

# RESPONSIVE IMAGES

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WHAT ARE THE OPTIONS?

## WHAT IS RESPONSIVENESS?

- Responsiveness is an approach that aims to make webpages render well on a variety of devices to ensure usability and satisfaction.

## HOW DOES IT WORKS?

- Serving different style properties depending on the screen size, orientation, resolution and other characteristics of the user's device.

## REASONS WHY WE NEED RESPONSIVE IMAGES

- Render high quality image on different devices.
- Loading the right image on right device.
- Faster loading of webpages.

Resolution  
Switching

VS

Art  
Direction

# WHAT IS RESOLUTION SWITCHING

- Display identical image content, just larger or smaller depends on the device. Basically focusing on one image but of different versions.



## 2 WAYS OF RESOLUTION SWITCHING

- Resolution Switching using sizes
- Density Switching

# RESOLUTION SWITCHING

Resolution switching using sizes

- `<srcset>` and sizes

Density switching

- `<srcset>` with x-descriptors



## HOW DOES RESOLUTION SWITCHING WITH SIZES WORKS?

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[https://jahnavimarthala.uk/responsive\\_images/different\\_sizes.html](https://jahnavimarthala.uk/responsive_images/different_sizes.html)

# HOW DOES DENSITY SWITCHING WORKS?

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[https://jahnavimarthala.uk/responsive\\_images/density\\_switching.html](https://jahnavimarthala.uk/responsive_images/density_switching.html)

# USES OF RESOLUTION SWITCHING

- Serving better images to the user.
- Improving the website loading time.

# WHAT IS ART DIRECTION

- Serving different cropped images according to the layout.



# ART DIRECTION

Art direction involves picture element

- <picture>

# HOW DOES ART DIRECTION WORKS?

- `<picture>`  
    `<source media="(max-width: 500px)" srcset="art_direction/bakery_320.jpg">`  
    `<source media="(max-width: 799px)" srcset="art_direction/bakery_480.jpg">`  
    `<source media="(min-width: 800px)" srcset="art_direction/bakery_640.jpg">`  
    ``  
`</picture>`



[https://jahnavimarthala.uk/responsive\\_images/art\\_direction.html](https://jahnavimarthala.uk/responsive_images/art_direction.html)

# USES OF ART DIRECTION

- Improve visual presentation.

[https://developer.mozilla.org/en-US/docs/Learn/HTML/Multimedia\\_and\\_embedding/Responsive\\_images](https://developer.mozilla.org/en-US/docs/Learn/HTML/Multimedia_and_embedding/Responsive_images)

<https://medium.com/@woutervanderzee/responsive-images-with-srcset-and-sizes-fc434845e948>

<https://css-tricks.com/a-guide-to-the-responsive-images-syntax-in-html/>

THANK YOU