

**COMSC-030**

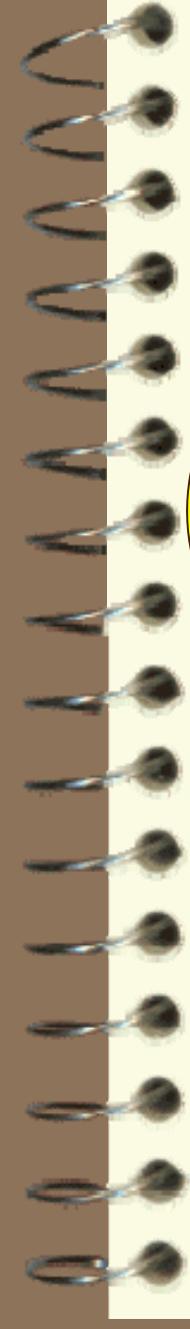
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# **Web Site Development-**

## **Part 1**



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# Chapter 7

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## Adding Images

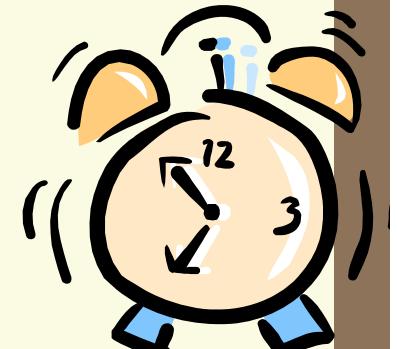
Are you ready to add images to your Web page? Images include everything from photographs, logos, clip art, and other visual objects you can add to a Web page. This chapter shows how to add and control images, including photographs, graphic files, and background images.

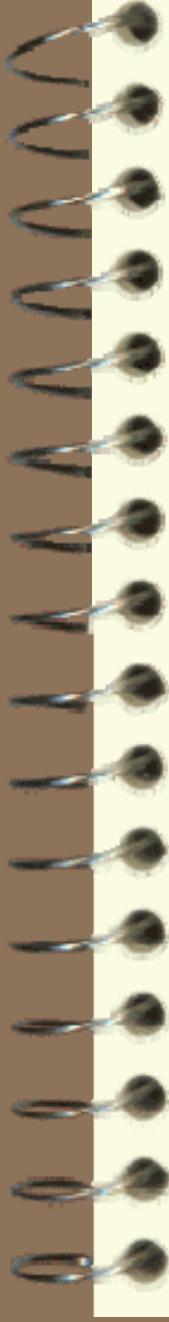


# Chapter 7 Topics: Adding Images

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- Understanding Web Page Images
- Insert and Image
- Specify an Image Size
- Add Alternative Text
- Align an Image Horizontally
- Align an Image Vertically
- Center an Image
- Wrap Text Between Images
- Stop Text Wrap
- Set an Image Border
- Add Space Around an Image



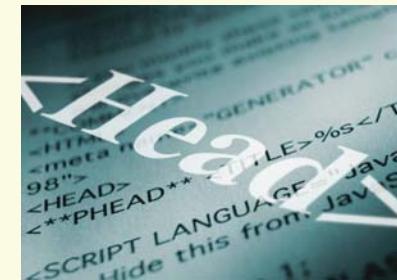
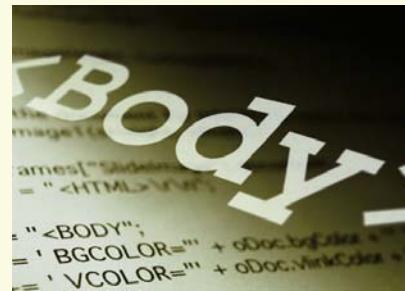
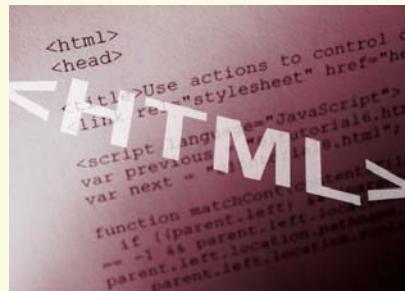


# Understanding Web Page Images

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- You can use images in a variety of ways on your HTML pages.
- Images include everything from graphics and **clip art**, to photographs and other visual objects.



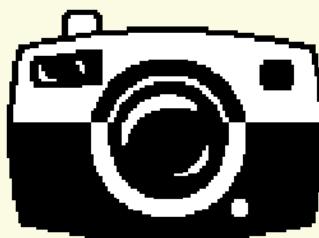


# Understanding Web Page Images

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- Images can illustrate text, show a product, or act as navigational tools for a Web site.
- An important part of using images effectively on your own site is to understand how browsers display the image for others to view.





# Understanding Web Page Images

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## Image File Formats

- Although there are numerous file types used for images, **JPEG** and **GIF** are the two most popular types used on the Web.
- Both formats are cross-platform and offer file compression.
- **PNG** is a newer arrival in the image file format world and is gaining popularity among Web developers.
- However, not all older browsers can support PNG.



# Understanding Web Page Images

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## Image File Formats

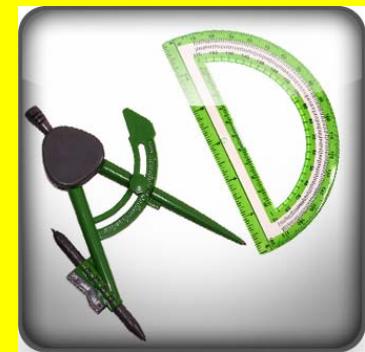
JPEG



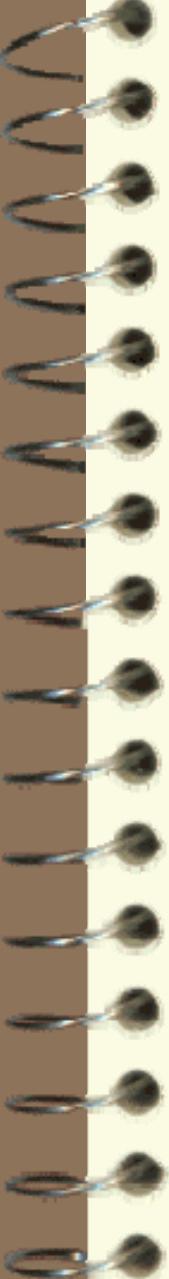
GIF



PNG



- You can find free clip art images on the Web at  
<http://office.microsoft.com/en-us/images/>



# Understanding Web Page Images

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## JPEG

- JPEG or JPG which stands for Joint Photographic Experts Group, **supports 24 bit color**, allowing for millions of colors.
- The JPEG format is commonly used for **complex** images, such as photos or graphics that used millions of colors and feature lots of detail.
- JPEG is not a good choice for simple artwork because it results in a larger overall file size, which in turn , takes longer to display on Web pages.



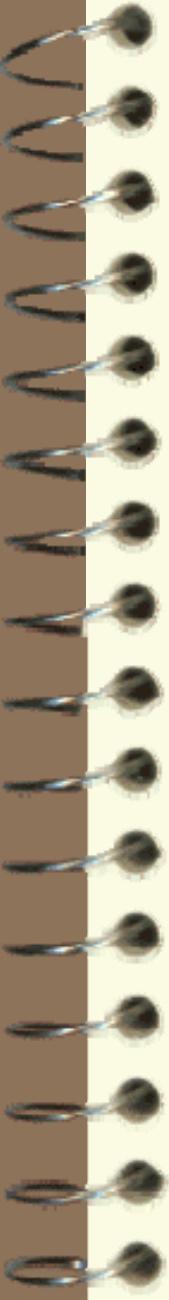
# Understanding Web Page Images

(pg 99)

## GIF

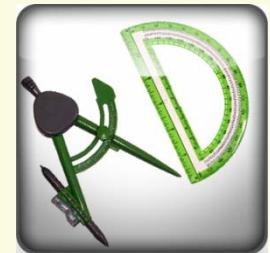
- GIF, which stands for Graphics Interchange Format, **supports up to 256 colors**.
- The GIF format is more common with **simple images**, such as simple graphics utilizing basic shapes and lines, and logos.
- If your image or graphic contains few colors and not a lot of detail, GIF is a good file format choice.





# Understanding Web Page Images

(pg 99)



## PNG

- The PNG format, which stands for Portable Network Graphics, offers rich color support and advanced compression schemes.
- It is good choice for any kind of images, from graphics to photographs.
- PNG supports **24-bit color**, like JPEG, but greater **file compression**.
- Choose PNG if you intended audience most likely uses a new browser version.



# Understanding Web Page Images

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## Downloading Considerations

- Browsers must first **download** an image before users can view it on the Web page.
- Large images can take a long time to display, especially with slower Internet connection speeds.
- For this reason, you need to consider the overall **file size** of an image when deciding whether to add it to a Web page.
- Do not populate your page with many large pictures, or the download time will be excessive.



# Understanding Web Page Images

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## Optimize Images

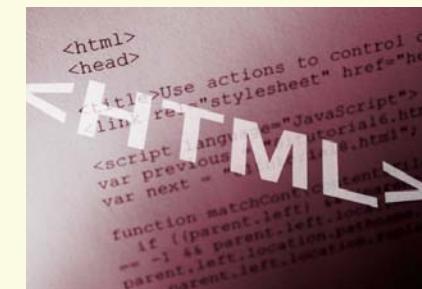
- Most image-editing programs allow you to make adjustments to the quality or resolution of the image to control the file size.
- For best results, make sure your image file does **not exceed 60K**, a good size for Web page images.
- If you use large image files, many users will not wait for extended periods of time for the picture to download on-screen.
- You can also reduce the number of colors in an image to reduce the file size.

# Insert an Image

(pg 100)

- You can add images to your Web page to add **interest** or **illustrate** a topic.
- For example, you can add a photograph or a graphic to your page.
- In HTML coding, images are **inline** elements, which means they appear within the body of the page along with the next elements.

<IMG SRC=“HTML.jpg”>

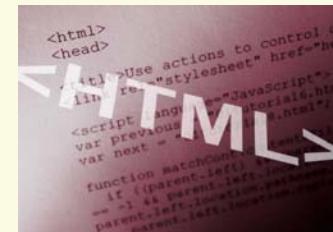


# Insert an Image

(pg 100)

- You can use image files from a digital camera or scanner, or files you create with a graphic program.
- If you are not the original author of the image, you need permission to use the image before placing it on a Web site
- You can also find free clip art images on the Web. (<http://office.microsoft.com/en-us/images/>)

**<IMG SRC=“HTML.jpg”>**



# Insert an Image

(pg 100)



## Insert a Photograph

1. Type **<IMG SRC=?>** , where you want to insert a photographic image, replacing ? with the full path to the file you want to insert.

```
<HTML>
<HEAD>
<TITLE>Understanding HTML</TITLE>
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle_Chap6.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>
<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>
```

# Insert an Image

(pg 100)



## Insert a Graphic File

1. Type **<IMG SRC="?">**, where you want to insert a photographic image, replacing ? with the full path to the file you want to insert.

1



```
<H2>Writing HTML</H2>
<IMG SRC="write.gif" ALIGN="Left" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of tag Head.jpg">
```

<P>The instructions you write in HTML are called tags. Tags are surrounded by angle brackets < >. You can write tags in upper or lower case. Many users prefer to write their tags in uppercase to make them easier to identify on the document page. If you create a page in XHTML, a stricter variation of HTML, you need to use lowercase letters for your tags.</P>



# Insert an Image

(pg 101)



## What file types can I use for Web images?

- The most common file type for photographs is JPG, or **JPEG** files.
- The most common type for simple graphics is **GIF** files.
- **PNG** is also gaining popularity as a cross-platform file type for image files; however, older browser programs do not support PNG.
- You can use an image editing or graphics program to save your images to specific file types.



# Insert an Image

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When I insert an image, it appears too large on the Web page. How do I reduce its size?

- You can use the **Height** and **Width** attributes within the **<IMG>** tag to set a specific display size for your image.
- For example, you may want to make your image 160 pixels wide and 210 pixels tall.



# Specify an Image Size

(pg 102)

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- If your image appears too big or too small on a Web page, you can use HTML coding to change the size with **image attributes**.
- You can set a size for the **width** and **height** of an image.
- The width and height is measured in **pixels**, or you can set the size as a percentage value of the overall window size.

```
<IMG SRC="HTML.jpg" WIDTH="100" HEIGHT="100" >
```

# Specify an Image Size

(pg 102)



## Specify an Image Size

1. Click inside the **<IMG>** tag and type **WIDTH=“?”**, replacing the ? with the width measurement you want to set.
2. Type a blank space.
3. Type **HEIGHT=“?”**, replacing the ? with the height measurement you want to set.

```
<IMG SRC=“HTML.jpg” WIDTH=“100” HEIGHT=“100” >
```

# Specify an Image Size

(pg 102)



## Specify an Image Size

Understanding HTML Syntax and Rules.HTML - WordPad

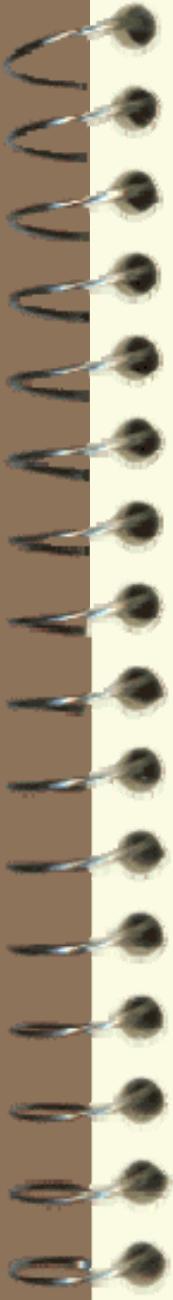
File Edit View Insert Format Help



```
<HTML>
<HEAD>
<TITLE>Understanding HTML</TITLE>
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle_Chap6.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>
<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>
```

1      2      3



# Specify an Image Size

(pg 103)



## What size should I set for a Web page image?

- The size of the image really depends on how you want to use it on the Web page.
- The average Web page measures approximately 600 pixels wide.
- For best results, set the image **less than 40-50 percent of the page size**, and keep the width and height values proportional.
- It is easier to scale a large image to a smaller size. If you make a small image too large, it appears grainy.



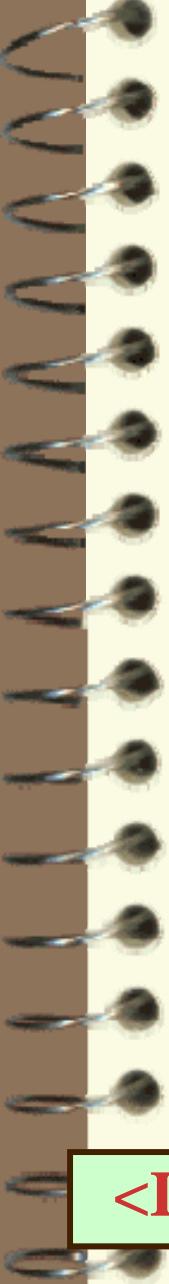
# Specify an Image Size

(pg 103)



**Is it better to resize an image in an editing program or use HTML coding?**

- Using an **image editing or graphics program** is the best way to resize an image for the Web.
- These types of programs give you complete control over an image, and allow you to set several optimizing options for an image so it is well suited for Web viewing.



# Add Alternative Text

(pg 104)

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- For users who do not have images turned on in their browser windows, you can add **alternative text** that identifies the image on your page
- Alternative text, sometimes called **placeholder** text, helps describe the image, and is an important addition to your Web page markup.

```
<IMG SRC="HTML.jpg" ALT="Placeholder for HTML.jpg">
```

# Add Alternative Text

(pg 104)



## Add Alternative Text

1. Click inside the <IMG> tag and type ALT=?”, replacing the ? with the alternative text describing the image.

Understanding HTML Syntax and Rules.HTML - WordPad

File Edit View Insert Format Help

1

↓

```
<HTML>
<HEAD>
<TITLE>Understanding HTML</TITLE>
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle_Chap6.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>
<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>
```

# Align an Image Horizontally

(pg 105)

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- You can use the **alignment** attributes to control the horizontal positioning of an image on a page.
- The alignment attributes include **Left** and **Right**.
- By **default**, the image aligns to the left.
- This alignment attributes also control the way in which text wraps around the image.
- You can also align an image vertically on a page.

```
<IMG SRC="write.gif" ALIGN="left">
```



# Align an Image Horizontally

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## Align and Image Horizontally

1. Click inside the <IMG> tag and type **ALIGN="?"**, replacing ? with the alignment you want to apply, either **Left** or **Right**.

Note: For greater control over image alignment, consider placing your images in tables. Learn more about using tables in Chapter 9

1  
↓

```
<H2>Writing HTML</H2>
<IMG SRC="write.gif" ALIGN="Left" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of tag Head.jpg">

<P>The instructions you write in HTML are called tags. Tags are surrounded by angle brackets <>. You can write tags in upper or lower case. Many users prefer to write their tags in uppercase to make them easier to identify on the document page. If you create a page in XHTML, a stricter variation of HTML, you need to use lowercase letters for your tags.</P>
```



# Align an Image Vertically

(pg 106)

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- You can use the alignment attributes to control the **vertical** positioning of an image on a page.
- The alignment attributes include **Top**, **Middle** and **Bottom**.
- These attributes are especially useful when you want to align the image with corresponding text on a page.

Top

Middle

Bottom

```
<IMG SRC="error.gif" ALIGN="top">
```

# Align an Image Vertically

(pg 106)



## Align and Image Vertically

1. Click inside the <IMG> tag and type **ALIGN="?"**, replacing ? with the alignment you want to apply, either **Middle**, **Top**, or **Bottom**.

Note: If the image shares the same line as text, you can use the alignment attribute to control the position of the image as it relates to the text.

1



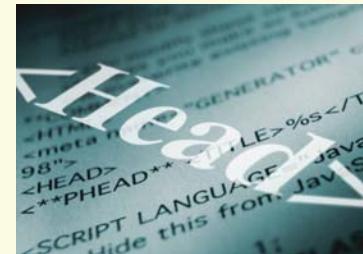
```
<H2>Avoid Syntax Errors</H2>
<IMG SRC="error.gif" ALIGN="Top" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of error.gif">
<P>Make sure you have brackets on your tags and that your closing tags include a slash. You must surround any values you define for attributes with quotation marks. It also helps to write your closing tags in reverse order of the opening tags.</P>
```

# Center an Image

(pg 107)

- You can center your image on the page using tags.
- Centering an image can give it more emphasis and help the image stand out from text or other page elements.

**<CENTER>**



**</CENTER>**

# Center an Image

(pg 107)



## Center an Image

1. Click in front of the <IMG> tag and type <CENTER>
2. Click at the end of the image tag and type </CENTER>

The screenshot shows a Microsoft WordPad window titled "Understanding HTML Syntax and Rules.HTML - WordPad". The menu bar includes File, Edit, View, Insert, Format, and Help. The toolbar contains standard icons for file operations. The code editor displays the following HTML:

```
<HTML>
<HEAD>
<TITLE>Understanding HTML</TITLE>
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle_Chap6.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>1<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>2
```

Two red arrows point to the code: one points to the opening <CENTER> tag with the number "1" below it, and another points to the closing </CENTER> tag with the number "2" below it.



# Wrap Text Between Images

(pg 108)

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- You can place two images side by side and **wrap text** between the two.
- To create this effect, you align one image to the left and the other to the right.
- Adjacent text flows between and around the images



```
<IMG SRC="head.jpg" ALIGN="left">  
<IMG SRC="body.jpg" ALIGN="right">
```



# Wrap Text Between Images

(pg 108)



## Wrap Text Between Images

1. Insert the two images above the text you want to wrap
2. Click inside the first **<IMG>** tag and type **ALIGN=“Left”**
3. Click inside the second **<IMG>** tag and type **ALIGN=“Right”**



```
<IMG SRC=“head.jpg” ALIGN=“left”>  
<IMG SRC=“body.jpg” ALIGN=“right”>
```



# Wrap Text Between Images

(pg 108)



## Wrap Text Between Images

2

1

```
<H2>Elements</H2>
<IMG SRC="head.jpg" ALIGN="Left" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of tag Body.jpg">
<IMG SRC="body.jpg" ALIGN="Right" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of tag Body.jpg">
```

<P>Elements identify the different parts of your HTML document. For example, <BODY> and </BODY> are tags defining the body text element on a page. The browser reads any text between the two tags as part of the body element. Many elements use tag pairs, an opening and closing tag, such as < P> and < /P>, while others, such as the Image tag < IMG> do not. Closing tags must always include a slash (/).< /P>

3



# Stop Text Wrap

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- You can stop text wrapping around your images using the **line break <BR>** tag along with the **CLEAR** attribute.
- When you stop text wrap, text returns to the default margins for the document page.

**<BR CLEAR=“All”>**

# Stop Text Wrap

(pg 109)



## Wrap Text Between Images

1. Click where you want to end the text wrap and type **<BR CLEAR=“?”>**, replacing the ? with the margin you want to clear, either **Left**, **Right**, or **All**.

```
<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>
<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>

<BR CLEAR="All"> ← 1
```



# Set an Image Border

(pg 110)

---

- You can add a **border** to an image to give it added emphasis or make the image more attractive on the page.
- You can define the **thickness** of the border, measured in pixels.

```
<IMG SRC="write.gif" BORDER="2">
```

# Set an Image Border

(pg 110)



## Set an Image Border

1. Click inside the <IMG> tag and type **BORDER=“?”**, replacing the ? with the thickness value you want to apply.

1



```
<H2>Writing HTML</H2>
<IMG SRC="write.gif" ALIGN="Left" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of tag Head.jpg" BORDER="2">

<P>The instructions you write in HTML are called tags. Tags are surrounded by angle brackets < >. You can write tags in upper or lower case. Many users prefer to write their tags in uppercase to make them easier to identify on the document page. If you create a page in XHTML, a stricter variation of HTML, you need to use lowercase letters for your tags.</P>

<BR CLEAR="All">
```

# Add Space Around an Image

(pg 111)

- Most Web browsers display a small amount of space between images and text.
- You can increase the amount of space, also called **padding**, to make the page more visually appealing and easier to read.

```
<IMG SRC="html.jpg" HSPACE="20">
```

```
<IMG SRC="body.jpg" HSPACE="20">
```

```
<IMG SRC="head.jpg" HSPACE="20">
```





# Add Space Around an Image

(pg 111)

- 
- You can use the **HSPACE** attribute to control the horizontal padding to an image, which adds space to the left and right of an image.
  - You can use the **VSPACE** attribute to add padding above and below an image.
  - The value used with the horizontal and vertical spacing attributes is measured in pixels. For example, a value of 20 adds 20 pixels.

```
<IMG SRC="html.jpg" HSPACE="20">
```

```
<IMG SRC="body.jpg" HSPACE="20">
```

```
<IMG SRC="head.jpg" HSPACE="20">
```



# Add Space Around an Image

(pg 111)



## Add Space Around an Image

1. Click inside the **<IMG>** tag and type **HSPACE=“?”** or **VSPACE=“?”** , replacing the ? with the amount of space you want to insert.

Note: You can add one or both attributes to an image.

If adding both attributes, separate them with a space in the HTML coding.

```
<IMG SRC=“html.jpg” HSPACE=“20”>
```

```
<IMG SRC=“body.jpg” HSPACE=“20”>
```

```
<IMG SRC=“head.jpg” HSPACE=“20”>
```

# Add Space Around an Image

(pg 111)



## Add Space Around an Image

Understanding HTML Syntax and Rules.HTML - WordPad

File Edit View Insert Format Help

1

```
<HTML>
<HEAD>
<TITLE>Understanding HTML</TITLE>
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle_Chap6.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>
<CENTER>
<IMG SRC="HTML.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag HTML.jpg">
<IMG SRC="Head.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Head.jpg">
<IMG SRC="Body.jpg" ALIGN="Center" WIDTH="100" HEIGHT="100" HSPACE="20" ALT="Image of tag Body.jpg">
</CENTER>

<BR CLEAR="All">
```