Understanding Image Format Types...

RASTER

JOINT PHOTOGRAPHIC EXPERTS GROUP

Ideal for real life photographs, paintings and scenes with smooth variations of colours and effects. This file type has various levels of compression allowing lower file sizes when required.

.JPG

PORTABLE NETWORK GRAPHICS

Often used online for text and graphics requiring a high quality output but shouldn't be enlarged beyond it's original pixels. The format also allows transparent background.

.PNG

TAGGED IMAGE FILE FORMAT

The file size is too large for use in web design but is the perfect format for print because quality is not lost when saved or compressed. Often referred to as the 'print ready' format and supports layer if required.

.TIFF

GRAPHICS INTERCHANGE FORMAT

Recognised by most for its ability to be animated. Suitable for graphics which require low file size and limited number of colours. When saved the image is reduced to just 256 colours.

.GIF

PHOTOSHOP DOCUMENT

File format specifically for Adobe Photoshop. PSD format keep layers and settings intact for editing purposes which often results in huge file sizes and is not a format to be used online.

.PSD

VECTOR

ADOBE ILLUSTRATOR

File format specifically for Adobe Illustrator. Its vector type file are completely scalable and supports transparency and layers for editability. Ideal for printing but not a format to be used online.

.AI

ENCAPSULATED POSTSCRIPT

Suitable for elements that needs to be resized (eg. logos & graphics). Can be easily converted to PNG, JPG or GIF. Often used by designers and printers. Ideal for printing but not a format to be used online.

.EPS

PORTABLE DOCUMENT FORMAT

Popular for both web downloads and printing. They can be compressed to suit the required output. PDFs can consist of both vector and raster images.

.PDF

SCALABLE VECTOR GRAPHIC

Used to render 2D vector files and animations, Ideal for logos, graphics and shapes. Based on XML it is used on the web and can be compressed without losing quality.

.SVG