

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 [retrieve a content item](#) with a customized image asset, the asset element in the API response comes with an asset rendition.

In the JSON example below, `teaser_image` is the [asset element object](#) that contains the image. In the asset's `value`, notice the `renditions` property, which specifies how to customize the image.

JSON

```

1  "teaser_image": {
2    "type": "asset",
3    "name": "Teaser image",
4    "value": [
5      {
6        "name": "construction-insurance-header.jpg",
7        "description": null,
8        "type": "image/jpeg",
9        "size": 402916,
10       "url": "https://assets-us-01.kc-usercontent.com:443/8d20758c-d74c-4f59-ae04-
11       ee928c0816b7/7bf69996-30a0-49b0-ad8c-09f6e0a04e44/construction-insurance-header.jpg",
12       "width": 2124,
13       "height": 767,
14       "renditions": {
15         "default": {
16           "rendition_id": "b6ed90d0-e544-4b93-9212-fc041279fa90",
17           "preset_id": "a6d98cd5-8b2c-4e50-99c9-15192bce2490",
18           "width": 600,
19           "height": 300,
20           "query": "w=600&h=300&fit=clip&rect=1247,183,600,300"
21         }
22       }
23     }
24   ]
25 }

```

To get the customized version of the image, append the `query` value to the image URL you find in the `url` property.

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.