

# UNDERSTANDING FILE FORMATS



## RASTER:

Uses pixel data – lots of little dots to create graphics that lose quality when resized

## .JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP



Typically used for high-quality photography and online use. Will lose quality if scaled over its existing pixel dimensions. Does not support transparency. Suitable for online or desktop print use.

## .PNG

PORTABLE NETWORK GRAPHICS



Designed for transferring images on the internet. Supports transparency, but not intended for print. Though can be used in applications like Microsoft Word for desktop printing. Cannot be scaled up.

## .PSD

ADOBE PHOTOSHOP



Used for editing photos, graphics and web design. Stores an image with support for most imaging options including layers with masks, transparency, text, etc. Cannot be scaled over its pixel width.



## VECTOR:

Uses paths and strokes to create graphics that can be scaled to any size without losing quality

## .EPS

ENCAPSULATED POSTSCRIPT FILE



Used for logos and illustrations as a vector graphic. Can be scaled to any size without losing quality. Suitable for screenprinting, large-format posters, billboards etc. A universal format that supports transparency.

## .PDF

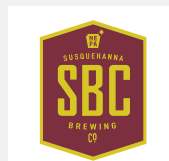
PORTABLE DOCUMENT FORMAT



Used to share documents without losing design or quality. A digital version of a hardcopy. Suitable for emailing, sharing and printing. Elements and illustrations can be extracted with the correct software.

## .AI

ADOBE ILLUSTRATOR



Developed for representing a single-page vector-based drawing in either .eps or .pdf formats. It is a layered file used for illustrations and graphic design. Supports transparency and can be printed.

## IMAGE RESOLUTION

**HIGH RESOLUTION:** 300 dpi – Used for magazine and high-quality prints.

(5" x 7" photo = 1,500 px wide x 2,100 px high)

**LOW RESOLUTION:** 75 dpi – Resolution used online and on-screen, not for print.

(5" x 7" photo = 375px wide x 525 px high)

## COLORS

**PANTONE:** A set of standard colors for printing, each of which is specified by a number. Ideal for screenprinting, or 1-2 color press printing.

**4C:** CMYK – Cyan, Magenta, Yellow and Black ink colors used for offset process printing.

**RGB:** Red, Green, Blue, colors of light used to make up pixels on-screen. Used for web and devices.