



## Working With Images

### 1.2 Introduction

A presentation slide titled "Introduction" with a black header. The background is a light wood grain. Three blue boxes contain the following text: "Remember - 'less is more'", "Avoid distracting the reader", and "Don't clutter the page!".

Introduction

Remember - 'less is more'

Avoid distracting the reader

Don't clutter the page!

#### Notes:

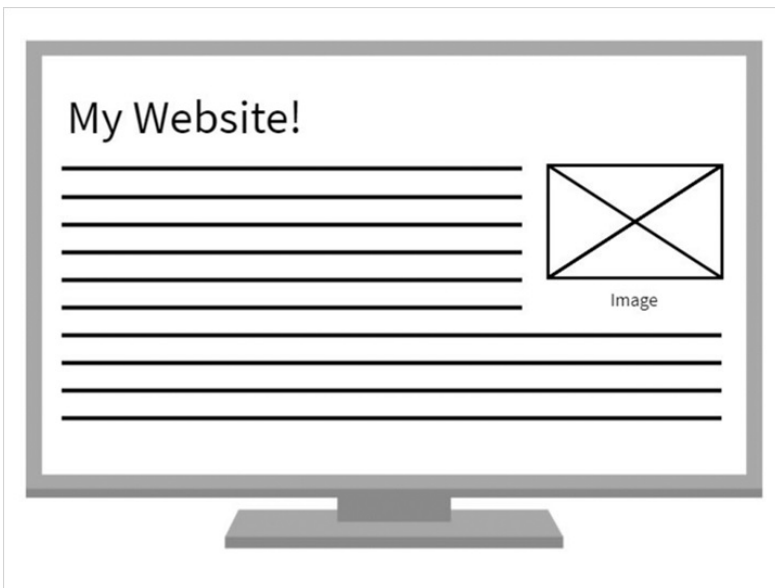
As with most things regarding Web Design, the rule of 'less is more' is extremely appropriate for images. Images take up a good amount of space on your page, so you don't want them to distract the reader or clutter the layout. This presentation provides some advice on using images on a range of page designs.

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### 1.3 Embedded Images



### 1.4 Embedded Images



#### Notes:

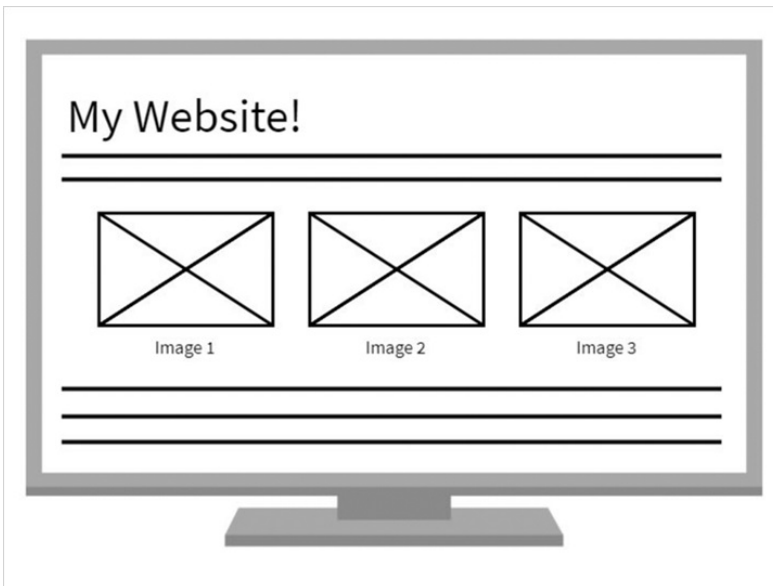
As a general rule, keep the size to around 300 to 400 pixels wide when embedding images within the text.

People view the page from left - right. So, placing the image on the right-hand side allows them to read the text without distraction.

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## Layout 2: Image Thumbnails

### 1.6 Image Thumbnails



#### Notes:

Having three image thumbnails in the centre of the screen draws the eye to them without overcrowding the text.

Images of approximately 300 by 200 pixels work well for this layout. They are small enough to fit the page and the ratio (ie rectangular shape) fits well on the screen.

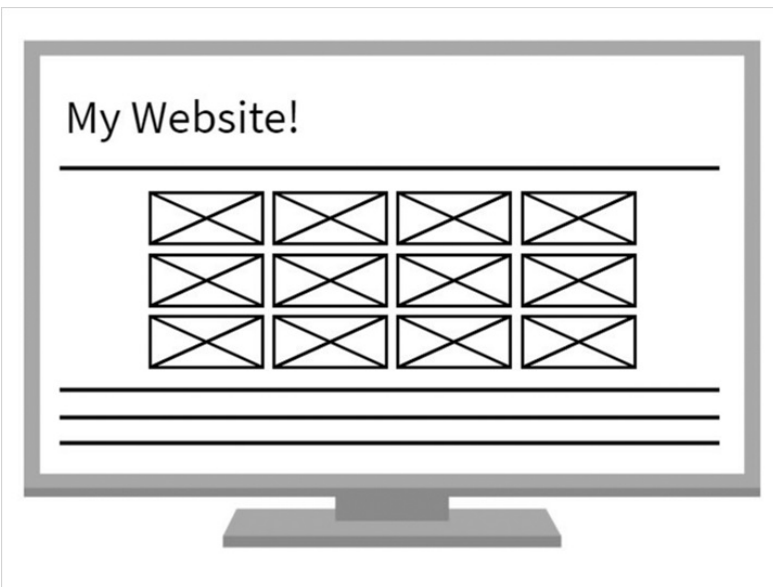
Once clicked, the image opens full-size. Setting this to open in a new browser tab helps the customer to return to where they left.

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## Layout 3: Image Gallery

### **1.8 Image Gallery**



#### **Notes:**

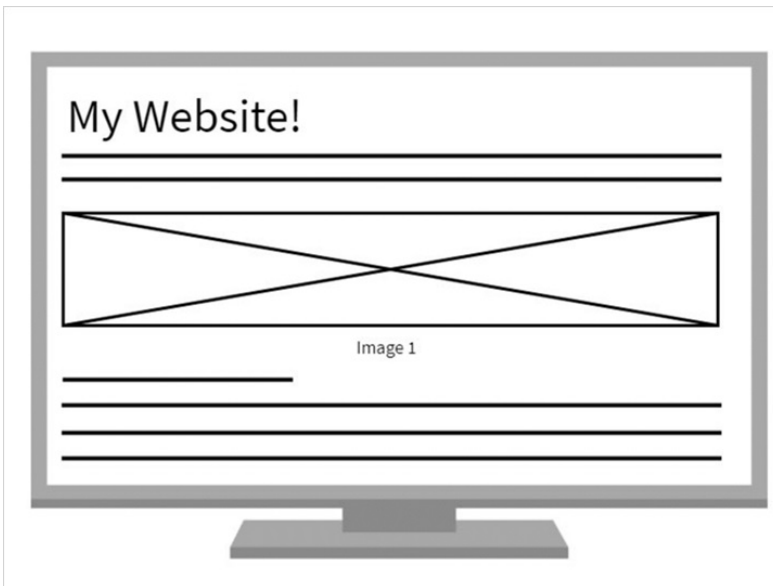
We've already seen how a grid of images can be used on a homepage, but this idea works equally well for other pages too.

An image gallery is a collection of thumbnails based on a related theme. A grid of 4 x 3 images fits a screen well. A width of approximately 220 pixels should allow the images to fit easily within the page.

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## Layout 4: Signature Image

### 1.10 Signature Image



#### Notes:

Finally, having a large signature image in the middle of the text is a good way to set the tone. It can be placed at the top or used as a section break.

Ideally, the image should reflect the topics discussed on the page and lead into the text below. Screen width varies from device to device, so using CSS to set the image width to a percentage (opposed to a fixed width in pixels) will allow the image to fill the available space.

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