

Image Processing

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Using Images in WWW

Should be suited to the purpose, structure, and style of the page



Using Images in WWW (cont)

Avoid using large images



Png 110KB



Jpg 15KB



Using Images in WWW (cont)

Gif

- ▶ Good for button, banner, clipart
- ▶ Display only 255 colors
- ▶ Support animated objects
- ▶ Support Interlacing

Jpg

- ▶ Display millions of colors
- ▶ Good for complex objects
- ▶ Good compression ratio

Png

- ▶ Display millions of colors
- ▶ Support animated objects
- ▶ Support Interlacing
- ▶ Fair compression ratio



Using Images in WWW (cont)

Help users to focus on important contents



Using Images in WWW (cont)

Avoid repeating visually stunning images

<http://kuapasarminggu.blogspot.com/>



Using Images in WWW (cont)

Avoid using images to replace text

Non-Profit CEO compensation and how much of each dollar contributed REALLY goes to do good <i>(via Snopes)</i>			Am't of each dollar that goes to the needy
these are the good guys - they really help			
Salvation Army	CEO salary \$13,000	\$	0.93
Ronald McDonald Houses	CEO has NO salary	\$	0.90
Lions Club International	\$ 196,847	\$	0.84
The Veterans of Foreign Wars	\$ 238,211	\$	0.83
St. Jude Children's Research Hosp	\$ 824,000	\$	0.81
World Vision	\$ 184,000	\$	0.81
Make a Wish Foundation	\$ 441,336	\$	0.75
watch your back here - don't be a sucker			
UNICF <i>(CEO has use of a Rolls Royce)</i>	\$ 1,200,000	\$	0.14
March of Dimes	\$ 495,000	\$	0.10
United Way	\$ 1,026,017	\$	0.09
American Red Cross	\$ 1,030,022	\$	0.08
Goodwill Industries	\$ 2,300,000	\$	0.08



Using Images in WWW (cont)

Use **alt**

A search using keyword: sby



Another search using keyword: sby makan rawon

