



Adding Images & Multimedia

English Language Department

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Adding Images

- Images can improve the design and the appearance of a web page.
- Images appear on web pages in two ways:
 1. embedded in the inline content
 2. background images. Background images are added using Cascading Style Sheets
- If you are building a site from scratch, it is good practice to create a sub folder specifically for images inside the folder for all of your project.

IMAGES SHOULD...

- ✓ Be relevant
- ✓ Convey information
- ✓ Convey the right mood
- ✓ Be instantly recognisable
- ✓ Fit the color palette

STOCK PHOTOS

www.istockphoto.com
www.gettyimages.com
www.veer.com
www.sxc.hu
www.fotolia.com

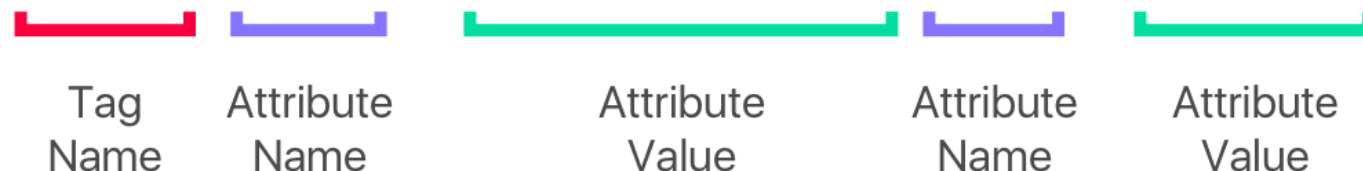
HTML Images Syntax

- The HTML `` tag is used to embed an image in a web page.
- Images are not technically inserted into a web page; images are linked to web pages. The `` tag creates a holding space for the referenced image.
- The `` tag is empty, it contains attributes only, and does not have a closing tag.
- The `` tag has two required attributes:
 - ***src*** - Specifies the path (URL) to the image
 - ***alt*** - Specifies an alternate text for the image, if the user for some reason cannot view it (because of slow connection, an error in the ***src*** attribute, or if the user uses a screen reader).

HTML IMAGE TAG

```

```



Example

```
<!DOCTYPE html>
<html lang="en">
<head>
  <title>Images</title>
</head>
<body>
  <h1>This are images</h1>
  
</body>
</html>
```



This are images



Image Size – Width and Height

- you can use the **width** and **height** attributes to specify the width and height of an image.

Example

```

```

```

```

```

```

```

```

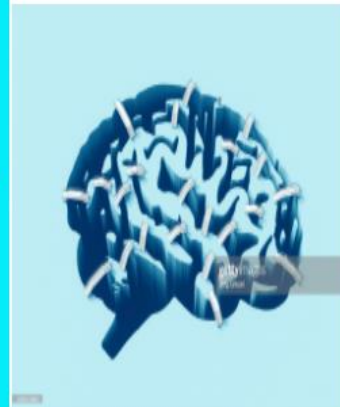
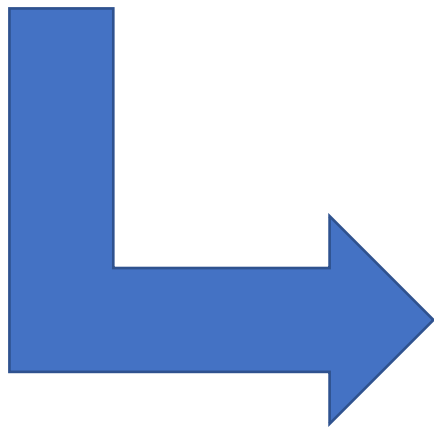


Image Formats

- Whenever you have many different colors in a picture you should use a JPEG.

- Use GIF or PNG format when saving images with few colors or large areas of the same color



PNG



GIF

Three Rules for Creating Images

1

SAVE IMAGES IN THE RIGHT FORMAT

Websites mainly use images in jpeg, gif, or png format. If you choose the wrong image format then your image might not look as sharp as it should and can make the web page slower to load.

2

SAVE IMAGES AT THE RIGHT SIZE

You should save the image at the same width and height it will appear on the website. If the image is smaller than the width or height that you have specified, the image can be distorted and stretched. If the image is larger than the width and height if you have specified, the image will take longer to display on the page.

3

USE THE CORRECT RESOLUTION

Computer screens are made up of dots known as pixels. Images used on the web are also made up of tiny dots. Resolution refers to the number of dots per inch, and most computer screens only show web pages at 72 pixels per inch. So saving images at a higher resolution results in images that are larger than necessary and take longer to download.

HTML Multimedia

- Multimedia on the web is sound, music, videos, movies, and animations.
- Web pages often contain multimedia elements of different types and formats.
- Multimedia files have formats and different extensions like: .wav, .mp3, .mp4, .mpg, .wmv, and .avi.

Common Video Formats



There are many video formats out there.

The MP4, WebM, and Ogg formats are supported by HTML.

The MP4 format is recommended by YouTube.

- MP3 is the best format for compressed recorded music. The term MP3 has become synonymous with digital music.
- Only MP3, WAV, and Ogg audio are supported by the HTML standard.

Common Audio Formats



HTML Video

- The HTML `<video>` element is used to play an audio file on a web page

How it Works:

- `controls` attribute adds video controls, like play, pause, and volume
- `autoplay` attribute to start the video automatically

`width` and `height` attributes of the video

```
Example  
<video width="320" height="240" controls>  
  <source src="movie.mp4" type="video/mp4">  
  <source src="movie.ogv" type="video/ogg">  
  Your browser does not support the video tag.  
</video>
```

The text between the `<video>` and `</video>` tags will only be displayed in browsers that do not support the `<video>` element.

The `<source>` element allows you to specify video files

HTML Video - Example

```
<!DOCTYPE html>
<html lang="en">
<head>
  <title>Images</title>
</head>
<body>
  <h3>Video with controls</h3>
  <video width="500" height="500" controls>
    <source src="Images/mov_bbb.mp4" type="video/mp4">
  </video>
</body>
</html>
```

Video with controls



HTML Audio

- The HTML `<audio>` element is used to show a video on a web page

How it Works:

- `controls` attribute adds audio controls, like play, pause, and volume
- `autoplay` attribute to start the audio file automatically

Example

The text between the `<audio>` and `</audio>` tags will only be displayed in browsers that do not support the `<audio>` element.

```
<audio controls>
  <source src="horse.ogg" type="audio/ogg">
  <source src="horse.mp3" type="audio/mpeg">
  Your browser does not support the audio element.
</audio>
```

The `<source>` element allows you to specify audio files

HTML Audio -Example



```
<audio controls>  
  <source src="sound.ogg" type="audio/ogg">  
  <source src="sound.mp3" type="audio/mpeg">  
  Your browser does not support the audio tag.  
</audio>
```

