image, the text ends, or the browser encounters a tag.

HTML5 allows vertical alignment of text and images by adding the style attribute with values as vertical-align:bottom, vertical-align:top,. When you use these options, text is vertically aligned top:bottom:middle. The text flow continues until either the text passes the image, the text ends, or the browser encounters a br tag with clear attribute.



5.3: Image as hyperlinks

Use of Image as a Hyperlink (Code)



Images used as hyperlinks:

```
<a href="5image1.html"></a>
```

Images contained within a table:

```
<table>
<tr><th>Product</th><th>Cost</th><th>Image</th></tr>
<tr>
<td>Pencil</td> <td>$8</td>
<td></td> </tr>
<tr>
<td>Brush</td> <td>$15</td>
<td></td></tr></table>
```

Use Image as Link

To create an image link, place the `` tag with the image URL between `.....` tags.

```
<h2>MY FIRST IMAGE LINK</h2>
<a href="BALLOON.HTM"></a>Click on it to have
additional information on it.
```


5.3: Image as hyperlinks

Demo



[ImageLink.html](#)



Lesson Summary



- In this lesson, you have learnt about:
- Role of images in web pages
 - How to add images in web pages
 - How to use images as hyperlinks



Review - Questions



Question 1: Client-side image maps are usually faster than server-side image maps.

- True/ False

Question 2: _____ contain the linking information on the server.

