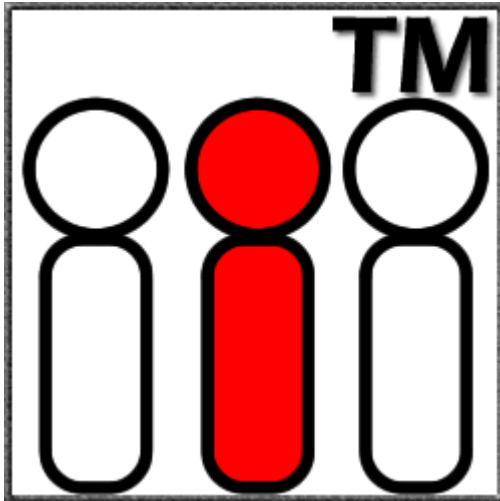


Inserting Images

Web Design by Mark Gillan

GIF or JPG – which one to use?

GIF – simple drawing or logo



JPG – photos and complex drawings with many colours and lines



The **img** tag

- The code required to insert image file into a web page example:

```

```

- First part consists of the tag...**img src** meaning image source
- Followed by the file name, including the file type suffix...photname.jpg
- Second part shown above refers to the **alt** attribute, followed by a textual description of the image
- Images contained within folders must have the path of containing the folder name followed by the image file name. Example:

```

```

Image files should possibly reside within an images folder



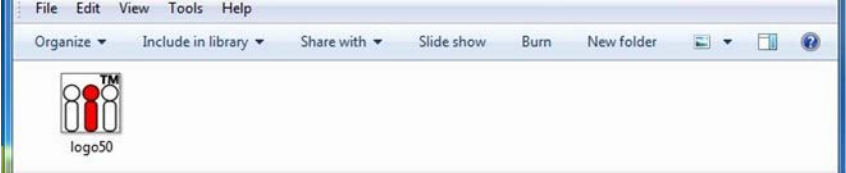
The 'alt' attribute

- Used for 'alternative' display, usually a written description of the image. It is not normally displayed, the image is normally viewable without the alt text
- Search engines gather information contained within a web page from headings, text and any image alt tags to ascertain the content of text and images within web pages
- If the image cannot be displayed on a users screen for any reason, at least the user can read about the image
- Screen readers will allow users to listen to the content of visual objects within web pages
- A legal obligation to provide textual description for images but it is also good design practice



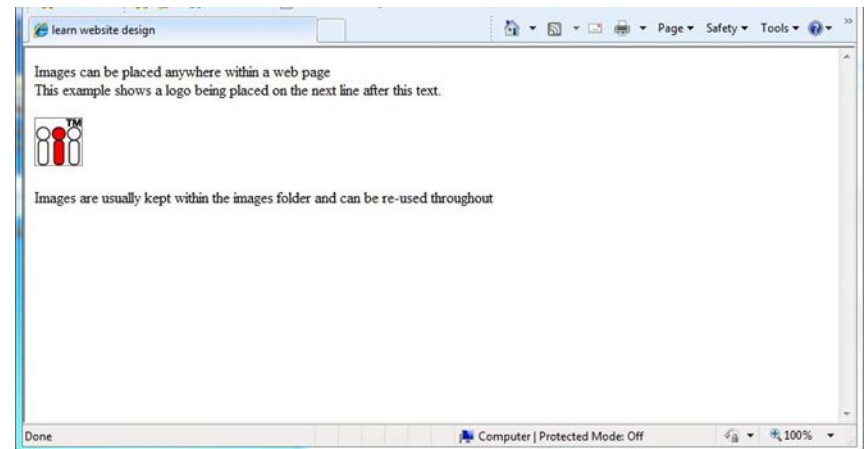
Code

Code in Notepad



```
<html>
<head>
  <title> learn website design</title>
</head>
<body>
  <p>Images can be placed anywhere within a web page<br>
  This example shows a logo being placed on the next line after this text.</p>
  
  <p>Images are usually kept within the images folder and can be re-used throughout</p>
</body>
</html>
```

Web browser appearance



Scaling

- Width and height attributes can be used for scaling an image object
- For example, the same image used but with differing widths and heights:
 - ``
 - ``
 - ``
- Using this method to scale an image down in size only tells the browser the size you wish the image to appear on the users screen, it does not lessen the actual file size
- Telling the browser the size of image and how you wish the image to appear on screen is very useful to ensure the web page is viewed the way the designer requires
- To reduce the size of a file, it is best to employ the services of a image editing program such as Adobe Photoshop or Fireworks or one of the many free pieces of software out there (Gimp, Irfanview)

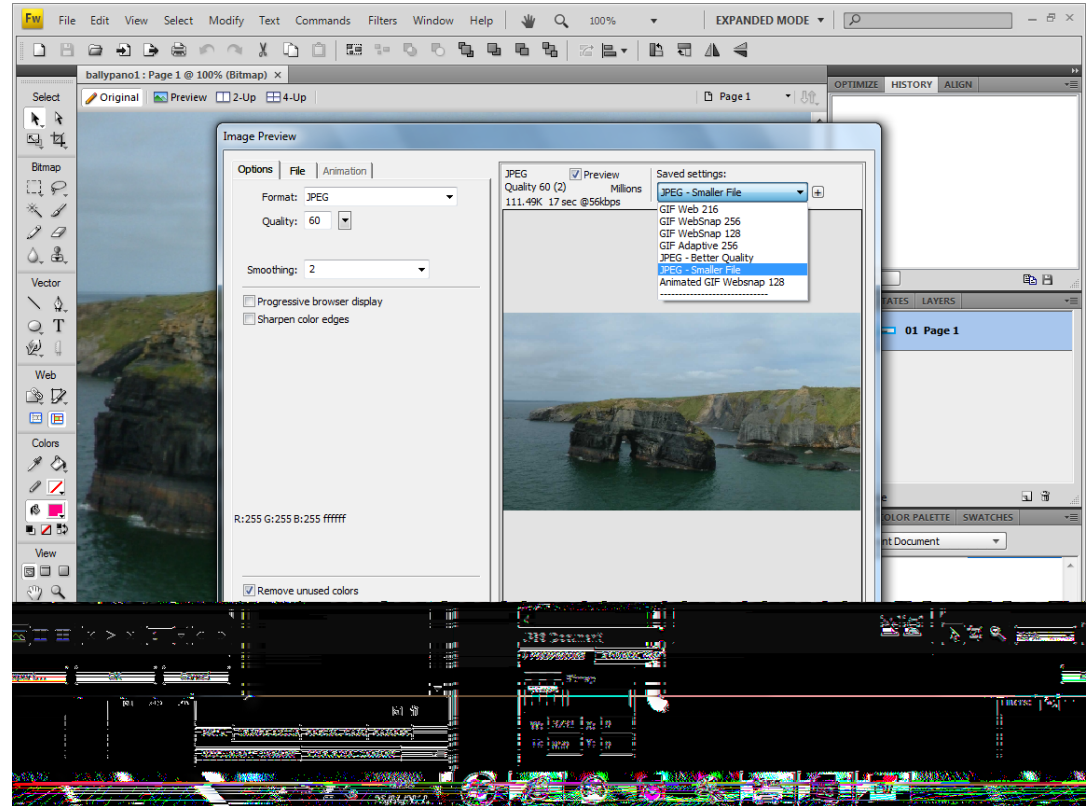


Size of image files

The majority of image editing programs have the ability to reduce the size of file

Adobe Fireworks (example shown), allows a few different ways for reducing the size of a file. Cropping plus the export preview combined with the selection of a smaller file size setting should provide you with a small enough image file for web design

It is important to monitor the estimated download speed. The usual indication is based upon a dial-up service. Although most internet connections nowadays are much faster than dial-up, it is worth looking at the size of the file as no-one wants huge files on web pages. The reduction in size and quality for web pages continues to provide sufficient quality on a screen and this should not be a problem. Always aim to get the image as small as possible but maintaining a sense of viewable quality – it means you can place a few images within a website without worrying too much



Alignment

- Alignment of an image can be provided within the coding by using the same attributes as previously discovered for alignment, such as:

`align="center"`

- Alignment can be left, center, right, top, middle and bottom. Left and Right instruct the object to float to the left or right margin as appropriate
- Deprecated but knowledge is important for future use within CSS (Cascading Style Sheets)
- Remember, American English spelling must be employed



Image Hyperlink

- Images can contain a hyperlink, enabling a user to click the image and navigate to a specific web page, another website or a position within a page
- Hyperlink code is used:

```
<a href="http://www.microsoft.com">  
  
</a>
```

- Try it out yourself. Place an image into your images folder, insert the image into your web page with it right aligned, using the alt information appropriately and provide a hyperlink to another web page in your website or another website altogether



Remember Copyright

- Copyright law was introduced to protect us against theft of ideas, inventions and innovative processes
- Remember copyright is always present and a copyright notice is not required
- Publishing images on a website without checking copyright and obtaining permission from the image rights can be costly
- Your own images will have copyright protection
- Beware of taking photographs outside as many countries have very strict laws, including anti-terrorism laws preventing most commercial buildings being photographed
- Ask beforehand – it is polite but also worth keeping yourself within the law
- Using images for personal or educational reasons is easier than using for commercial reasons. A business wants to make money from the use of their images for other commercial purposes but know students don't have much money!



Okay to link

- Linking to someone's web page is totally acceptable
- Hyperlinks is all that is good about the web
- It is good to have links – it also helps with search engine optimisation due to the fact a search engine knows your website listing upon their service is appropriate to the content by checking whether your links are relevant to the content of your pages. Links provide users with additional reasons for reading your pages and finding other relevant material online
- It is not advisable and certainly not a good idea to link to other people's media content. This can be regarded as copyright theft or indeed 'throughput' theft, whereby you would be using their traffic allowance as opposed to your own. Many web designers have been taken to court over this issue. It is best to place a link to other websites rather than embed their copyrighted material into your pages
- Links between your web pages within your website can assist navigation. In addition to your menu, supply the user with strategically placed internal links upon keywords and images to assist user navigation

