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Web Images

Rules

Image Dimensions

- Image Size = Viewport Size.
  - An image has to be equal or max 1% bigger than the maximum viewport size.
  - If you need to cater for variable size viewports, you should use the @media tag and use multiple images
- Never resize images in code.

Image File Size

- Make sure your image is as small as possible
  - Compress your images using the most compressible image type, jpg is preferable if no transparency is required.

File Type	Transparency	Animation	Size	Quality	Compressions Type	Chrome	Firefox	Edge
JPG	No	No	Very Small	Good	Lossy	Yes	Yes	Yes
PNG	Yes	No	Medium	Very Good	Lossless	Yes	Yes	Yes
APNG	Yes	Yes	Medium-Big	Very Good	Lossless	Yes	Yes	No
GIF	Yes	Yes	Medium-Big	Bad	Lossless	Yes	Yes	Yes
Brotli	Yes	No	Small-Very Small	Lossless	Very Good	Yes	Yes	Yes
SVG	Yes	Yes	Very Small	Perfect	Lossless	Yes	Yes	Yes
WebP	Yes	Yes	Very Small	Very Good	Lossless	Yes	Yes	Yes

Compression Tools

Tool	Compression	Quality
PNG		
Guetzli	Very Good	Very Good
optiPNG	Very Good	Very Good
Brotli	Very Good	Very Good
TinyPNG	Very Good	Very Good
ZopfliPNG	Very Good	Very Good
JPG		
yum install jpegoptim	Very Good	Very Good
Brotli	Very Good	Very Good
TinyPNG	Very Good	Very Good
SVG		
esgtools	Very Good	Perfect

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