

Apply asset renditions to customize images

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When content creators [customize an image asset](#) in content items, Kontent.ai saves the customization as an asset rendition.

Let's go through how to apply asset renditions in your app so that the images are displayed just as content creators intended.

Key points

- An asset rendition is a customized version of an image asset.
- To apply an asset rendition in your app, get a content item with an image and add the rendition parameters to the image's URL.
- You can combine asset renditions with image transformation to optimize the customized images for each channel your app serves.

What is an asset rendition

An asset rendition crops and resizes the image it's applied to. Using a **rendition** on an image **doesn't modify the original image**. It creates additional metadata that tells your app which part of the image to display.

Combine renditions with image transformation

When you develop your app, you use [image transformation](#) to optimize the images for each channel where your app displays the content.

Asset renditions use a subset of the image transformation URL parameters. Combine asset renditions with image transformation to optimize the customized images by adjusting their size, format, or compression.

Apply asset renditions in code

When you [get content item](#) with an asset, check if the asset specifies an asset rendition and apply it.

C#

```
1 // Initializes a Delivery client
2 _client = DeliveryClientBuilder
3     .WithOptions(builder => builder
4         .WithProjectId("<YOUR_PROJECT_ID>")
5         .UseProductionApi()
6         .Build())
7     .Build();
```

```

8
9 // Retrieves a content item
10 var response = await _client.GetItemAsync<Article>("my_article");

11 // Gets the image from an asset element named Teaser Image
12 var imageWithRendition = response.Item.TeaserImage.SingleOrDefault(x => x.Name ==
13 "construction-insurance-header.jpg");

// Gets the asset rendition query from the image
14 var renditionQuery = imageWithRendition.Renditions["default"].Query;
15
16 // Combines the original image URL with the asset rendition query, if the image
specifies a query
17 var assetUrl = $"{imageWithRenditions.Url}?{renditionQuery}";

```

Asset renditions in practice

If you use the image asset URL on its own, you get the original image without any renditions applied.



The original image.

When you combine the URL with the `query` string parameters, you get the customized image's URL.

cURL

```

1 | https://assets-us-01.kc-usercontent.com/8d20758c-d74c-4f59-ae04-ee928c0816b7/7bf69996-
   | 30a0-49b0-ad8c-09f6e0a04e44/construction-insurance-header.jpg?
   | w=600&h=300&fit=clip&rect=1247,183,600,300

```



The original image customized by the rendition's query parameters.

What's next?

- Check our [guide on image optimization](#) to ensure you're serving image assets exactly as you need.
- [Optimize your content for search engines](#) so that your content works not only visually but also for SEO.