Day 8

Media on Web

Common Media Types

- Image (ex. GIF, JPEG, PNG, SVG)
- Audio (ex. MPEG, MP3, WAV)
- Video (ex. MPEG-1, MP4, QuickTime)
- Application (ex. JavaScript, ZIP, XML)
- Model (ex. X3D)
- Text (ex. XML, HTML, CSV, CSS)

Images

Common Image Formats:

GIF, JPEG, PNG, SVG

Image size

Save images at the right size = at the same width and height it will appear on the website (pixels).

Smaller = image distorted and stretched

Larger = takes longer to display on the page

Image compression

Take aggressive control of image sizes and quality in order to deliver fast loading, responsive site.

Lowest acceptable quality

Do I need transparency?

Do I need animation?

Do I need high quality data?

GIF vs. JPEG

GIF - Flat colors (logos, illustrations, diagrams)

JPEG - Many different colors in a picture

Transparency

GIF - If the transparent part of the image has straight edges. No semi-opacity.

PNG- If the transparent part of the image has round edges. Semi-opacity.

Most common tools to save and optimize images for web

Adobe Photoshop

Photoshop Elements

Gimp (http://www.gimp.org/)


```
<img scr=“ ” width=“ ” height=“ ” alt=“ ”>
```

Images - Attributes

`src` - Specifies the URL of the image file. It can be absolute or relative.

`height, width` - Specifies the height and width of the image in pixels.

`alt` - Specifies alternative text to be displayed.

Images - Background image

Background image with CSS

html

```
<div class=”bgimage”></div>
```

CSS

```
.bgimage{
    width : 150px;
    height : 150px;
    background-image:“https://d2eh370wmsub0x.cloudfront.
    net/static/img/consumer-myo.png”;
}
```

SVG

Scalable Vector Graphics

SVG format

Small file sizes that compress well

Scales to any size without losing clarity (except very tiny)

Looks great on retina displays

Design control like interactivity and filters

SVG - Method 1

Insert with <img> tag

```
<img src="" alt="" width="" height="">
```

SVG - Method 2

Insert “inline” SVG

```
<body>
    <!-- paste in SVG code, image shows up! -->
</body>
```

Open SVG file with text editor and paste the code

SVG - Method 2

Insert “inline” SVG

html

```
<svg ...>
    <ellipse class="ground" .../>
    <path class="kiwi" .../>
</svg>
```

SVG - Method 2

Insert “inline” SVG

CSS

```
.kiwi{
    fill: #94d31b;
}
.kiwi:hover {
    fill: #ace63c;
}
```

Audio

HTML5 audio element

HTML5 introduces built-in media support via the <audio> and <video> elements, offering the ability to easily embed media into HTML documents.

Common Audio Formats:

MPEG, MP3, WAV, etc.

HTML5 player

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

Embed SoundCloud music

```
<iframe width="" height="" scrolling="no" frameborder="no"
src=""></iframe>
```

Video

HTML5 player

```
<video controls>
    <source src="horse.ogg" type="video/ogg">
    <source src="horse.mp4" type="video/mp4">
    Your browser does not support the video tag.
</video>
```

IFrame

Like a little window that has been cut into your page — and in that window you can see another page.

The term iframe is an abbreviation of inline frame.

Created using the <iframe> element.

<iframe> </iframe>

It can be on the same server, or hosted on a different website.

```
<iframe scr=“ ” width=“ ” height=“ ”
frameborder=“ ” style=“ ”> </iframe>
```

IFrame - Attributes

`src` - Specifies the URL of the page to show in the frame.

`height` - Specifies the height of the iframe in pixels.

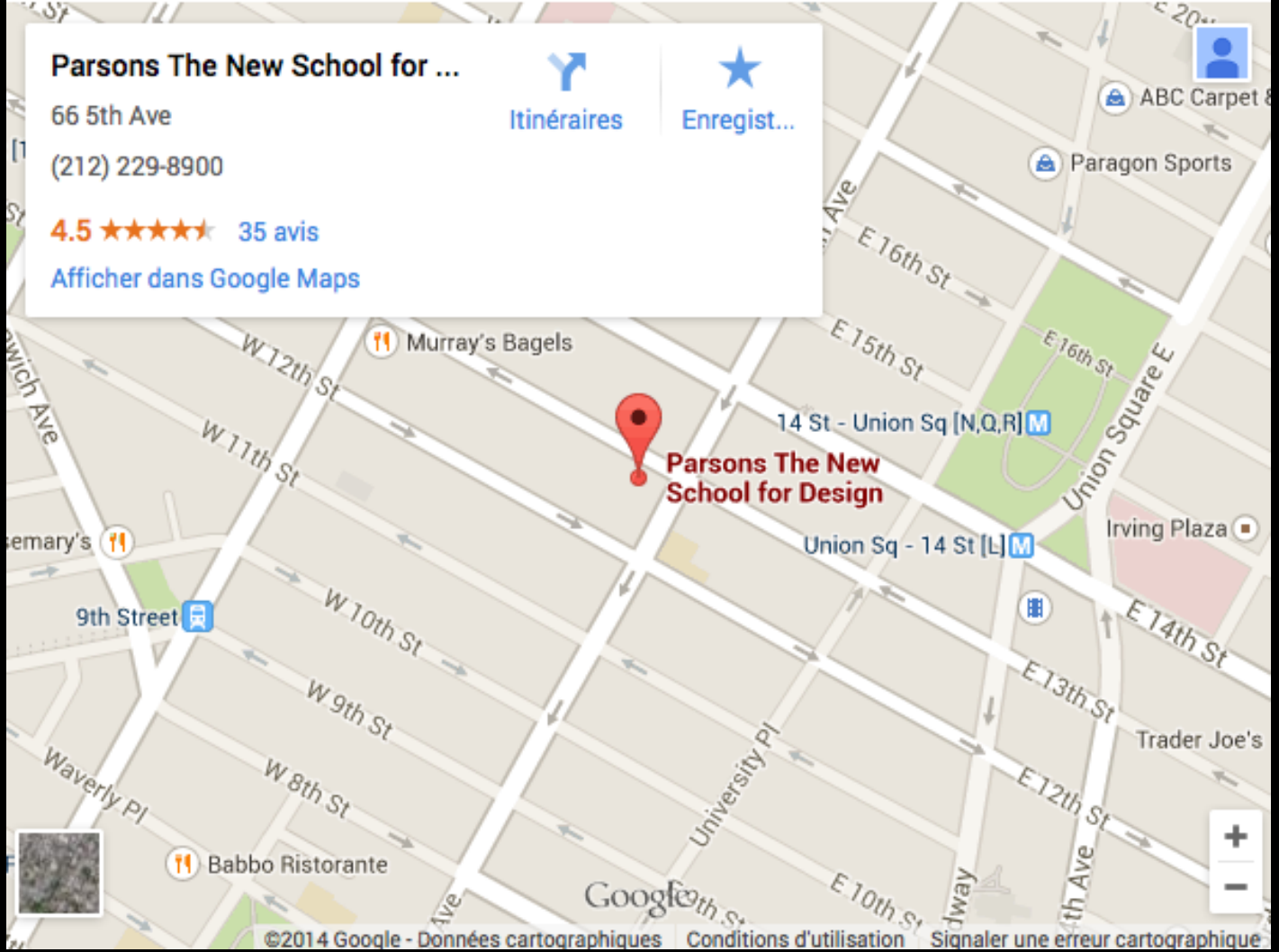
`width` - Specifies the width of the iframe in pixels.

`frameborder` - Specifies the frameborder in pixels.

`style` - CSS styling.

Embed maps using iframe

```
<iframe
      src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d3023.2019767838474!2d-
73.99421400000001!3d40.73558100000002!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!
1s0x89c259962f63fdb5%3A0x5a14ed834feea83d!2sThe+New+School+for+Public+Engagement!5e0!3m2!
1sen!2sus!4v1406300319431"
      width="600"
      height="450"
      frameborder="0"
      style="border:0"
>
</iframe>
```


Parsons The New School for ...
66 5th Ave
(212) 229-8900
Itinéraires
Enregist...
4.5 ★★★★½ 35 avis
Afficher dans Google Maps
Murray's Bagels
W 12th St
W 11th St
W 10th St
W 9th St
W 8th St
E 16th St
E 15th St
E 14th St
E 13th St
E 12th St
E 10th St
14 St - Union Sq [N,Q,R]
Union Sq - 14 St [L]
Parsons The New School for Design
Union Square E
Irving Plaza
ABC Carpet
Paragon Sports
9th Street
Waverly Pl
University Pl
Babbo Ristorante
Trader Joe's
Google
©2014 Google - Données cartographiques
Conditions d'utilisation
Signaler une erreur cartographique

Embed videos using iframe

Embed YouTube video (Flash player)

```
<iframe width="560" height="315" src="//www.youtube.
com/embed/AYGSpOfIr9Y" frameborder="0" allowfullscreen></iframe>
```

WordPress, Tumblr

For widely used video sharing sites, just paste the link to the video.

YouTube

```
https://www.youtube.com/watch?v=e0Gk3nBz5Ls
```

Vimeo

```
https://vimeo.com/63689570
```