

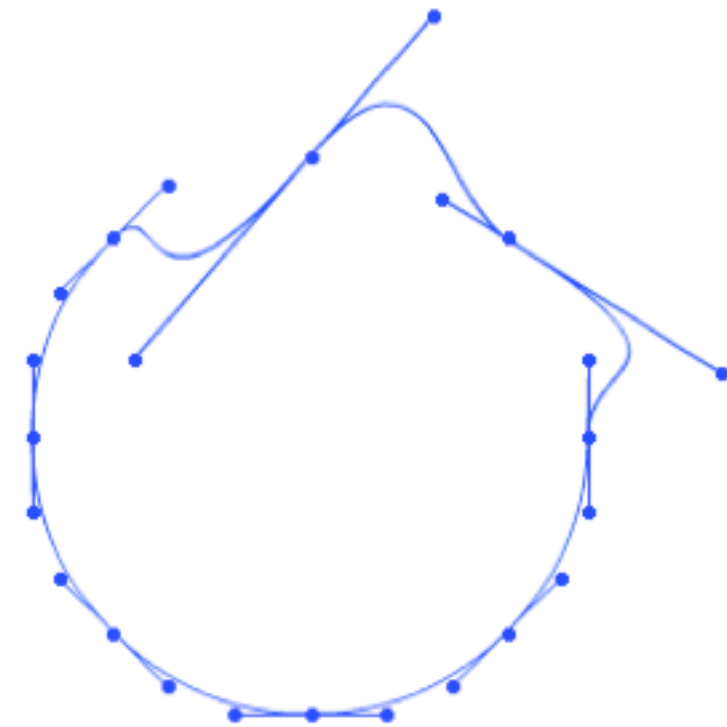
html recap

// images

// html basics

Vector

- ▶ Vectors are lines and curves that are defined by mathematical calculations
- ▶ Vector can be resized without loss of quality
- ▶ Vector file formats .swf and .svg require browser plug-ins



Bitmaps

- ▶ Bitmaps are images made up of a collection of little dots, or pixels, placed on a grid.
- ▶ Become blurry and lose quality if scaled up
- ▶ Bitmap file formats supported by web browsers are JPEG, GIF and PNG



JPEG

- Use for photo-based imagery
- Can adjust quality of compression when saving in Photoshop
- Pros: compression
- Cons: no masking/transparency



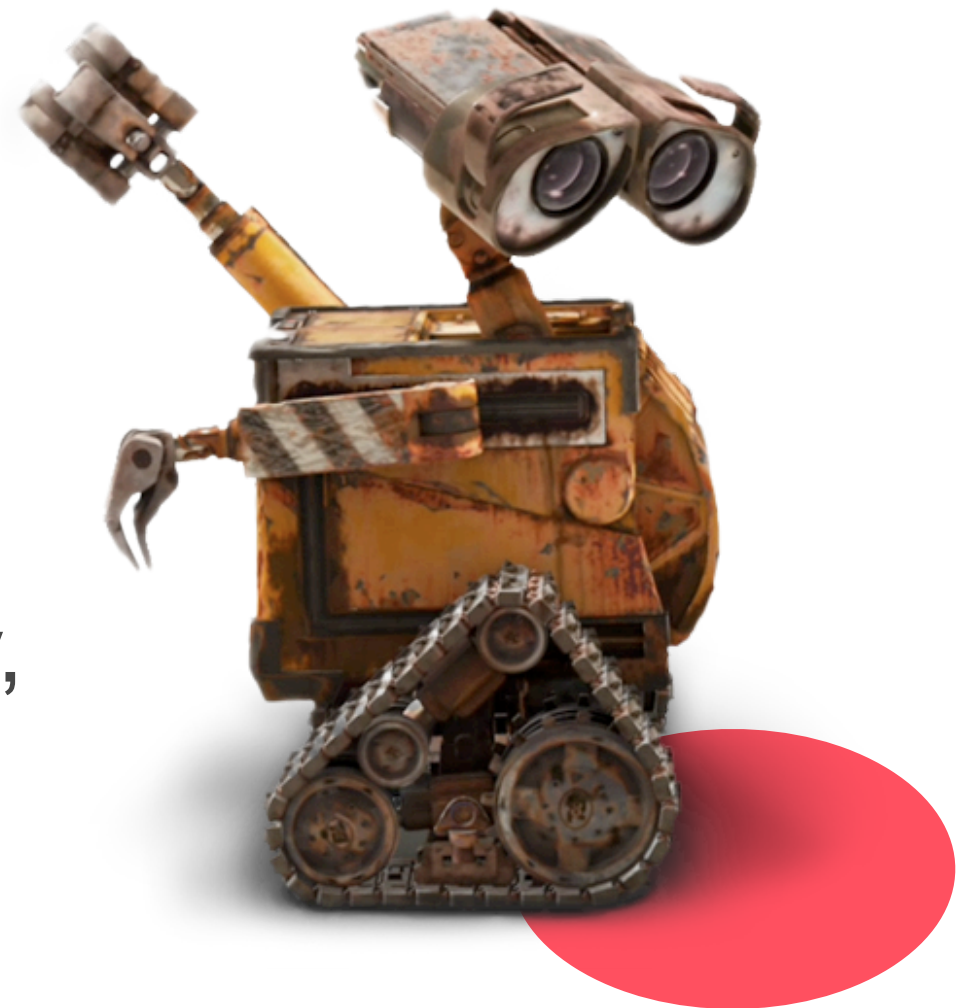
GIF

- Use for images with solid colours, logos, vector based images
- Can make surrounding background 'transparent' when saving file
- Pros: background transparency
- Cons: limited to 256 colours



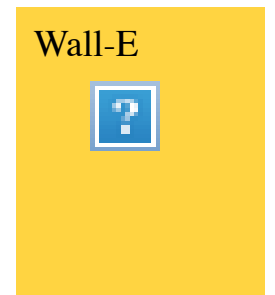
PNG

- Use for photo-based images where background transparency is required
- Pros: not limited to 256 background transparency,
- ▶ Cons: no compression, higher file sizes



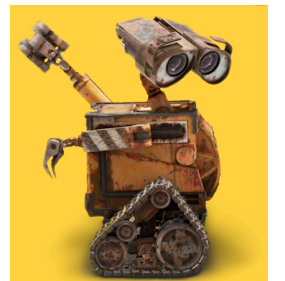
Absolute Path (don't use)

- ▶ ``
- ▶ HTML file will look for image at the specified location.
Won't find image when viewing from another computer or server
- ▶ Only used in special circumstances



Relative Path (please use)

- ▶ ``
- ▶ will look for image inside a folder called images, regardless of computer or server you are viewing HTML file from



HTML

- ▶ Uses single and paired tags
 - ▶ paired - begin with an opening tag and end with a matching closing tag with content between them.

```
<p>Everything between these two tags is part of this  
paragraph.</p>
```


HTML

- ▶ Uses single and paired tags
 - ▶ paired - begin with an opening tag and end with a matching closing tag with content between them.

```
<p>Everything between these two tags is part of this paragraph.</p>
```

- ▶ standalone - don't contain content

```
<br> <img>
```

▸ **HTML code** to call an image

location / filename

specs

name

width, height

shown if image doesn't load

``

open tag

close tag

▶ **HTML code** to call a **CSS style**

