

Web Design

Interactive Arts & Media Dept.

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Class #3

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COLLEGE CHICAGO



Interactive Arts + Media

In this lecture...

- Web Browsers
- Resolution
- Images
- The `` tag

Web Browsers

Web Browsers

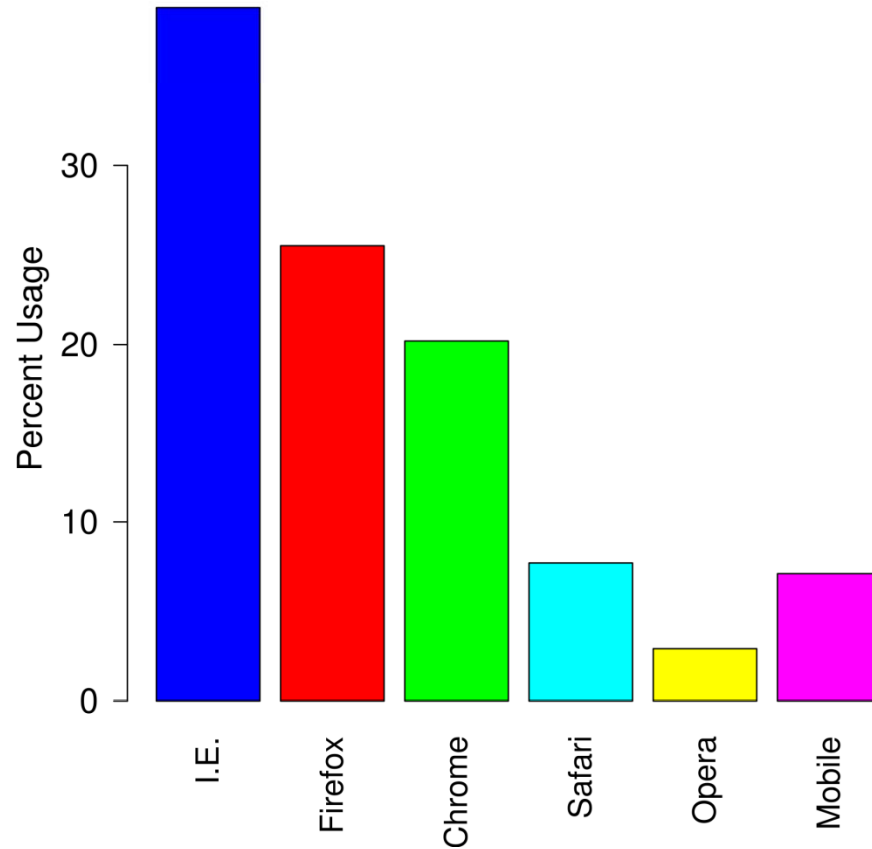
Browser – an interpreting program that translates markup (XHTML & HTML) and renders it visually using style information (CSS).



What web browser do you use?

Browser Usage

Usage share of web browsers: August 2011



Source: Wikipedia

Retrieved: September 20, 2011

URL: http://en.wikipedia.org/wiki/Browser_usage

The majority of people browsing the web are using **Internet Explorer**...and on a PC running the **Microsoft Windows** operating system.



Sad but true...

Back in the day...

Versioning – Building two (or more) versions of the same website to support different web browsers. This method was used heavily in the late 1990s, but has since been phased in favor of web standards.

Netscape Users
[Click here](#)

Internet Explorer Users
[Click here](#)

Example of Versioning



Stratis[®]
www.pallets.com

"The Most Durable Plastic Pallets on Earth"

Company Media Pallets Containers Sleeves Quote Contact

Product Presentations for the Web

** Some presentations have restricted access. [Contact Us](#) for more information.*

- [Roll Pallets Presentation](#)
Self-running Presentation [Click Here](#)
Video: Roll Pallet Bookends (Windows Media Player) [Click Here](#)
Video: Bookends Assembly (Windows Media Player) [Click Here](#)
- [Corrugators Presentations](#)
~~PowerPoint Presentations~~
Internet Explorer Users [Click Here](#)
Netscape Users [Click Here](#)
~~Video: Stratis Sleeves (Windows Media Player) [Click Here](#)~~
- [Sheetfed Printers and Diecutters Presentations](#)
Self-running Presentation [Click Here](#)
PowerPoint Presentations
Internet Explorer Users [Click Here](#)
Netscape Users [Click Here](#)

Yes, this is a real website that is still active on the web.

Stratis Pallets "Product Presentations" page: <http://www.pallets.com/presentations.php>

Retrieved: December 4, 2011

Web Standards Groups



W3C

World Wide Web Consortium

The main standards organization for the World Wide Web, that works in the development of standards for the web.

www.w3c.org



WaSP

Web Standards Project

Group of professional web designers dedicated to encouraging the use of web standards.

www.webstandards.org



WHATWG

Web Hypertext Application Technology Working Group

Community of people interested in evolving HTML and related technologies.

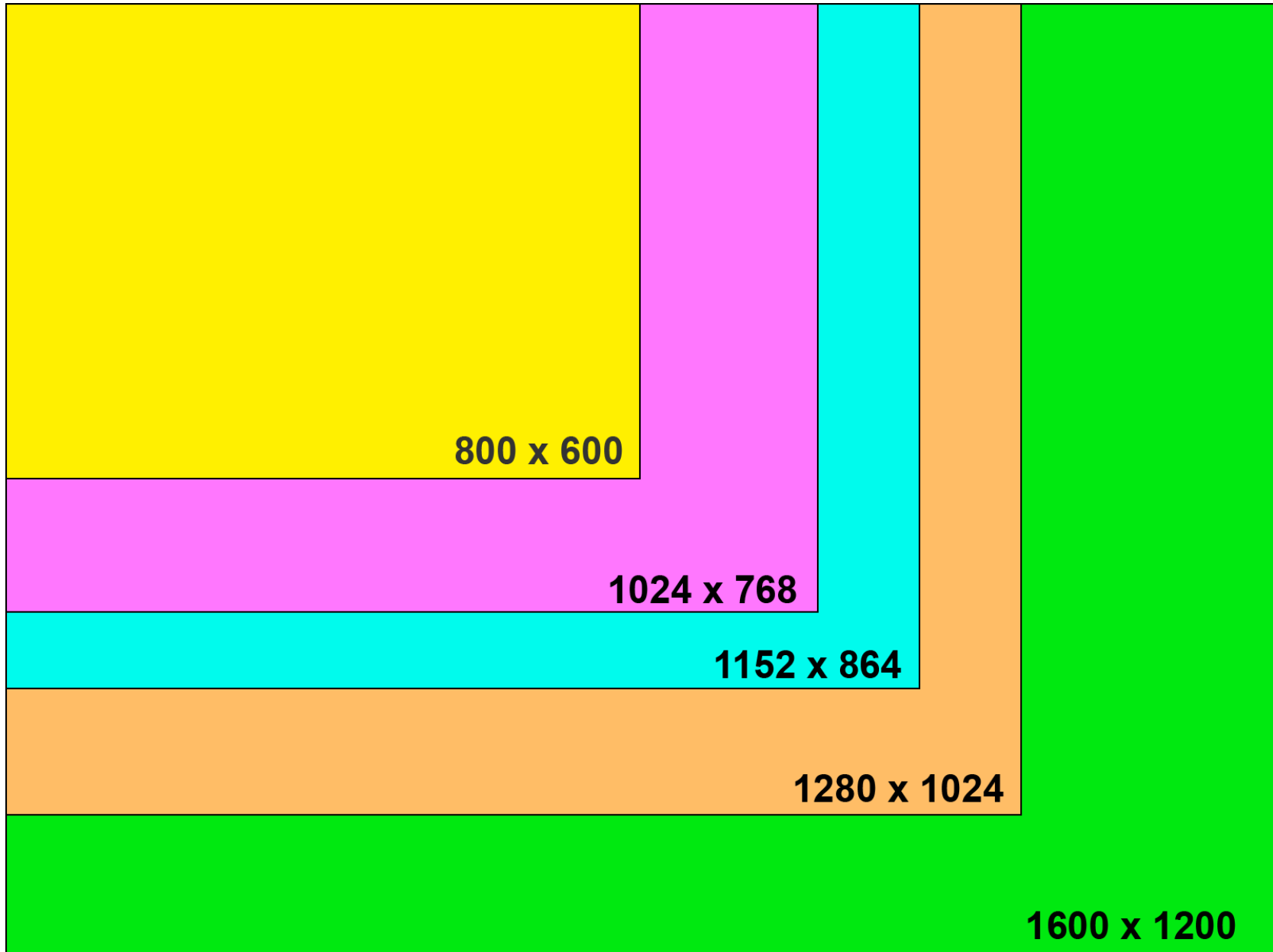
www.whatwg.org

Resolution

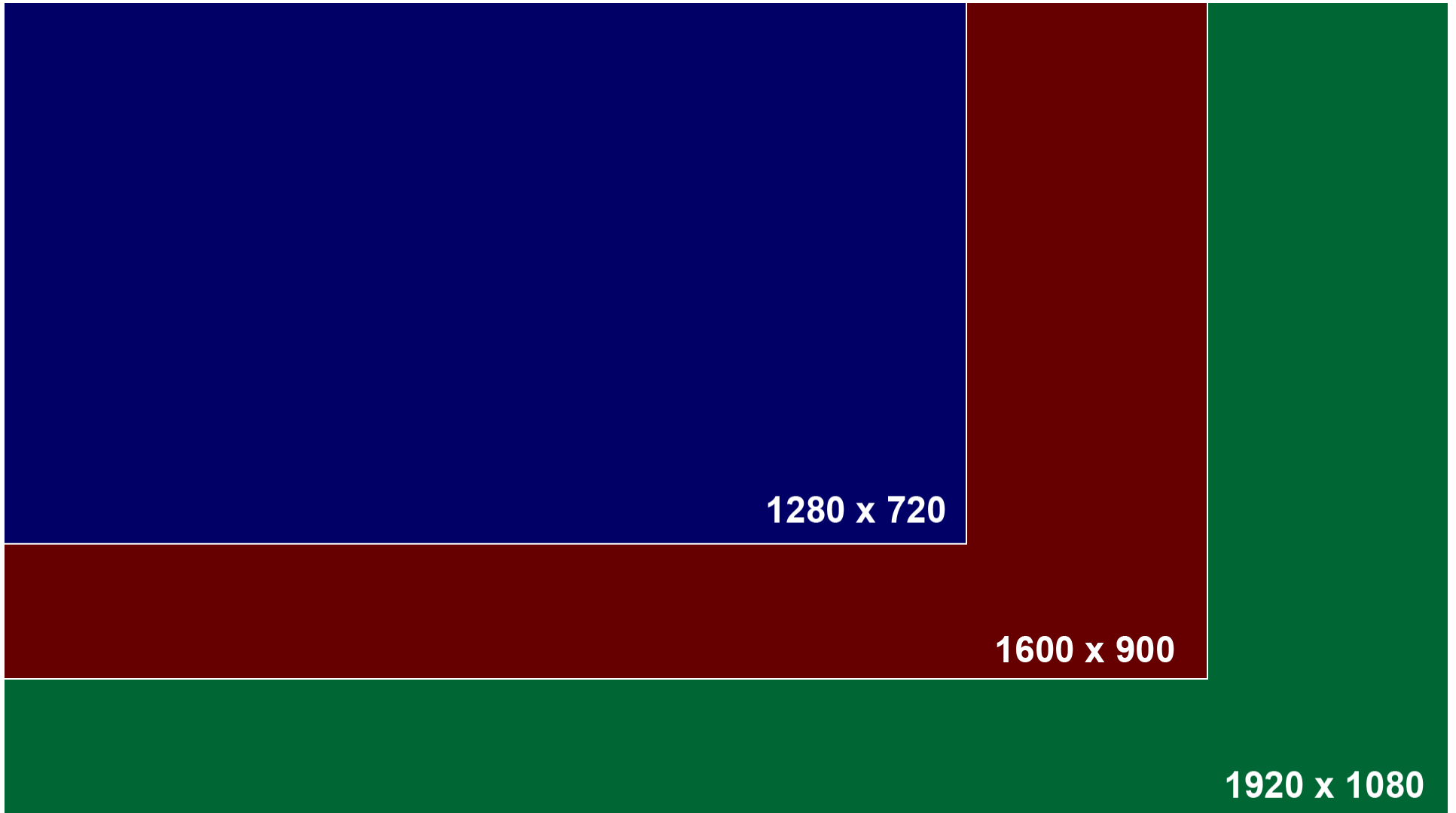
Resolution – number of pixels that make up a monitor's screen display. The first number is width, and the second number is height, such as 1024 x 768.

What screen resolution do you use?

Common Resolutions for 4:3 Displays



Common Resolutions for 16:9 Displays



Resolution Demonstration

<http://www.espn.com>

<http://www.chicagotribune.com>

<http://www.amazon.com>

<http://www.colum.edu>

Designing Above the Fold

Placing all of your important elements and information on the first “screen” of a website.

Like what?

Designing Above the Fold

- Name of website
- Primary marketing message / mission statement /
- Indication of what the website is about
- Navigation to other parts of the site
- Any other crucial information (phone number, contact info)
- Banner advertisements

Images

Images can be used for...

- Content or Information (photo of my dog)
- Navigational (buttons)
- Background (pattern)
- Design Element
- Text (banner graphic with specific font)

Images should NOT be used for...

- All of the text on the webpage
- Why?

Images should NOT be used for...

- All of the text on the webpage
- Why?
 - Search engines don't index graphical text as text
 - What if the image does not load? Then what?
 - HTML-formatted text will always load much faster than an image of text
 - Time-consuming to make changes/updates

Right-click to...

- Save an image
- View image properties
 - Name
 - Path
 - File size

72 dpi

Images on the web should have a resolution of 72 dpi/ppi (dots per inch / pixels per inch).

Saving images at a higher dpi will result in the image appearing larger on the web page.

Fast > Cool

How long should a web page take to load?

Image types for the web

- JPEG – Joint Photographic Experts Group .jpg
- GIF – Graphic Interchange Format .gif
- PNG – Portable Network Graphic .png
- WBM – Wireless Bitmap
 - Black-and-white images for handheld devices using WAP
- SWF – Small Web File .swf
 - Flash file
- BMP – Bitmap Picture – not used since 1990s
- SVG – Scalable Vector Graphic
 - Uses coordinates and color information instead of pixels

JPEG

- Pronounced “jay-peg”
- Joint Photographic Experts Group
- 24-bit color (17 million colors)
- Compresses detail
- .jpg extension

JPEG – when to use

- Photographs
- Smooth Gradients
- Any image with a lot of color (paintings, etc.)



JPEG – bad stuff

- Loss of detail
- Blotchy areas in solid colors

GIF

- Pronounced “jiff”
- Graphic Interchange Format
- 8-bit color (256 colors)
- Compresses # of colors
- .gif extension

GIF – when to use

- Buttons
- Logos
- Icons
- Illustrations
- Image with flat areas of color

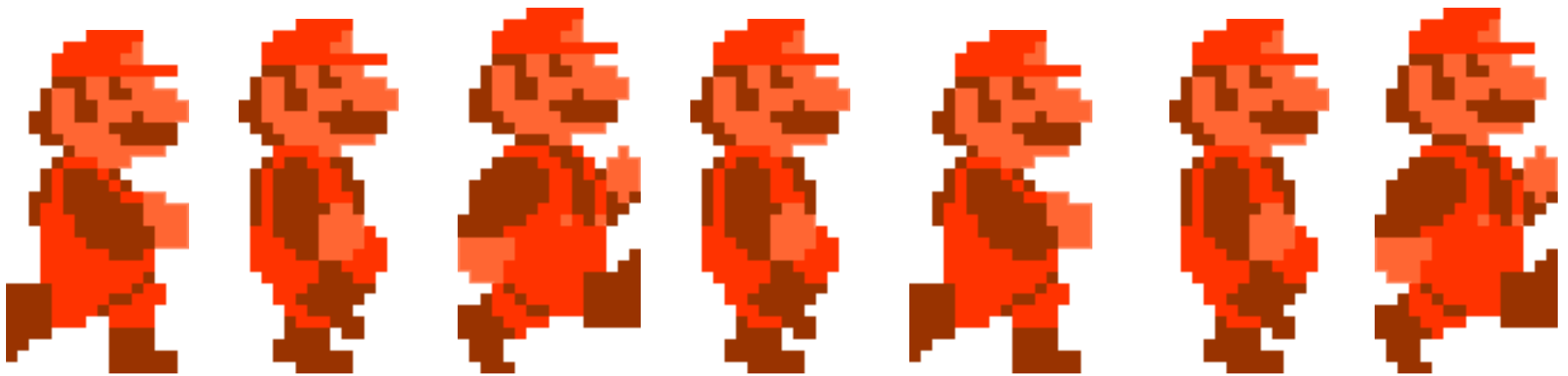


Apply for this Job



GIF Features

- Animate – only raster type to support this



- Transparency – irregular shape
 - GIFs are generally not good for transparencies.
Use PNGs instead

GIF – bad stuff

- Loss of colors (only supports up to 256)

Example of Transparency



The graphical text at the left or the logo at the right are images with transparent pixels that allow the page's background image to show through.

PNG

- Pronounced “ping”
- Portable Network Graphic
- PNG-8 and PNG-24
- Supports transparencies
- .png extension

PNG-8

- Limited to 256 colors
- Can have transparent pixels
- Larger file size than GIFs

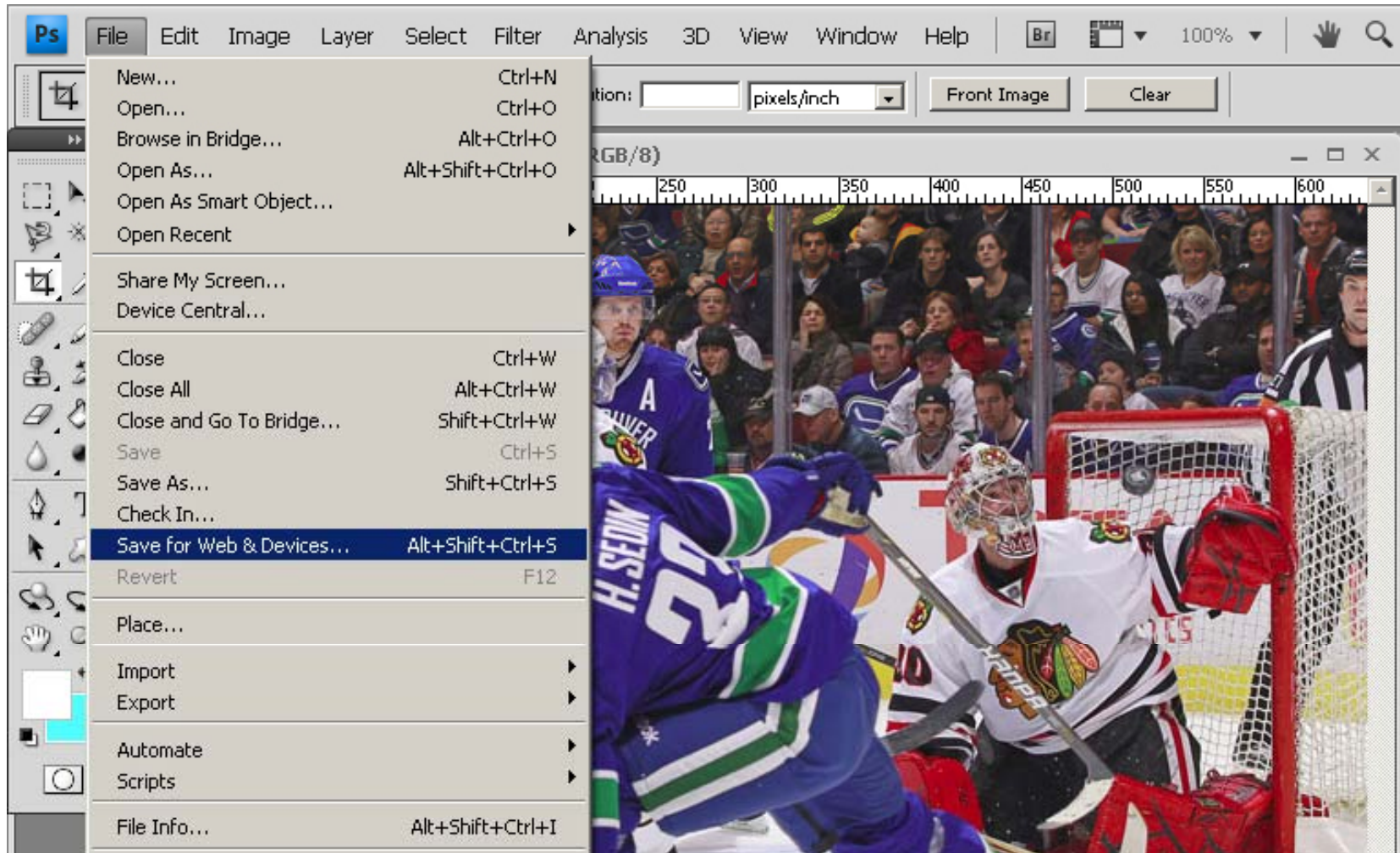


PNG-24

- 17 million colors
- Can have transparent pixels
- Lossless compression
- Larger file size than JPEG



Save for Web and Devices...



Save for Web and Devices...

Save for Web & Devices (100%)

Original Optimized 2-Up 4-Up

Original: "Action_Photo.psd"
921K

JPEG
188.2K
8 sec @ 256 Kbps

100 quality

JPEG
28.52K
2 sec @ 256 Kbps

100% dither
Selective palette
16 colors

4 sec @ 256 Kbps

Size/Download Time (9600 bps Modem)
Size/Download Time (14.4 Kbps Modem)
Size/Download Time (28.8 Kbps Modem)
Size/Download Time (56.6 Kbps Modem/ISDN)
Size/Download Time (128 Kbps Dual ISDN)
✓ Size/Download Time (256 Kbps Cable/DSL)
Size/Download Time (384 Kbps Cable/DSL)
Size/Download Time (512 Kbps Cable/DSL)
Size/Download Time (768 Kbps Cable/DSL)
Size/Download Time (1 Mbps Cable)
Size/Download Time (1.5 Mbps Cable/T1)
Size/Download Time (2 Mbps)

Preset: [Unnamed]

JPEG

Low Quality: 0

Progressive Blur: 0

Optimized Matte: []

Embed Color Profile

Convert to sRGB

Preview: Monitor Color

Metadata: Copyright and Contact Info

Color Table

Image Size
W: 640 px H: 491 px Percent: 100 %
Quality: Bicubic

Animation
Looping Options: Once

1 of 1

Device Central... Preview... Save Cancel Done

The `` tag

- Standalone tag
- Used to place an image on your webpage

 - required attributes

- src="URL"
 - The address to the image file
- alt="Some text"
 - Alternate text
 - Shows up if image does not – important for clickable images
 - Acts as a "tool tip" if pointer arrow is over image (in some browsers)
 - Helps in accessibility for the blind – screen reader software will read text of ALT attribute for blind users

Other attributes

- height="pixels or %"
- width="pixels or %"
 - Not necessary.
 - Specifying height & width speeds up page loading.
 - DO NOT use these to make an image bigger or smaller than it's native size.

Other attributes

- align="left | right"
 - DEPRECATED (for CSS) but still works
- vspace="#" – adds padding, in pixels, to the top and bottom of the image
 - DEPRECATED (for CSS) but still works
- hspace="#" – adds padding, in pixels, to the left and right of the image
 - DEPRECATED (for CSS) but still works

 code example

```

```

```

```

Background images

```
<body background="imagename.gif">
```

- Sets an image as the background
- Entire image may not show up if larger than browser window
- Image will repeat vertically and/or horizontally if the browser window is larger than the image...no way to prevent this, unless using CSS (which we will learn soon...)

How to take a screen shot

- PC – Print Screen or ALT + Print Screen to print just the active window
 - Paste into a new Photoshop file
- Mac – Apple + Shift + 3 or Apple + Shift + 4 (to get marquee and make selection)

Let's make some pictures!