

Introduction to Web Graphics

Web graphics are visual representations used on a Web site to enhance or enable the representation of an idea or feeling, in order to reach the Web site user.



Graphics serve a number of purposes as elements of content—along with and complementary to text content:

Illustrations: Graphics can show you things, bringing pieces of the world into your document.

Diagrams: Quantitative graphics and process diagrams can explain concepts visually

Quantitative data: Numeric charts can help explain financial, scientific, or other data

Analysis and causality: Graphics can help take apart a topic or show what caused it

Integration: Graphics can combine words, numbers, and images in a comprehensive explanation.

Introduction to Animation GIFs

In its simplest form, a GIF (pronounced “gif” or “jiff”) is just an image file. Like the JPEG or PNG file formats, the GIF format can be used to make still images. But the GIF format has a special feature—it can also be used to create animated images.





Some vector editors (computer programs that compose and edit vector graphics) support animation, the most popular programs for animation creation are specifically geared for that purpose. While animations can include bitmap graphics, most use only vector-based graphics because, as we learned earlier, they scale better and typically take up less space. These vector animations generally have a clean graphic appearance compared to their alternatives.

Internationally, there are other vector formats and animators. For instance, EVA (Extended Vector Animation) is a web-based vector file format popular in Japan where EVA Animator software is widely used. The primary difference between the EVA format and other vector formats is that it records only the changes in the vector over time rather than recording information per frame. EVA formats also tend to be smaller than their alternatives.

Why Are GIFs Gaining Popularity?

GIFs are gaining popularity because, like memes, they're useful for communicating jokes, emotions, and ideas. Plus, sites like GIPHY and Gyfcat make it super easy to share and create GIFs. These services are integrated into apps like Twitter, and Facebook Messenger, and your phone's keyboard, so they're just as easy to use as emojis or "stickers."