

# Web Cartography Graphics





# Goals

**Learn** to use proper formats.



# Formats

Raster versus Vector



# Raster formats

GIF

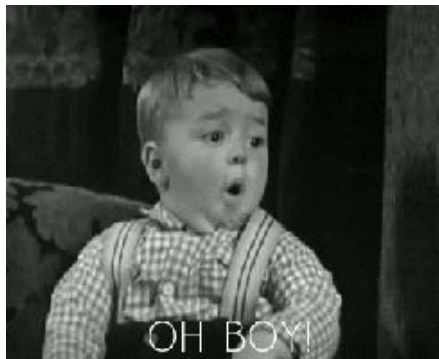
JPG

PNG

...



# GIF



256 colors only

transparency

logos, graphics with solid areas

animations



# JPG

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16.7M colors

no transparency

lossy compression – fully adjustable

photos



# PNG

16.7M colors

transparency

lossless compression

high contrast photos, gradients, maps



# Vector formats

SVG





# SVG

machine-readable

smaller in size

animations, transitions

XML based



# Tasks

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Add images to your web page.

Use proper formats.

Due: next week (will be scored)



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# Tips

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Compressor at <https://compressor.io>

Everything You Need to Know About Image  
Compression at

<https://www.noupe.com/design/everything-you-need-to-know-about-image-compression.html>



# Feel free to ask

anytime, anywhere, anyhow

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