

Images and Colour

A close-up photograph of a computer setup on a wooden desk. In the foreground, a silver and blue wired computer mouse is prominent, with a red light on its left button. Behind it, a white computer keyboard is partially visible. To the right, a black computer speaker with a green light is on the desk. A clear pen lies on the desk surface in front of the mouse. In the background, a computer monitor is visible, showing a yellow light on its bezel. The entire scene is set against a blurred background of a wooden wall.

Web Design by Mark Gillan

Image files

- Three main image file types for web design
 - GIF (image.gif) – pronounced: 'Gif' not 'Jif'
 - JPG (image.jpg) – 'J' 'peg' (the file suffix of .jpg instead of .jpeg)
 - PNG (image.png) – 'ping'
- Image files need to be have the least size possible with good definition for screen as opposed to printing purposes
- No-one wants to use a web page with lots of large image files that might print perfect at A4 size on paper ...it does not assist someone wanting to quickly view a web page. As long as the image is in fitting with the web design and 'looks' quality. If an image is required for printing – there are other ways of providing an image in full file size and does not include a web page
- A simple image editing program is suffice to ensure the image is adequately edited for web design. This includes size, colour and any edits such as cropping / inserting of text on the image



GIF

- GIF stands for: Graphics Interchangeable Format
- Best for logos, diagrams, drawings, icons and most other images other than photographs
- Limited to 256 colours
- Good at compressing pictures into small files when used for less complicated images, otherwise GIF generates large file sizes for photographs and other complicated shapes, lines and colours
- Uses the Lempel-Ziv-Welch (LZW) lossless data compression technique
- Animated GIF's is a possibility – remember your web design senses when using any animation within web pages
- Ideal for transparent images, making the image appear borderless



JPG - JPEG

- JPEG stands for: Joint Photographic Experts Group – web design tends to use the file suffix of JPG (for example: photo.jpg)
- Quality best for photographs
- 16 Million colours available. Supports up to 24 bit colour
- Larger files compared to GIF's for less complicated images, although better than GIF's for file sizes when used for photographs and other line, shape and colour intensified images
- Varying degrees of compression / quality
- Quality decreases with higher compression rates and is known as 'lossy' compression
- JPEG is the standard for most digital cameras and is acceptable to most image editing software as well as web browsers



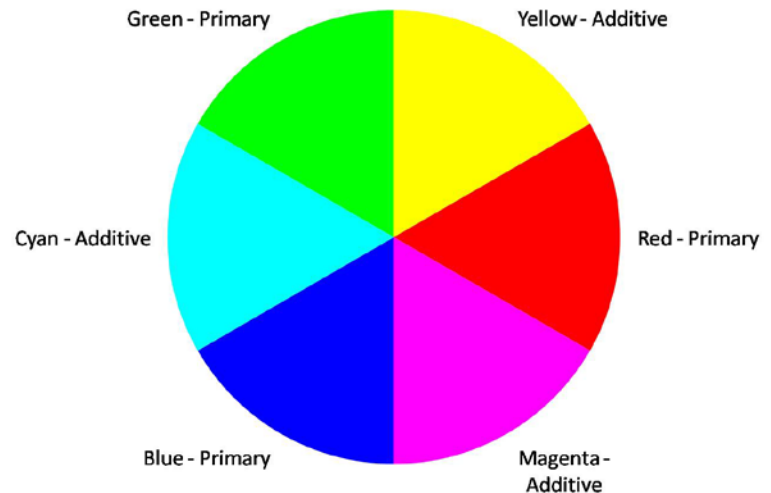
PNG

- PNG stands for Portable Network Graphics
- File type was made specifically for web design
- Best of both worlds (best of JPEG quality and millions of colours and effective compression similar to GIF)
- Although GIF and JPEG remain the most used file types for web pages, PNG does have many benefits
- PNG contains additional meta data (information behind the scenes) within the image file itself to assist web design. Most web pages have remained impartial to GIF and JPEG, making best use of both those file types for relevant image types

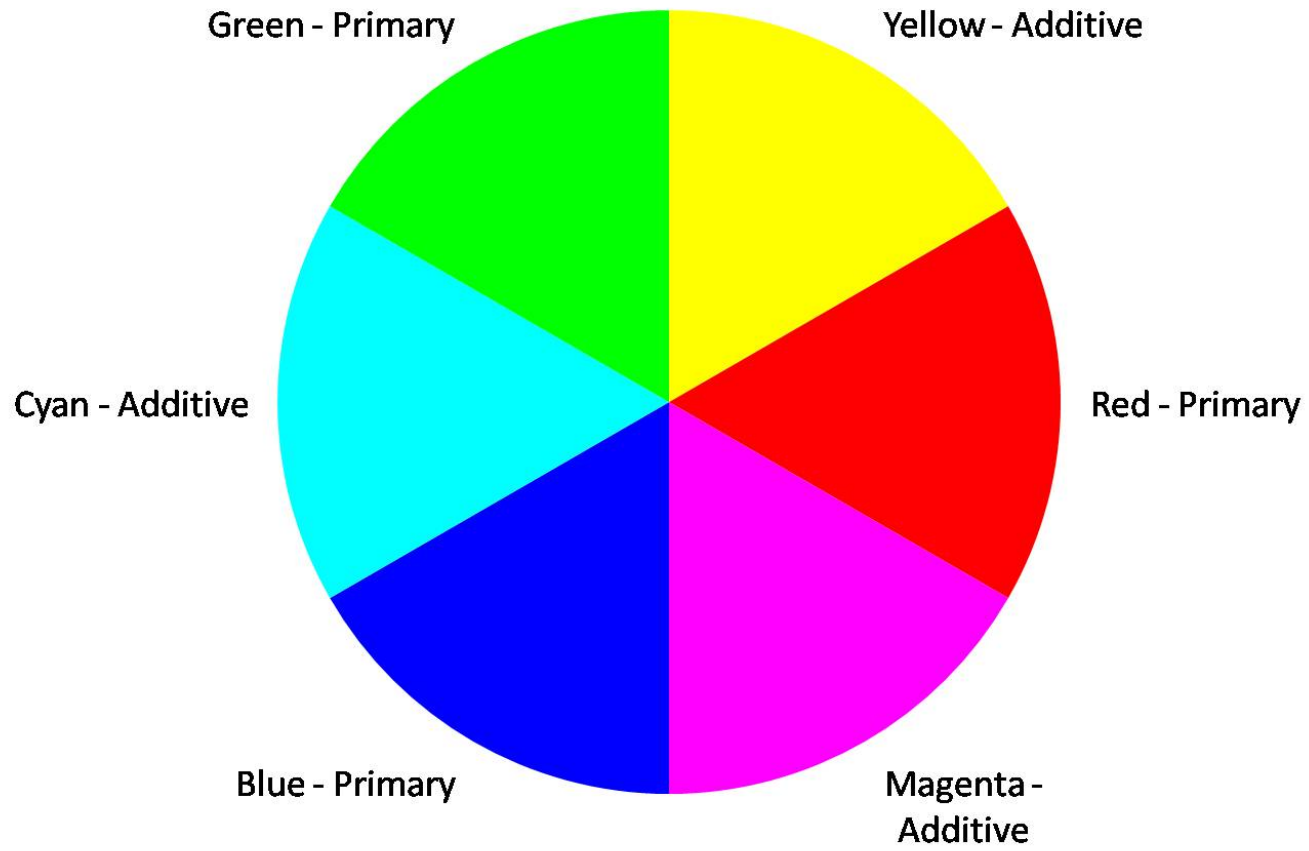


Image Colours – Colour Wheel

- How best to use colours?
- **Analogous colours** - adjacent to each other on the colour wheel
- **Complementary colours** - opposite each other on the colour wheel (adheres to the design rule of movement)



Colour Wheel



Primary and Additive

- Based upon the RGB (Red, Green, Blue) Colour Wheel to which we use for web design

Name:	Description:	RGB Value:
Red	Primary – Pure Red	255,0,0
Magenta	Additive – Red plus Blue	255,0,255
Blue	Primary – Pure Blue	0,0,255
Cyan	Additive – Blue plus Green	0,255,255
Green	Primary – Pure Green	0,255,0
Yellow	Additive – Red plus Green	255,255,0



Colour Use

- Colour can be used to label or show hierarchy
- Use colour to replicate, represent or imitate reality
- Colour to unify content across a page, or to separate sections of information or indeed to show emphasis of certain areas of a web page
- To decorate and add interest to a page
- Try to use colour consistently across a website, without going overboard or causing a distraction from your content

