

WHAT ARE THE OPTIONS?

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**RESPONSIVE IMAGES**

**ONCE UPON  
A TIME**

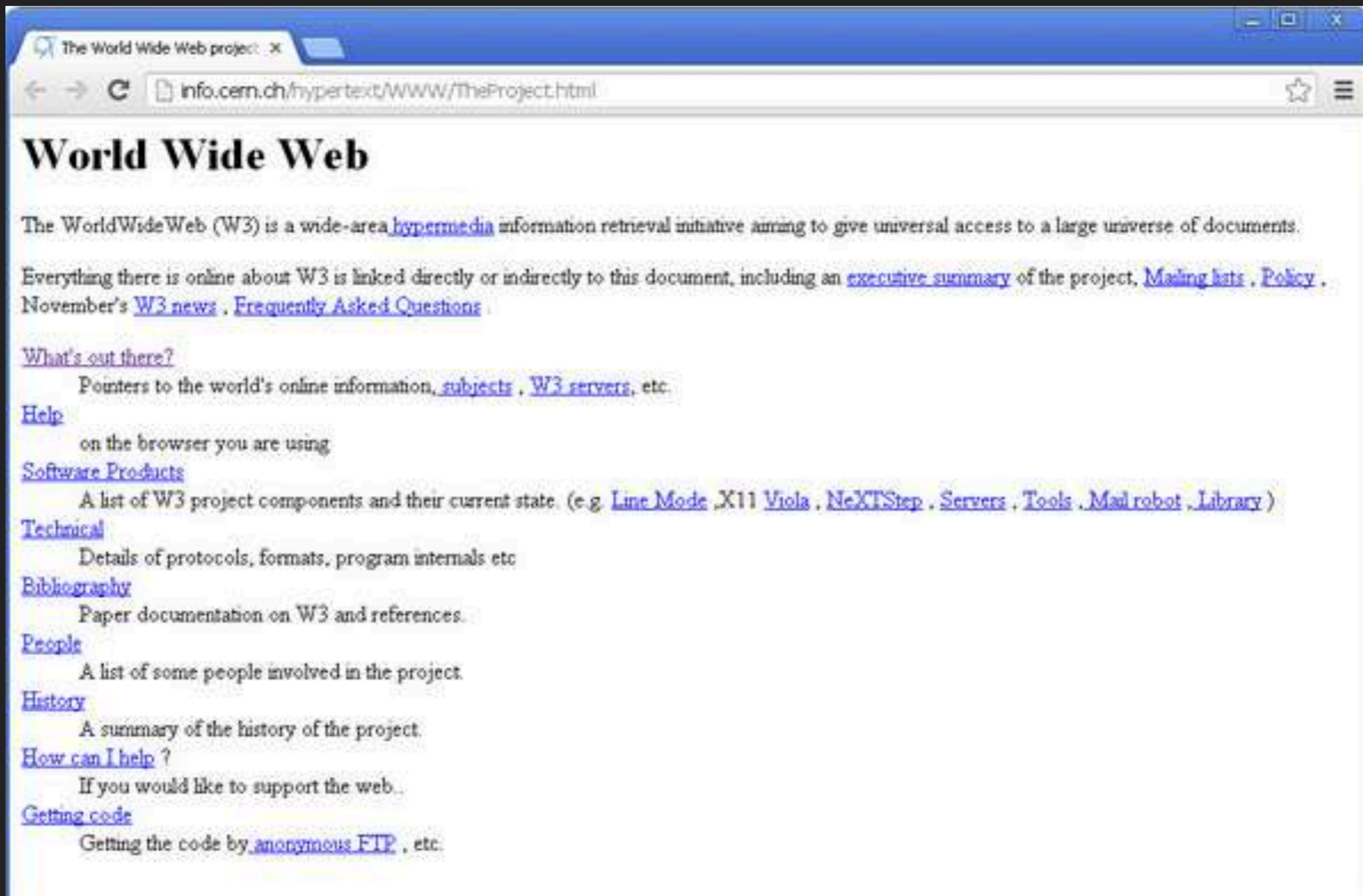
# Les Horribles Cernettes



YOUTUBE

THE FIRST PHOTO ON THE WEB

1990



NO IMAGES

1990

1995

The screenshot shows the Apple website homepage as of July 14, 1997. The page features a red navigation sidebar on the left with links for 'Find It', 'Product Information', 'Customer Support', 'Technology & Research', 'Developer World', 'Groups & Interests', 'Resources Online', and 'About Apple'. Below these are 'Apple Sites Worldwide' with a dropdown menu showing 'Switzerland', 'Taiwan', 'Turkey', 'UK & Ireland', and 'United States'. The main content area is white with a black header bar displaying 'JULY 14' and '1997'. The main heading is 'Welcome to Apple' with the rainbow Apple logo. A prominent blue banner advertises 'Introducing CyberDrive' with the BMW logo and the text 'Register today for a free CD-ROM.' To the right, there are two promotional boxes: one for 'EMATE 300' described as 'Mobile, Affordable, & Smart' with an image of a laptop, and another for 'MOVIES FROM MARS' featuring 'QuickTime VR: Takes You Out of this World' with a VR icon. A 'What's Hot' section at the bottom contains two articles: 'Preorder Mac OS 8' and 'Be the First to Know'.

Find It

Product Information

Customer Support

Technology & Research

Developer World

Groups & Interests

Resources Online

About Apple

Apple Sites Worldwide

Switzerland

Taiwan

Turkey

UK & Ireland

United States

JULY 14 1997

Welcome to Apple

**Introducing CyberDrive**

Register today for a free CD-ROM.

**EMATE 300**

Mobile, Affordable, & Smart

**MOVIES FROM MARS**

QuickTime VR: Takes You Out of this World

**What's Hot**

**Preorder Mac OS 8**  
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and

SMALL IMAGES

- 1990
- 1995
- 2000

**Polaroid**

Home Site Map Search

Company Info Product Catalog Contact Us Customer Support Dealer Locator

**News and Events** ◆

[What's New](#) ▶

[Instant Digital Printing Technology](#) ▶

[Other Events & Promotions](#) ▶

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**Consumer** ◆



View TV Ads •

Instant •

Digital •

Teens •

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**Commercial** ◆



Polaroid Education Program •

Promotional Products •



OEM •

Artist's Studio •

Polaroidwork.com •

Eyewear •

◆ OTHER POLAROID SITES:

 **i-Zone**     **Digital**     **Work**     **Worldwide**

**600 Silver Express**

What would you do with a FREE pack of film? Check out our new commercial!

[Full Product Catalog](#)

**MORE IMAGES**

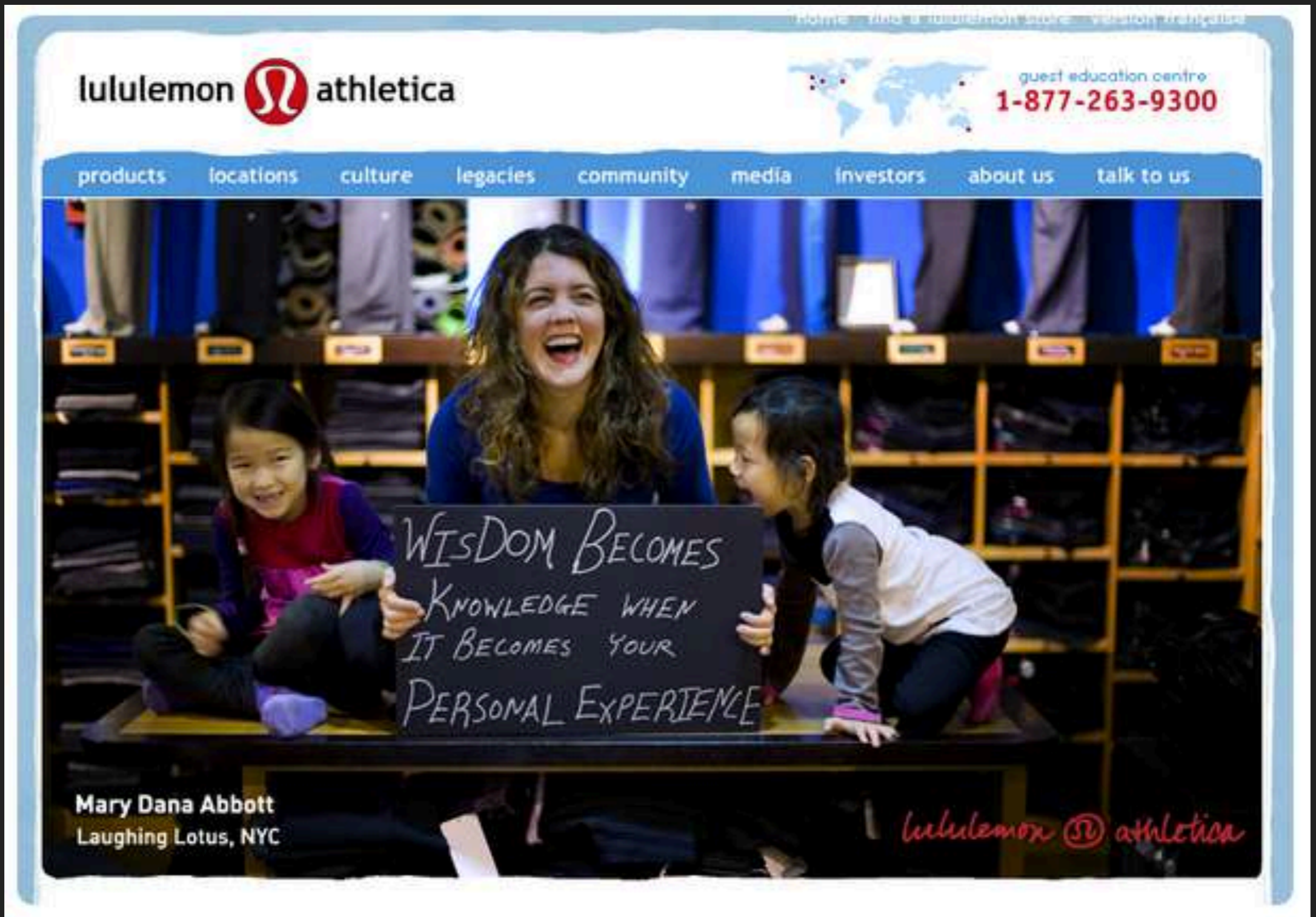
1990

1995

2000

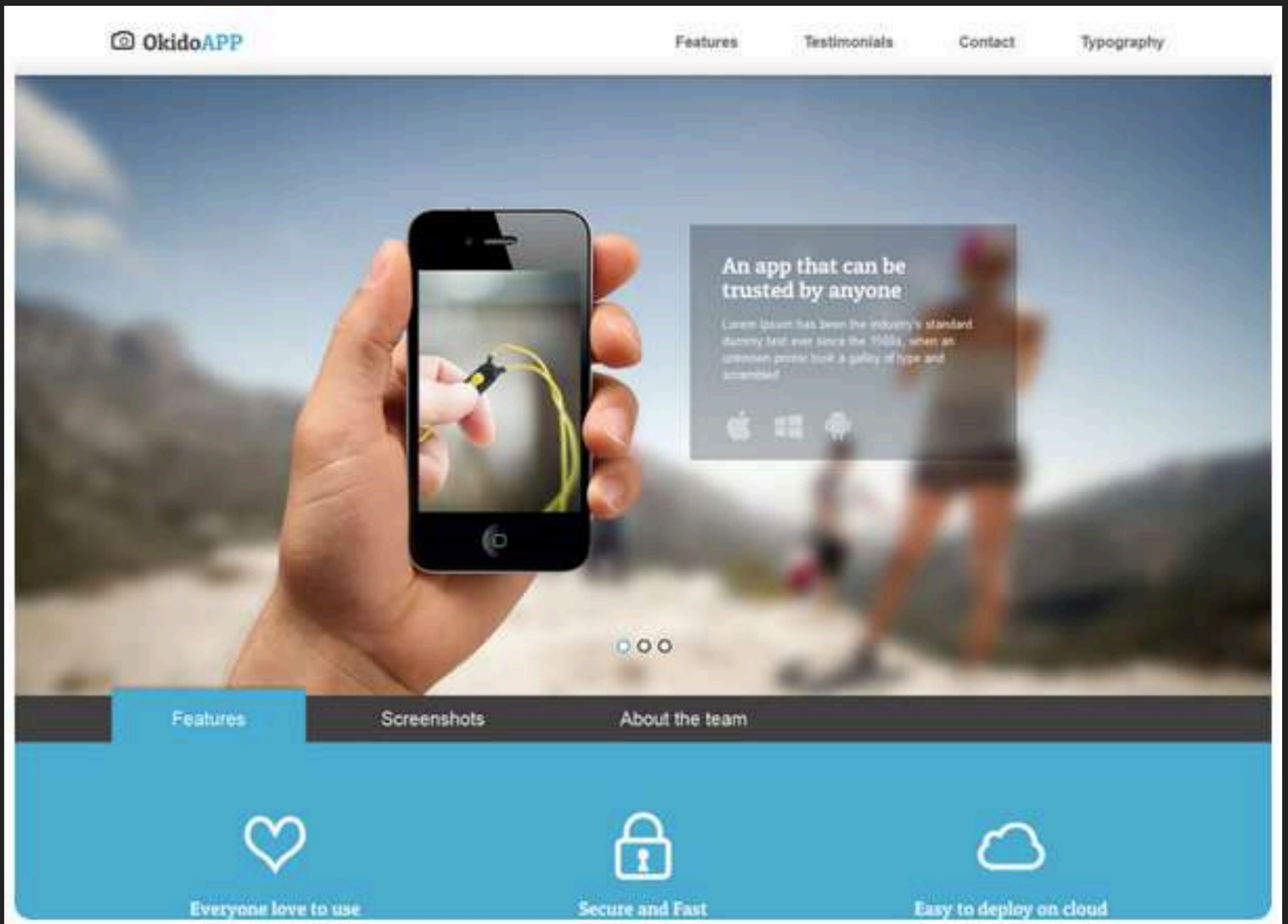
2002  
WEB 2.0

2005



**BIG IMAGES**

- 1990
- 1995
- 2000
- 2002  
WEB 2.0
- 2005
- 2010  
RWD
- NOW



# HUGE IMAGES



# FLEXIBLE IMAGES

```
img {  
  max-width: 100%;  
}
```

DEMO



H: 640px  
W: 640px

# BACKGROUND IMAGE

```
.box {  
    background: url("frida.jpg") no-repeat;  
}
```

DEMO

DEMO

# BACKGROUND IMAGE

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: 640px 900px;  
}
```

# BACKGROUND IMAGE

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: 640px auto;  
}
```

# BACKGROUND IMAGE

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: 50% 50%;  
}
```

[DEMO](#)



BACKGROUND  
IMAGES

---

INTERNET  
EXPLORER

# BACKGROUND IMAGE ON PREVIOUS VERSIONS OF IE

```
<!DOCTYPE html>

<!-- [if IE]><![endif]-->

<!-- [if lt IE 9]> <html
class="oldie ie"> <![endif]-->

<!-- [if IE 9]> <html class="ie
ie9"> <![endif]-->

<!-- [if gt IE 9]> <html
class="ie"> <![endif]-->

<!-- [if !IE]><!--> <html><![endif]-->
```

```
.box {
    background: url("frida.jpg")
    no-repeat;
    background-size: 50% 50%;
}

.oldie .box {
    background-image: url
("frida-noresize.jpg");
}
```

# BACKGROUND-SIZE: CONTAIN

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: contain;  
}
```

[DEMO](#)



# BACKGROUND-SIZE: COVER

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: cover;  
}
```

[DEMO](#)

# BACKGROUND-SIZE: COVER

```
.box {  
    background: url("frida.jpg") no-repeat;  
    background-size: cover;  
    background-position: center, center;  
    height: 600px;  
}
```

[DEMO](#)

**PERFORMANCE,  
DELIVERY AND  
DESIGN**

# RESPONSIBLE RESPONSIVE | SRCSET

```

```

DEMO

# RESPONSIBLE RESPONSIVE | SRCSET

```

```

# RESPONSIBLE RESPONSIVE | SRCSET

```

```

# RESPONSIBLE RESPONSIVE | SRCSET

```
<picture>
```

```
  <source media="(min-width: 1024px)"
```

```
  srcset="cat-1x.jpg 1x, cat-2x.jpg 2x, cat-3x.jpg  
  3x">
```

```
  
```

```
</picture>
```

[DEMO](#)

# RESPONSIBLE RESPONSIVE | SVG

```
<picture>  
  <source srcset="logos/cibc.svg"  
  type="image/svg+xml" />  
    
</picture>
```

[DEMO](#)



## RESOURCES

### BOOKS

- Responsive Design Patterns & Principles - Ethan Marcotte
- Responsive Web Design - Ethan Marcotte
- HTML & CSS - Jon Duckett
- HTML5 for Web Designers - Jeremy Keith & Rachel Andrew

### ONLINE

- [Responsive images: if you're just changing resolutions, use srcset](#)  
CSS Tricks - Chris Coyier
- [Background-size](#)  
Codrops
- [Responsive Images Community Group](#)
- [Responsive Images: Use Cases and Documented Code Snippets to Get You Started](#)  
Dev.Opera - Andreas Bovens