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Web Design: Photo Optimization for a Faster Loading Time by Diah Abida

Article published on January 31st 2012 | Web Design

Graphics and photos are important in web design because it adds impact to the site. Photos are like â€œmake-upâ€• to the website. It enhances the siteâ€™s content. However, these images consume 50% loading time. The image size and loading time, consequently, are inversely proportional to each other. The whole website feels a little sluggish if photos are too long to be completely loaded. For this, photo optimization can be very helpful.

Photo Optimization is the process of adjusting the images by maximizing desired factors and minimizing undesired ones. Now, what are the factors we need to optimize?

COLOR DEPTH. First, let us look at the quality of the photo. Colors are important. But as much as possible minimize the color depth as long as the image quality is not sacrificed. Color depth represents the number of bits that represent the color of a single pixel in a bitmapped image. And 8 bits composed a byte. Therefore, every bit that will be an excess is an excess to the file size of the photo. Since monitors can only display images at 72 dpi (dots per inch), it is advisable to reduce the color depth for a quality pictures yet its faster loading time.

HEIGHT AND WIDTH IMG ATTRIBUTES. In your code never fail to put the height and width attributes (the HTML tag), which instructs the browser to create a box of a specific size to hold the graphic. If you fall short, the browser must wait for the images to load first before loading the rest of the web page contents, which again becomes a reason of unfriendly performance of a site.

USE PHOTO OPTIMIZATION SOFTWARE. You can download free photo optimization software in the web, and I assure that you can greatly benefit from it. Investing in your Web Design is one of the smartest things to do because attractive and accessible sites are most viewed.

Article Source:
http://www.articleside.com/web-design-articles/web-design-photo-optimization-for-a-faster-loading-time.htm - Article Side

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Article Keywords:
web design, photography, photo optimization

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