Overview

- Discuss the importance of graphics in a Web site.
- Determine the basic components of graphical files.
- Understand the difference in saving psd versus Web files.
- Create images for Mouseover effects using Photoshop.
- Comprehend the javascript coding for Mouseover effects.

Graphic Files

- Binary files
- Graphic files have specific file extensions
- Many graphic formats or standards on the Net
- Most common format for pictures are:
  - .gif
  - .jpeg or .jpg

Graphic Interchange Format

- .gif
  - 256 colors
  - used for high resolution graphics
  - displayed on a variety of software
  - intended as an exchange and display mechanism for graphic images

General Rules

- When to use GIF
  - Small, icons and images
  - Graphics, logos, logotype
  - Flat color areas
  - When you absolutely want to support every browser

- When not to use GIF
  - Photographic continuous-tone images
  - When .gif is bigger than a .jpeg
  - Lots and lots of colors
Joint Photographic Experts Group

- **.jpg** or **.jpeg**
  - designed for compressing either full-color or gray-scale images of natural, real-world scenes.
  - works well on photographs, naturalistic artwork, and similar material; not so well on lettering, simple cartoons, or line art.
  - handles only still images

Shrinking the Web

- File size directly relates to download speed; the “general rule” is that every kilobyte of data takes about one second to download over average Web viewer’s modem.
- Both JPEG and GIF files formats support impressive compression for slimming files.

Creating Images in Photoshop

Saving Images to the Web
Saving Images to the Web

Creating Images for Mouseover

Creating Images for Mouseover

Creating Images for Mouseover

Saving Photoshop Images
Saving Photoshop Images

Coding Images for Mouseover

atm.gif atm2.gif

\(<a\ onMouseOut=\"MM_swapImgRestore()\" onMouseOver=\"MM_swapImage('Image1','','Images/atm2.gif',1)\" target=\"_blank\" href=\"http://www.tamu.edu\">\n\<img src=\"Images/atm.gif\" name=\"Image1\" border=\"0\" alt=\"Texas A&M University\" width=\"90\" height=\"86\">\</a>\n
Coding Images for Mouseover

Coding Images for Mouseover

Coding Images for Mouseover
Coding Images for Mouseover

```html
<a onMouseOut="MM_swapImgRestore()"
onMouseOver="MM_swapImage('Image1','','Images/atm2.gif',1)"
target="_blank" href="http://www.tamu.edu">
  <img src="Images/atm.gif" name="Image1" border="0"
       alt="Texas A&M University" width="90" height="86"></a>
```

The Final Result

That's All Folks!