



04



Web Design and Development for Multimedia

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Week 7

Multimedia Integration (Images, Audio, Video)

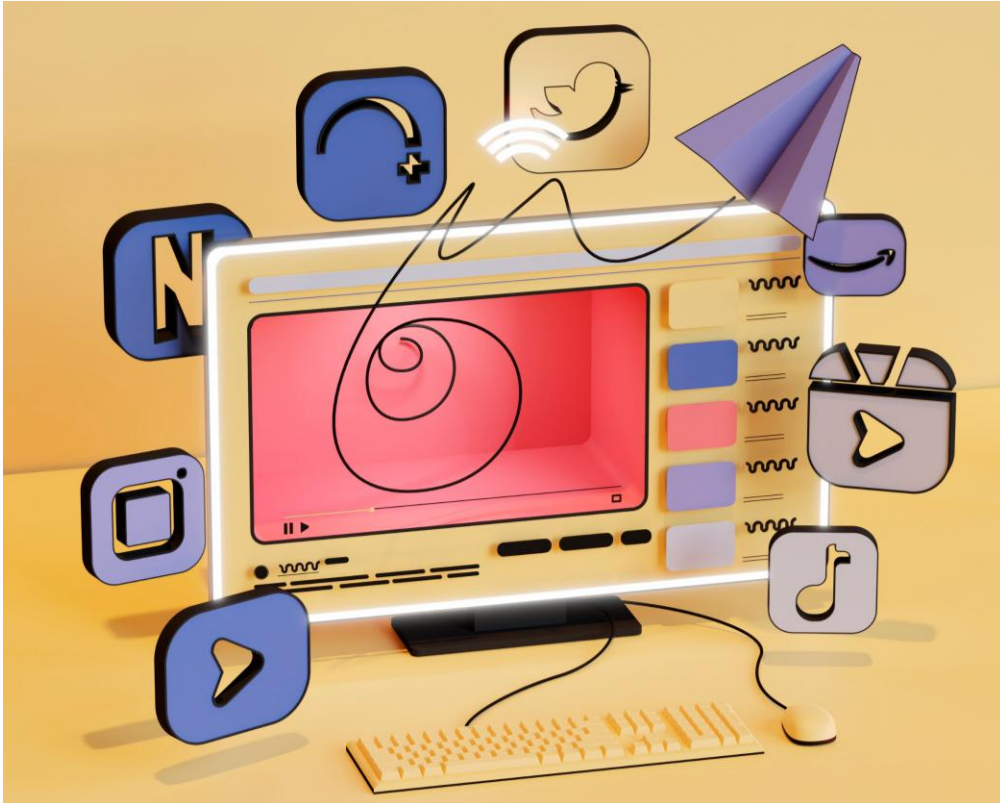
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Topic

- . Embedding multimedia
- . Optimizing images and videos
- . File formats and compression

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Embedding multimedia



Using embed codes from external sites

Find the embed option

Copy the embed code

Paste into your HTML

Embedding multimedia

Using HTML tags

- **For images:** Use the `<img>` tag with the `src` attribute pointing to the image's URL
 - **Example:** ``
- **For videos:** Use the `<video>` tag, with the `src` attribute for the video file and optional attributes for width, height, and controls to add playback buttons.
 - **Example:** `<video width="450" height="250" controls><source src="/path/to/your/video.mp4" type="video/mp4"></video>`
- **For audio:** Use the `<audio>` tag, similar to the `<video>` tag, with the `src` attribute for the audio file and controls.

Optimizing images and videos



For Image

Choose the right file format

Resize dimensions

Compress the file

Add descriptive text

Implement lazy loading

Optimizing images and videos



For Video

Choose the right file format

Add transcripts and captions

Implement lazy loading

Embed instead of hosting

Optimize surrounding text

File formats and compression

Images

Jpeg

PNG

Gif

WebP

Audio

Mp3

Wav

AAC



Video

Mp4

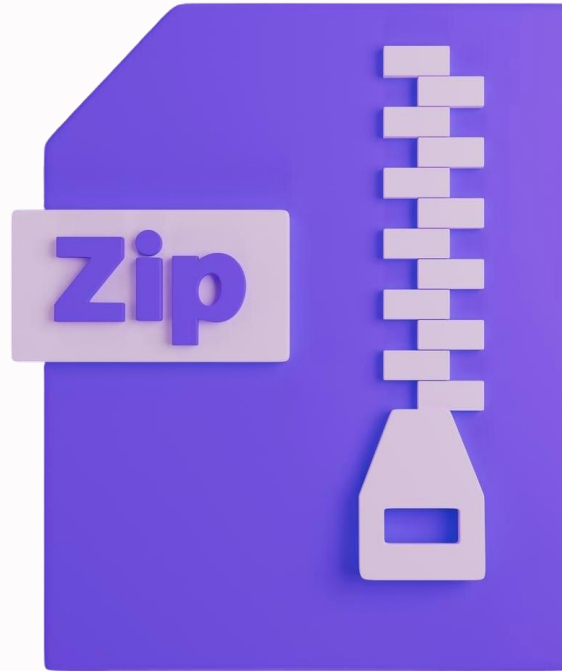
Mov

AVI

MKV

File formats and compression

Benefits of multimedia compression



Reduced storage space

Faster transmission

Lower bandwidth usage

Lossy compression

Lossless compression

Activity

Create a webpage with integrated image gallery and video player

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