

Joy of Code <Intro To HTML>

This is an excerpt from my online class, Intro To HTML. To see more about it go to joyofcode.com or contact me, Bud Kraus, bud@joyofcode.com or 9732351452

[Lesson 6 : Images And Videos](#)

The img Tag

Here's the magic to get images embedded into a web page.

EXAMPLE OF AN EMBEDDED IMAGE

Code View

```

```

Browser View



(In the interest of Full Disclosure, if you look at my source code, you'll see that the path to my image file is really very different and not as I stated. Your chance to work with embedded image is coming in Lab 6 - First Embeds)

1. It's a good organizing principle to keep your image files in a folder which is a sub-directory (sub-folder) to your .html files. Something like this, where "images" is the folder name, is common:

```

```

2. You can use as many sub-folders as necessary, so this pattern works too where "brands" is a sub-folder it the "images" folder.

```

```

3. Alternatively, and not done as commonly, your images folder can be located above (outside) the folder containing your .html files like:

```

```

Still not sure about what path statements are? What? You didn't read

[Appendix D - Files And Folders - What's In A Name?](#)

4. As it is my practice in this class, I am refraining from showing you deprecated attributes for the image element, such as, hspace, vspace, width, height and border, as all of these are deprecated attributes having been replaced by CSS.

Now maybe it's time to see again [Appendix C - Deprecated Elements And Attributes](#) as your knowledge of XHTML - and its role of building page structure - expands

5. `` has two **required** attributes. And yes, like `
`, it's an example

Pages

1. [Lesson 6: Images And Videos](#)
2. [Web Image Formats](#)
3. [How Images Are Used In Web Design](#)
4. **[The img Tag](#)**
5. [Clickable Images](#)
6. [Whatever Happened To...?](#)
7. [Embedding Videos](#)

Lab 6: First Embeds

of an empty tag (does not require an end tag - ``).

That ALL Important alt Attribute

The **alt** attribute is one of those things about HTML that brings goodness to web pages.

In choosing an alternative text description, keep it brief. Merely stating that an image is a logo, a picture or other term, is useless information. If someone could not see the image, or if it were not downloaded, how would you describe its meaning? For example, if it's a button, with the word "Home" on it, then "Home" would be a satisfactory alternative text description.

There are four reasons why you need to use **alt** and do don't you forget them!!

- Your web pages will not pass validation without the use of an alternative text description for each embedded image.
- The description aides in Search Engine Optimization.
- For displays which do not show images the text description will be seen by the user.
- The text description is read aloud to people who use screen readers since they can't seen the image.

[Don't Be Lazy. Don't Ever Say "Click Here."](#)

[Home Room Front Office Code Tester Work Space](#)

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