

## Preparing images for use on a website

When an image is to be used on a website it needs to be reduced in size so the person opening the site or webpage does not have to sit and wait while images download. Internet connection speeds have increased dramatically in recent years. However, there are still some slower connections.

If you are new to authoring web pages and the Internet you need to understand the importance of preparing images for web use.

Most want to use digital camera images or images from your phone on a website. Many think that they can just upload the image files that they get from their device.

"Hey, it's a *digital* camera, right?"

The file format generated by most digital cameras, devices or mobile phones is a JPG file, which is an ideal format for the Internet. But, even though it *is possible* to transfer the image straight from the camera, to a website, it would be a mistake.

If you take a photo on your phone, the image can be a considerable amount of data (anywhere from 1mb to upwards of 5mb). Whoever said that "*a picture is worth a thousand words*", didn't work with digital camera images. Pictures from our 8 mega-pixel digital camera are worth about 786,232 words. The number of 5- character words, including spaces, that can be stored in a 4.5MB file (average size of a JPG file from our 8 mega-pixel camera).!

If you are sitting at your desktop and you have a fast internet connection and unlimited download, not a problem. But, most of us now use portable devices and have limited speed and download limits.

Most web sites have images all over them, many use galleries and similar to create a better user experience. Imagine if you opened a website that was full of large images how long it would take to load! The average web user will simply not wait and go to another site. Many will not visit your site again as you have just used their monthly download limit in one session.

### **So, on that basis .....**

When you want to upload a photo to the VBSA site it **MUST** be under 200kb or you will not be able to upload it.

### **How can you reduce the size of your image?**

Most cameras, phones and other devices now have the ability to reduce a photo for web usage. There are a few simple methods to change the size of an image. The simplest – sms the photo or email to yourself, this will generally reduce the size sufficiently. Many devices have software that will, crop photos and reduce their size for web use.

The VBSA site is now “mobile friendly” so images are handled differently.

Images will appear on the right and any text will wrap around it from the left. You no longer have to set an “orientation” so it does not matter what shape your image is. When uploading an image you will see a setting for the “size”. Size is now expressed in percentage, this means if you set the size to 30% (default) it will remain at 30% of the width of the container it sits in, no matter what size screen you are looking at. If you experiment with this setting you will find the right setting for your particular image.

### **NOTE: ALWAYS CHECK THE PAGE WHEN YOU HAVE UPLOADED AN IMAGE.**

Make sure it looks right! If you already have the page open in your browser you will need to refresh to see the changes you have made.