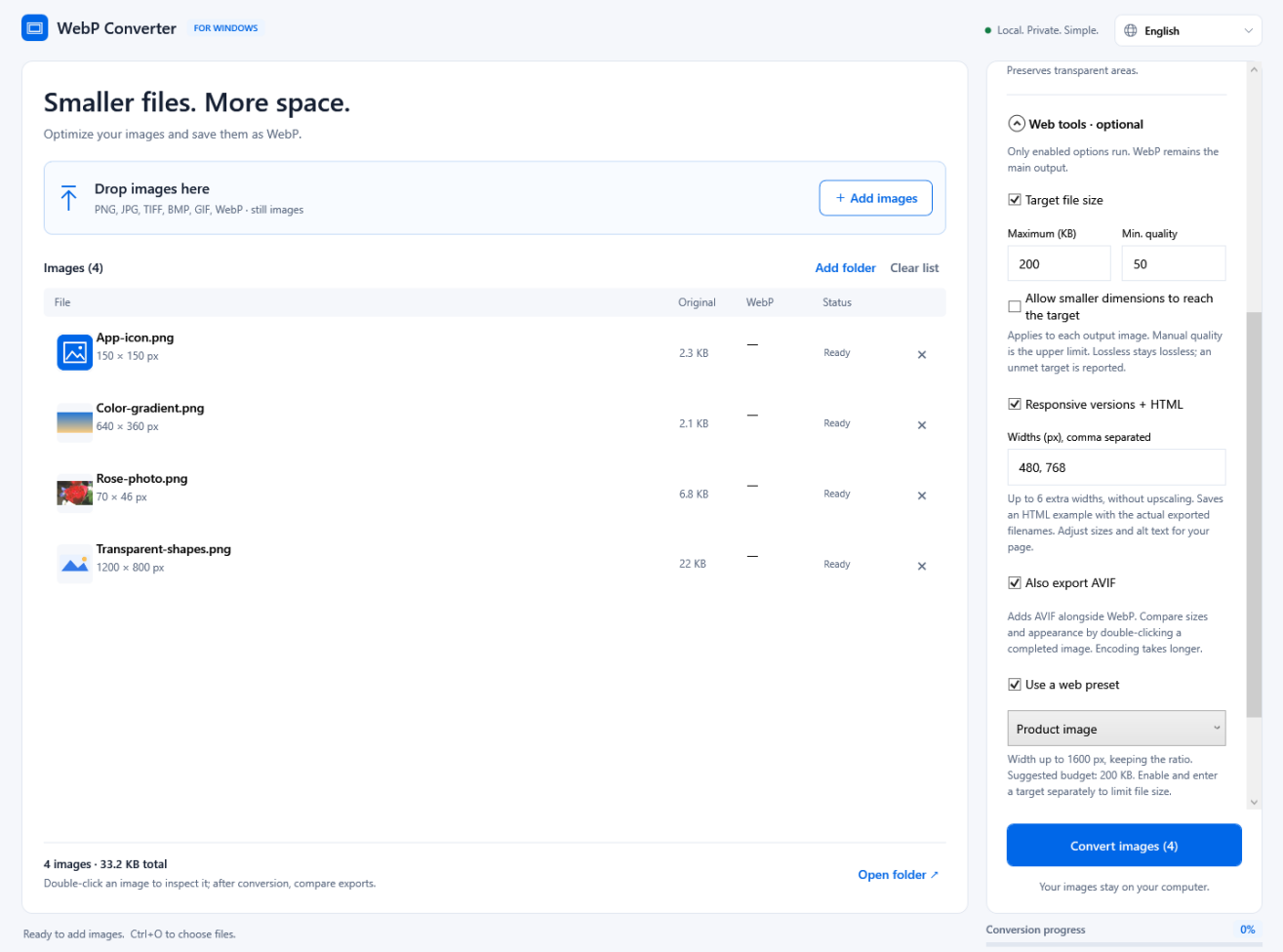
GUIDE FOR WEB DESIGNERS

WebP Converter

Practical instructions for smaller, faster and cleaner web images



The main app view with optional web tools. Each option runs only when you enable it.

Version	**1.3.0**	Language	**English**
Publisher	**ErdoUX Studio**	Support	**info@erdoux.studio**

The app runs locally on Windows 11. Source images stay on your computer and existing files are never overwritten.

Quick start

If you are opening the app for the first time, follow these steps. Automatic mode and one of the dimension presets are enough for most photos.

1 Add images

Click Add images, press Ctrl+O, drag files into the window, or add a complete folder. Static PNG, JPG/JPEG, BMP, TIFF, GIF and WebP images are supported.

2 Choose the output

Start with Automatic. If you have a file-size target, open Web tools and enable Target file size.

3 Set dimensions

Choose Original size, 1920, 1280 or 800 px. For a custom frame, open Custom dimensions and leave Keep aspect ratio enabled.

4 Choose a folder

Choose the folder for WebP files. The original is unchanged. If a filename already exists, the app adds a number to the new name.

5 Convert and review

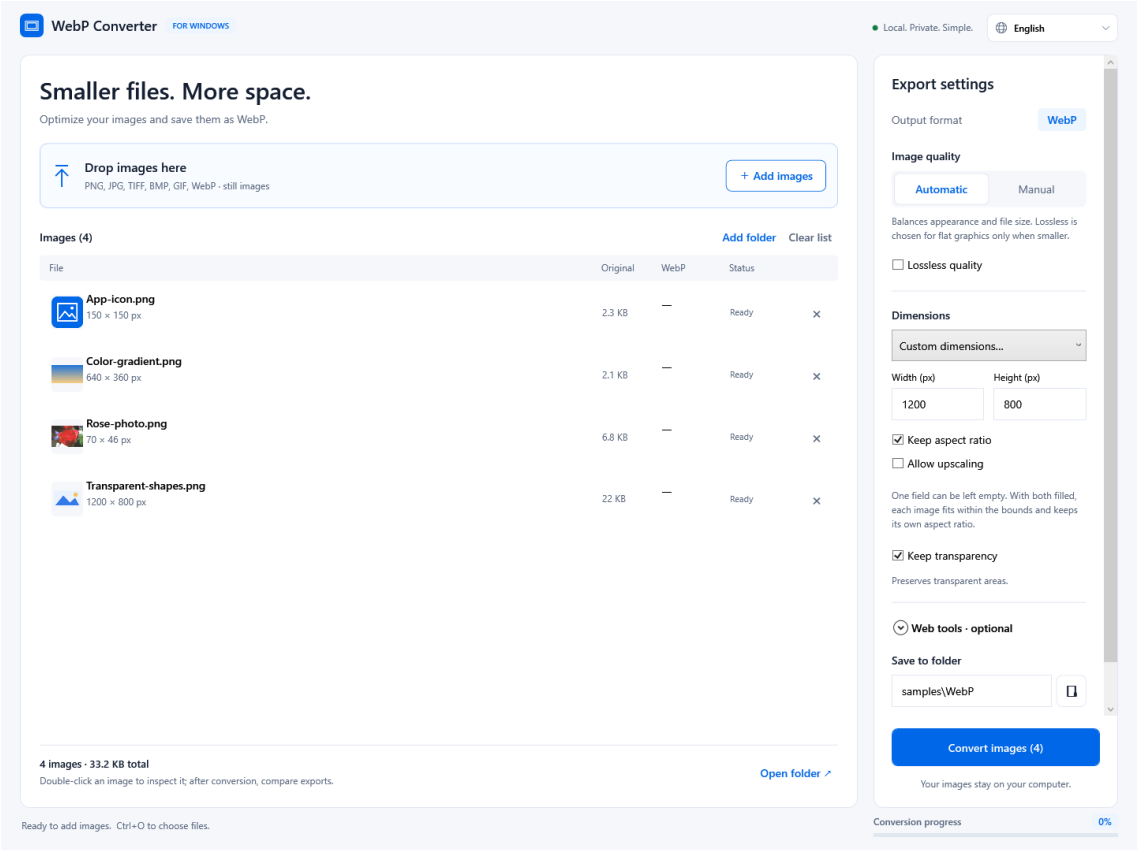
Click Convert images. When it finishes, review the savings percentage, quality and dimensions. Double-click to compare the source and output.

What is in this guide

Chapter	When to use it
Basic conversion	Quickly convert one or more images to WebP
Target size	When a web page has a KB limit
Responsive and AVIF	When you need multiple widths and a modern fallback
Quality and HDR	When an image is large, bright or transparent
Publishing on itch.io	Which files to upload and what to tell users

Settings explained

The right panel keeps basic conversion simple while advanced web exports stay optional.



Manual dimensions: one field can be left empty when the ratio is locked. The two values then define a frame that fits the image without cropping.

Setting	What it does	Recommendation
Automatic	Chooses a balanced lossy quality and shows a note if the SSIM target is not reached.	Photos and most web images
Manual	Selects a quality from 1 to 100. Higher values preserve more detail and create larger files.	When you need a repeatable result
Lossless	Preserves pixels after resizing and conversion to sRGB.	Logos, text, UI and graphics
Keep transparency	Preserves the alpha channel. Turning it off adds a white background.	Turn it off only when transparency is not needed
Web preset	Applies a width for a hero image, product image, card or thumbnail.	When you want a quick standard web output

Tutorial 1: basic conversion

This workflow is useful for photos, illustrations and images you want to use immediately in a web project.

1 Add a batch

Add several images at once. The queue shows the original size and dimensions of each image.

2 Set the width

1920 px is often enough for a hero image. 800 px is a good starting point for cards. Smaller images are not upscaled automatically.

3 Keep Automatic

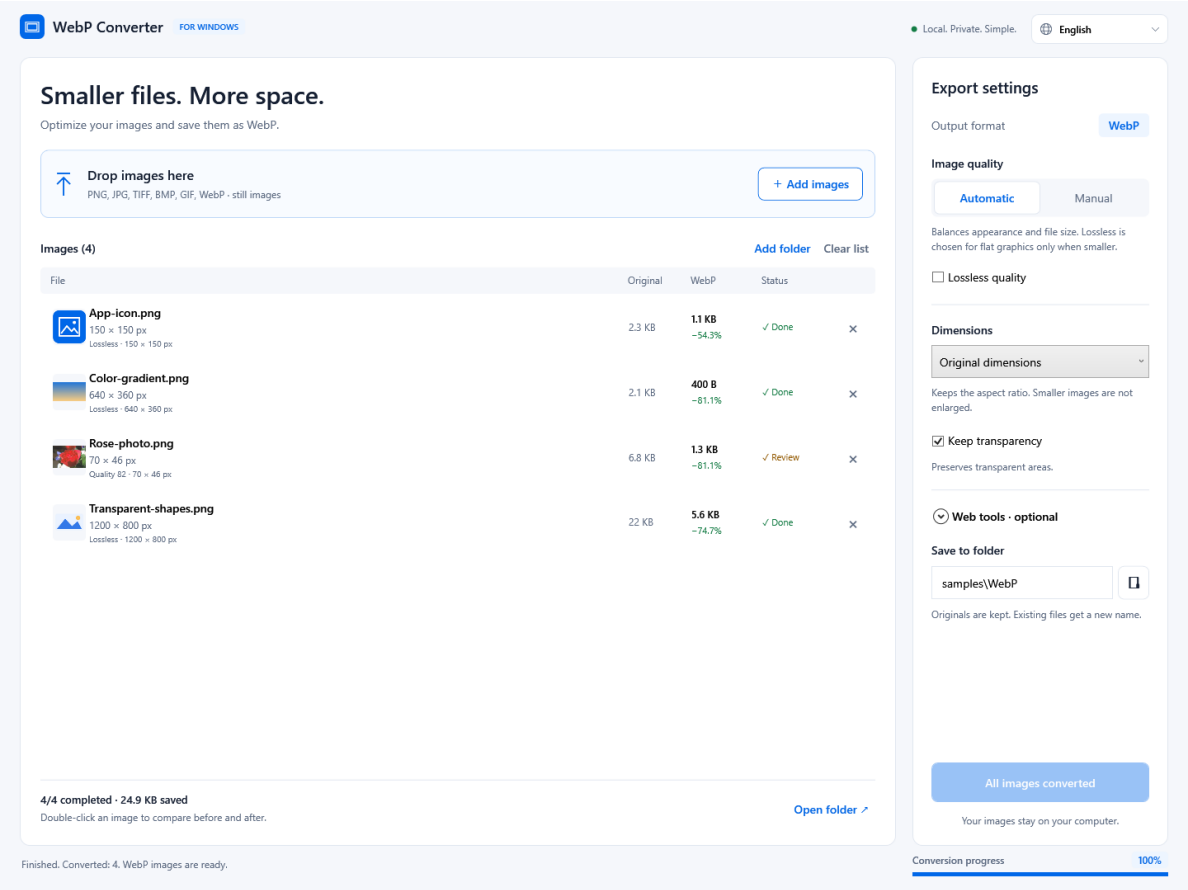
Automatic tries several levels. If a photo is difficult to compress, the result may note that the SSIM threshold was not reached; open the preview to review it.

4 Review the result

The summary shows how much space was saved. Each image row shows quality, actual output dimensions and the number of extra exports.

5 Open the folder

Click Open folder and add the WebP files to your project. The original files remain intact.



Batch conversion shows the original size, output, savings and status for every image.

Tutorial 2: when an image is too large

Brightness alone does not mean HDR and does not determine file size. Larger files are usually caused by dimensions, fine detail, noise, transparency or lossless mode.

Set a KB target

1 Open Web tools

Expand Web tools · optional. Enable Target file size.

2 Enter the limit

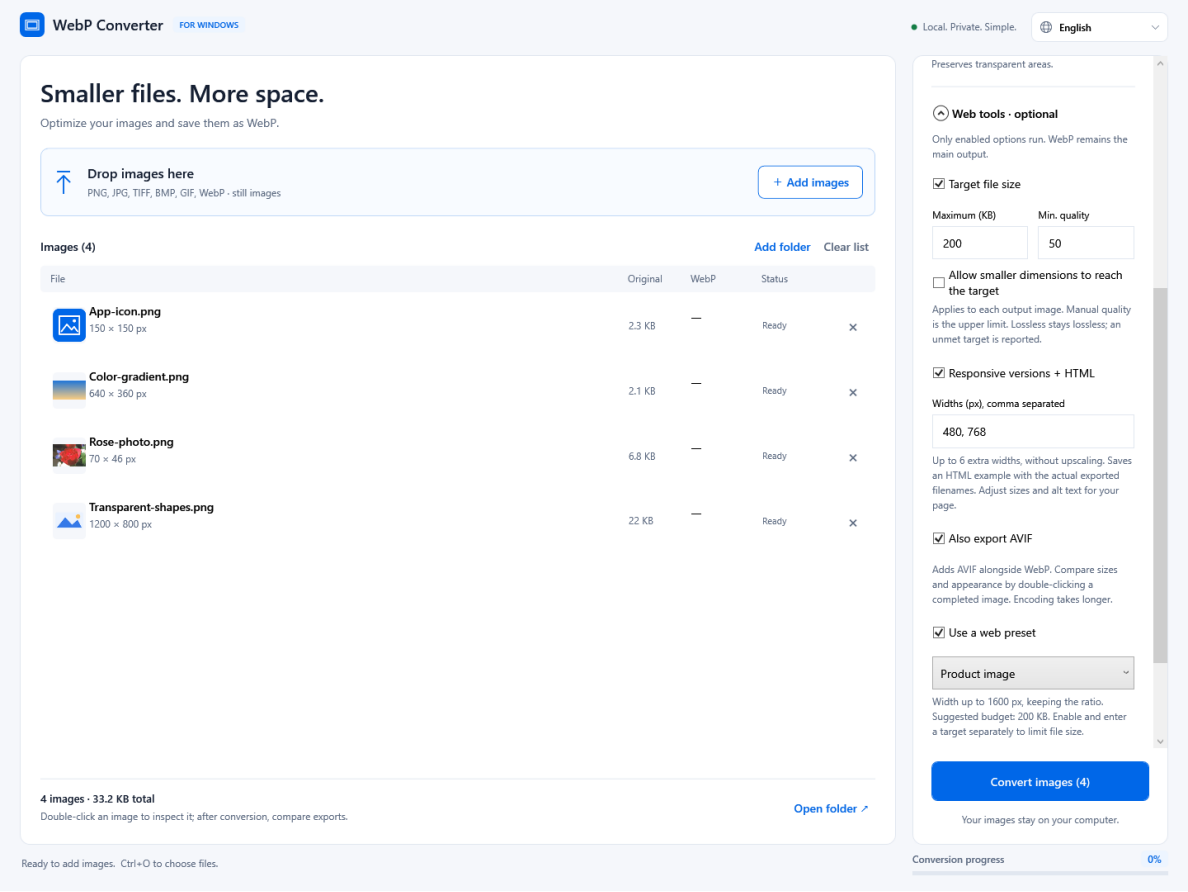
For example, 200 KB for a card or 300 KB for a hero image. Minimum quality protects the lower bound. If Manual quality is selected, it is the upper bound of the search.

3 Decide on dimensions

Allow smaller dimensions stays off until you enable it. Without it, the app will not reduce dimensions only to meet a KB target.

4 Compare

If the target is not possible, the app marks it instead of silently creating a poorer image. Double-click to compare details at the actual display size.



Target size, responsive export, AVIF and presets each have their own switch.

A practical starting point for photos: Automatic, a width matching the real display size, a 150–300 KB target and transparency off when it is not needed.

Tutorial 3: responsive images, AVIF and HTML

Responsive export creates multiple widths of the same image. The HTML example uses the real filenames and is a starting point for your project.

1 **Enable responsive export**

Enter comma-separated widths such as 480, 768, 1280, 1920. Widths larger than the source are skipped; there is no silent upscaling.

2 **Enable AVIF when needed**

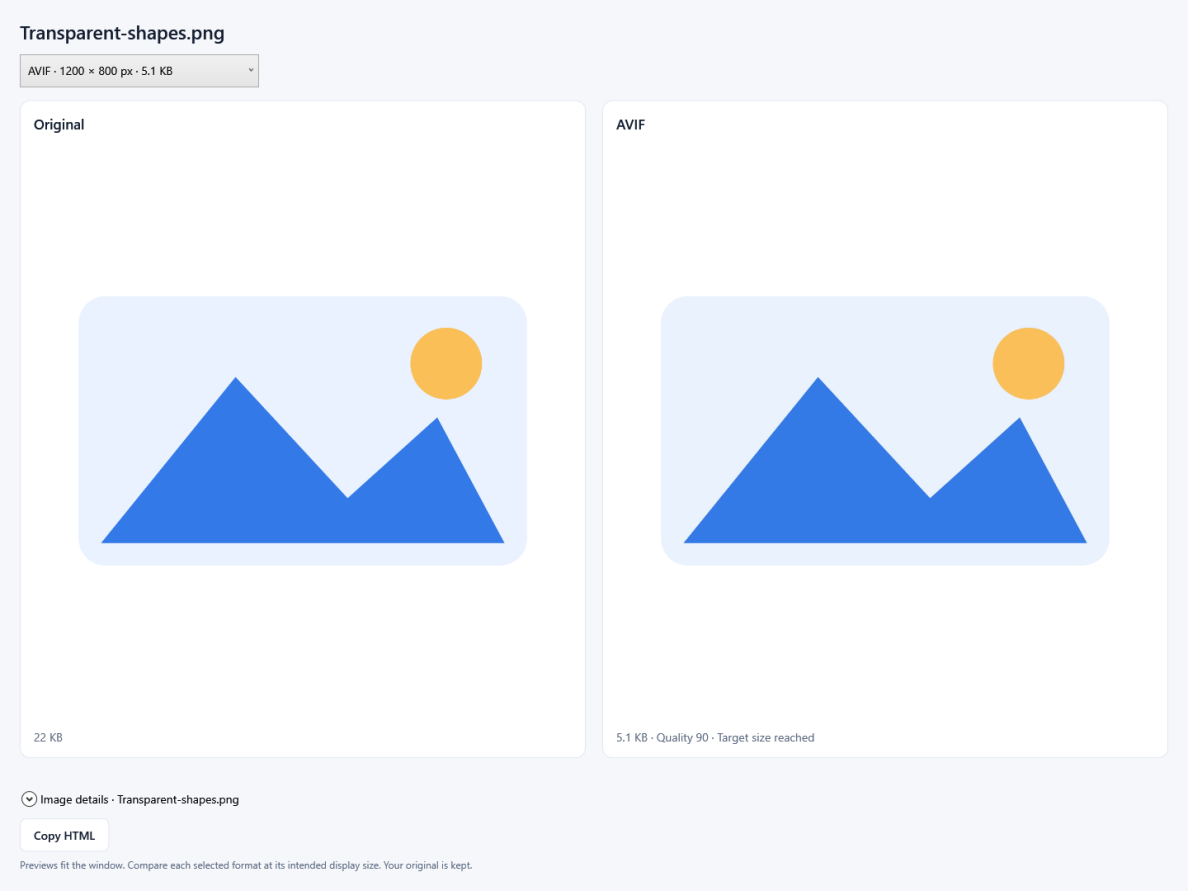
AVIF is created alongside WebP. Encoding can take longer, and AVIF quality is not directly comparable to a WebP quality number.

3 **Copy HTML**

After conversion, double-click an image, choose an output and click Copy HTML. Adjust sizes in your project and always write meaningful alt text.

4 **Check the fallback**

WebP remains the main fallback. AVIF is the first source only when the user enables it.



In the comparison window you can select a specific format and width and see the actual byte count.

Quality, transparency and HDR

How to choose a mode

Situation	Setting	Why
Product photo	Automatic + width matching the layout	A good balance between detail and size
Logo or text	Lossless	Edges and flat colors stay clean
PNG with transparency	Keep transparency enabled	The alpha channel is preserved
Known KB limit	Target size + minimum quality	The app checks the actual bytes
PNG with a PQ/HLG tag	Review Analysis	The app applies SDR sRGB tone mapping

HDR is not the same as a bright image

The app recognizes HDR only when the PNG contains a cICP PQ or HLG tag. An ordinary white or bright image, even a 16-bit image, is not automatically HDR. WebP and AVIF output is 8-bit SDR sRGB. If no HDR tag is found, the app does not guess or apply an unpredictable adjustment.

Why does Automatic sometimes miss SSIM 0.96?

Photos with noise, fine textures or large gradients can be difficult to compress. The app chooses a balanced lossy quality and shows a note. If needed, reduce dimensions or set a KB target. Do not use Lossless for photos unless pixel accuracy matters more than size.

If the output is larger than the original

- Check that Lossless is not enabled for the photo.
- Reduce the longest side to the actual display size.
- Set a KB target and leave dimension reduction off for the first attempt.
- If the image has complex transparency, also test a version with a white background.

Quick web design recipes

These are starting values. Always review the image at the size where it will be displayed.

Use case	Dimensions	Quality / target	Extra
Hero photo	1920 px or 2x the display size	Automatic, 250–500 KB	Use responsive export when the image appears at multiple widths
Product card	800 px	Automatic, 100–200 KB	AVIF when needed
Thumbnail	320 px	Manual 70–82, 30–60 KB	Web preset: Thumbnail
Logo / UI graphic	Actual size	Lossless	Keep transparency
Screenshot with text	Match the layout	Lossless or Manual 90	Check small text
Large bright photo	Reduce to display size	Target size + min. quality 50	Do not use Lossless

Checklist before sending to a developer

- Dimensions match the CSS layout and there is no unnecessary 4K source.
- The WebP opens and looks good at its actual size.
- If you use responsive export, the HTML contains the exact filenames.
- The alt text describes the image content.
- Keep the original PSD/PNG/JPEG outside the public web folder if you do not want to publish it.

All outputs stay local. The app has no account, telemetry or image upload.

Preparing an itch.io page

For users, upload only the finished packages from 01-DATOTEKE-ZA-OBJAVU. Keep source code and internal checks in your archive.

1 Title and description

Title: WebP Converter. Short description: A local Windows 11 app for converting and optimizing PNG, JPG, TIFF, BMP, GIF and WebP images.

2 Add files

Upload WebP-Converter-1.3.0-Windows-x64-Setup.exe and WebP-Converter-1.3.0-Windows-x64.zip to itch.io. You can provide both; users can choose the installer or portable version.

3 Add screenshots

Recommended screenshots are in 03-VIZUALI/en. For the main page use 05-optional-web-tools.png and 06-avif-comparison.png, with English or Croatian captions for your audience.

4 State the limitations

Mention Windows 11 x64, local processing, three languages, support at info@erdoux.studio, and that the app is not affiliated with Cloudinary.

5 Add checksums

The upload folder contains .sha256 files. They let users verify that a download is complete and unchanged.

Security and privacy

The app processes images locally, removes metadata after rotation and color adjustments, preserves originals and never sends images to a server. The package is not digitally signed, so the itch.io description should clearly say that Windows may show a first-run warning.

Troubleshooting

Problem	Solution
WebP is larger than JPEG	Reduce dimensions, use Automatic or set a KB target. The JPEG may already be highly optimized.
The image looks soft	Increase quality, use larger dimensions only up to the actual display size and open the comparison.
The KB target was not reached	Enable Allow smaller dimensions or increase the limit. Lossless is not converted to lossy.
Transparent edges look different	Keep Keep transparency enabled or compare with a white background.
HDR looks different	The output is SDR sRGB. Review Analysis and check whether the source PNG contains cICP PQ/HLG.
The app does not accept the file	Check the extension, make sure the image is not animated and that it is under 256 MB or 64 MP.
Windows blocks the app	Download the package again, verify SHA-256 and confirm that it came from your itch.io page.

Support

For app or privacy questions, contact info@erdoux.studio. Include version 1.3.0, the input format, selected settings and dimensions. Do not send private images unless they are necessary to reproduce the issue.

Legal disclaimer

This app and this guide are provided “as is” without a guarantee that every output will be error-free. To the maximum extent permitted by applicable law, ErdoUX Studio is not liable for data loss, damaged or inaccurate files, incorrect conversions, missed size or quality targets, service interruptions or any direct or indirect damage arising from use of the app. You are responsible for backing up originals, checking outputs before publishing, and complying with licenses, privacy rules and platform requirements. Seek qualified professional advice for legal or specialist questions.

This document is for WebP Converter 1.3.0 users. Quality and KB values are starting recommendations; the actual result depends on the image content.