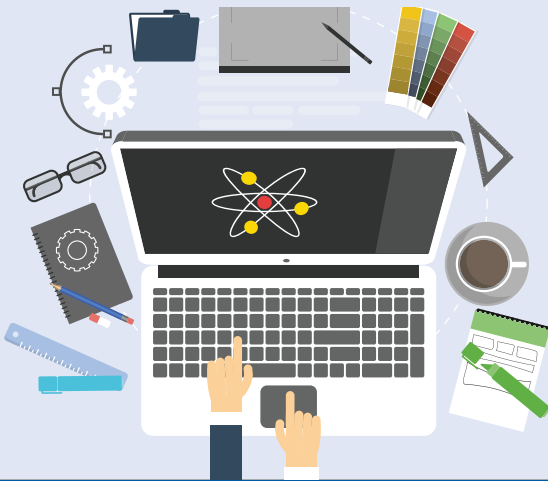
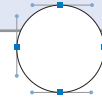


FILE FORMAT CHEAT SHEET

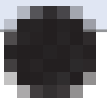


VECTOR



Uses mathematical statements to place lines and shapes

RASTER



Uses pixels on a grid pattern to form an image

WEB USES

SOURCE files

for logos, charts, icons, or any hard-edged graphics

OUTPUT files

for most web graphics displayed on the screen

PRINT USES

SOURCE files

to be sent to the printer

HI-RES files

can be printed at 300dpi

FILE TYPES

.ai .eps .pdf .svg .psd .jpg .gif .png .tif

WEB: 72-120 DPI

PRINT: 300 DPI

MORE ABOUT FILE TYPES



Images intended for the web only need to have a resolution of 72-120 dpi (dots per inch), which is the maximum resolution of computer monitors.



Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail.

WHEN SENDING IMAGES TO A DESIGNER...

Don't put images in a Word doc.

It is difficult to extract them and results in lower quality.

Always send a larger image than needed.

Raster images can be sized down without a loss in quality, but when an image is stretched larger than its original size, a significant loss in quality occurs.

Send logos as vector files.

Logos usually need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

.ai - Adobe Illustrator

Default file type of Illustrator – a popular vector-based program

.eps - Encapsulated PostScript

Vector file which can be opened outside of Illustrator

.pdf - Portable Document Format

Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly

.svg - Scalable Vector Graphics

XML-based vector image format supported by modern web browsers

.jpg - Joint Photographic Experts Group

Sometimes displayed as .jpeg — this raster image format is best for displaying photographic images on web browsers

.gif - Graphics Interchange Format

Raster image format best for simple images made up of solid colors with no gradients

.png - Portable Network Graphics

Raster image format best for displaying simple images; supports transparency

.tif - Tagged Image File Format

Raster image format best for high-resolution photos

.psd - Photoshop Document

Can export vector image paths & preserves layers of complex images, but it is mostly used for raster images

Remember: Although image editing programs can do wonders, it is always best to start with the highest quality image possible. You will save time and end up with the most desirable result.

ACCESS