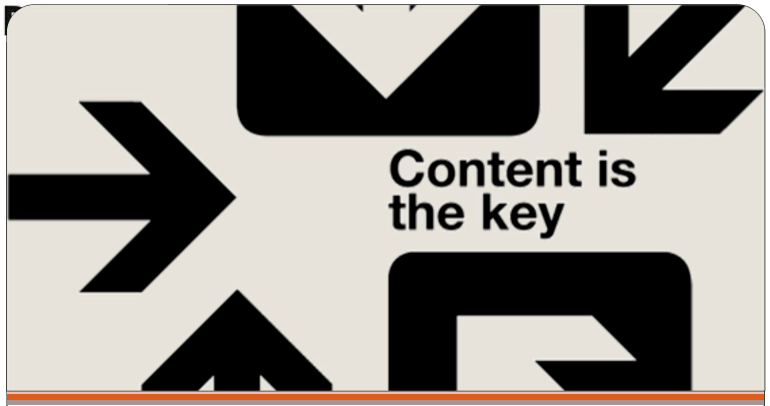
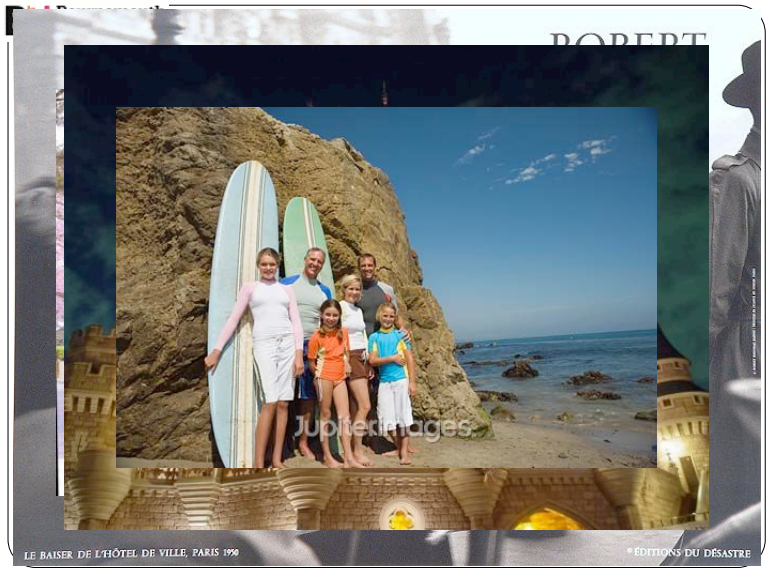


IMAGES


ROBERT
LE BAISER DE L'HÔTEL DE VILLE, PARIS 1950
© ÉDITIONS DU DÉSASTRE

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The importance of images

1. Images speak a thousand words!
2. Images used to have one main purpose only: making your website look good
3. Images now have a new purpose: improving your search engine results and directing visitors to your website. But HOW?

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Images & search engines

Search engines cannot "view" pictures as such. They rely on text to understand what the image is about.

- File name
- Image "Alt" tag
- Text around the image
- Clues or tags
- The general nature of the web site

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What kind of images should be chosen?

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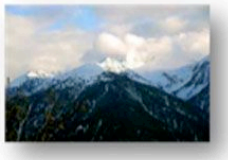
WHICH IMAGES WILL HELP TO SELL MY PRODUCT?

Set the scene	Show your property in its current surroundings
Show the action:	Put a face to the picture and show people experiencing your product. These people must fit the look of your target market.
Evoke emotion:	Allow the clients to visualise themselves in the middle of the picture and feel as if they are experiencing your offerings.



Add message

Photo credit: http://flickr.com/photos/paraflyer/

Copyright: Fabienne Rabbiosi

Static, hard to relate to

"Nice view, but what can I do there?"

Evokes action and emotion

"It could be me and my mates on top of that glacier"

Add message

Photo credit: http://flickr.com/photos/freewine/

Photo credit: http://flickr.com/photos/annamatic3

Static, hard to relate to

"I see, they have kayaks, but can I use them?"

Evokes action and emotion

"How much fun would my kids and I be having?"

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Technical components of images

- Appropriate size (size of the standard monitor: 1024x768 pixels)
- Web-friendly resolution
- File type of either .jpg, .gif or .png
- Load fast (file size) size

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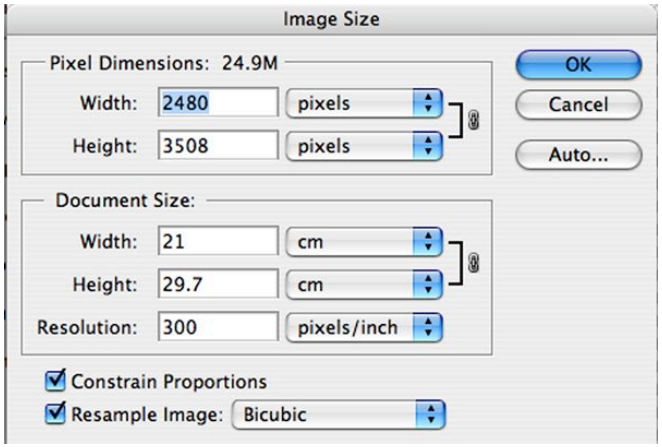

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Technical details

- **The optimal resolution for an image is:**
  - 72 PPI for Web
  - 300 PPI for print
- Average file size for images is 20-30 KB
- **Professional image-editing programs:**

(Photoshop, Photoshop Elements, Fireworks)

- Free to download:
  - www.gimp.org
  - www.faststone.org
  - www.picnik.com

Image format

- JPEG (.jpg, .jpeg)
  Format you should use for photographic images.
- GIF (.gif)
  Format you should use for graphics and illustrations.
- PNG (.png)
  A new file type and it can be used for photos, graphics and illustrations

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Image editing exercise

http://www.picnik.com

1. Resize ICH logo (tif format, 432 KB)
2. Make a miniature image of Coton Lodge
3. HOMEWORK!
   A. Make a header for Hipsley site (Required size: 800x300 pixels)