

Work with assets

Work with assets

Understand working with assets in Content hub

Work with content folder hierarchy

Use workspaces to manage assets

Organize assets in smart folders

Keep your assets organized with these best practices

Organize assets in Content hub wrap up

Understand managing files in Xperience

Work with asset files in Content hub

Exercise 1 -- Upload and manage multiple images in Content hub

Exercise 2 -- Add an image to the Premier credit card image widget

Exercise 3 -- Try smart upload in a rich text widget

Image Metadata

Module: Work with assets

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Image variants basics

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An **image variant** is a **resized and cropped** version of your original image that follows your company's graphic design guidelines. Your developers ensure that the image stays responsive and on brand across different marketing channels or in your marketing campaigns.

For example:

- A wide **hero banner** might use a landscape variant.
- A **thumbnail** might use a square variant.
- A **social media card** might need yet another size and ratio.

You don't need to create these versions yourself. Once configured, Xperience automatically generates them from the **primary optimized image** you upload into **Content hub**.

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Why image variants matter, and what they do

Image variants are more than just a matter of convenience. When you upload your image assets into Content hub, **AIRA** automatically transforms them, giving you several image variants to choose from. But what do you do with these variants once they're ready?

Image variants, in short, help you:

- Keep your images looking great across different contexts.
- Avoid stretched, cut-off, or pixelated visuals.
- Ensure a consistent look across pages, devices, and channels.
- Save time by letting the system handle most of the resizing and cropping for you.

i Currently, image variants are natively supported in the Kentico API **only for the website channel**.

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