IMAGE OPTIMIZATION AND RESPONSIVE DESIGN

RESPONSIVE DESIGN

- graphic user interface (GUI) design approach used to create content that adjusts smoothly to various screen sizes.

HOW?

- Intentional layout design changes based on screen size
- Flexible Visuals
- Flexible Grid layouts

WHAT IS IMAGE OPTIMIZATION

- Image optimization is a process of saving and delivering images in the smallest possible file size without reducing the overall image quality.

WHY?

- Faster website speed
- Improved search rankings
- Higher overall conversion rate or site interactions
- Less storage and bandwidth (which can reduce hosting and CDN cost)
- Faster website backups (also reduces cost of backup storage)

HOW?

- Image file format (JPEG vs PNG vs GIF)
- Compression (Higher compression = smaller file size)
- Image Properties (e.g., height and width)

IMAGE FILE FORMAT

- Design with file size mind
- Choose appropriate export file format
  - JPG
  - PNG
  - GIF
  - SVG
- Compress

IMAGE FILE FORMAT

- Photo = JPG

- Illustrations = SVG

- Small Animation = GIF

- PNG = PSDs with extremely large color blocks, illustrations for delivery
  mechanisms that can't use SVG

IMAGE PROPERTIES

- The smaller the image dimensions the smaller the image file size

- Size images for various screen presentations

- Image resolutions should be set to match the screen presentation