

# 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

You can let the SDK apply asset renditions when they're available. Because content creators can create only a single customization per image, it's safe to set a default rendition for all images.

To do that, provide the `defaultRenditionPreset` [configuration option](#) when initializing the Delivery client.

### JavaScript

```
1 // Tip: Find more about JS/TS SDKs at https://kontent.ai/learn/javascript
  const KontentDelivery = require('@kontent-ai/delivery-sdk');
2
  // Specifies which asset rendition to use by default by providing defaultRenditionPreset
  const deliveryClient = KontentDelivery.createDeliveryClient({
```

```

3   environmentId: '<YOUR_ENVIRONMENT_ID>',
4   // Automatically applies the 'default' asset rendition if assets specify it
   defaultRenditionPreset: 'default'
5 });

6 // Requests a content item
7 const response = await deliveryClient.item('my_article')
   .toPromise();
8
9 // Gets the first asset in the 'teaser_image' asset element
10 const asset = response.data.item.elements.teaser_image.value[0];
11
12 // Gets the asset's URL. If the asset specifies a rendition, it's automatically applied.
   const assetUrl = asset.url;

```

Now whenever you access the asset's URL, the asset rendition is applied for you automatically.

## 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.