Image file formats

There are a number of different file formats used for image files. They have advantages and disadvantages

Bitmap (raster) formats include:

- JPG
- PNG
- GIF
- TIFF

Vector formats include:

- SVG
- EPS
- CDR (Corel draw)
- AI (Adobe Illustrator)

PDF format can also be used for documents and images

Image File Formats

JPG:

JPG (or JPEG) are used for images such as photographs

Each pixel can show one of 16.7 million colours

The file is **compressed** which makes it smaller. This makes it a good choice for using on websites (load quickly) but means that the quality can be lower (no good for commercial printing)

Only have one layer, so is harder to edit

The individual pixels that make up a JPG image can use 16.7 million colours - which is enough to fool the human eye into believing it is seeing a real view. This is the tip of the gull's beak

JPG images can't use transparency. For that you need to use PNG.

Image File Formats

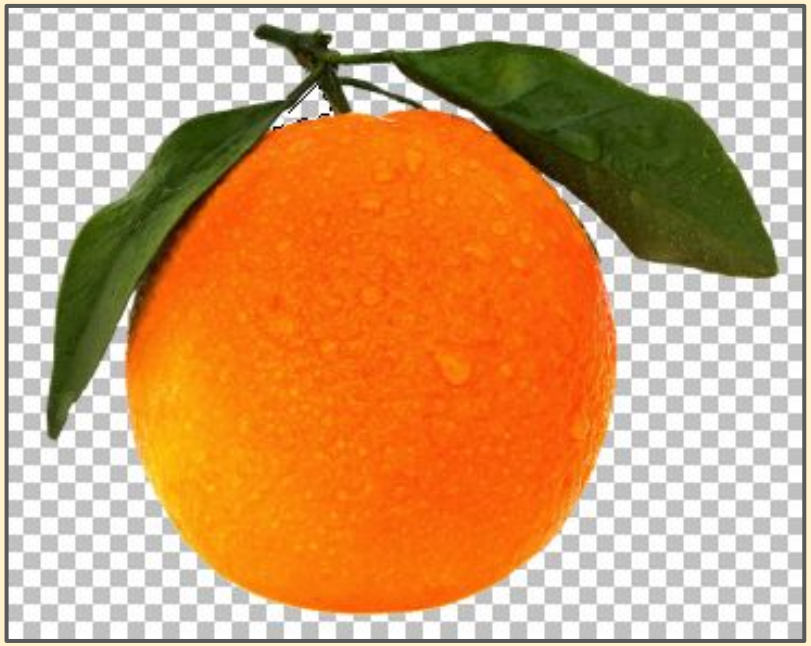
PNG:

PNG images can use transparency. This makes then good for images such as logos

Files are **compressed** and usually quite small. They can be used easily on websites

The way PNG uses coloured pixels means that it's less good for photographs than JPG. The file size often ends up being bigger as well

Only have one layer, so is harder to edit



PNG can use transparency, which makes it ideal for using to build up a complex image in Photoshop

Using a combination of JPG and PNG images in a Photoshop file is a good way to end up with a high quality final product.

Image File Formats

GIF:

GIF images use a much smaller set of colours

They are the only simple image format that can be **animated**

Files are **compressed** and usually quite small. They can be used easily on websites

GIFs usually use a lot fewer colours, which affects the quality of the image

Only have one layer, so is harder to edit

GIFs are fine for simple images with limited colours such as logos. They can be made to animate and can use transparency

GIF are great for small logos, especially for animated logos to use on websites. For anything else they're pretty much useless

Image File Formats

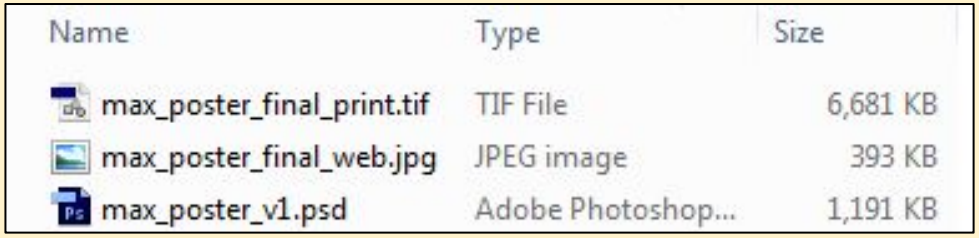
TIFF:

TIFF images are very high quality

This means they are good for sending as final versions to a commercial printer

The file size is **much larger** because of the higher quality and the less compression

They are easier to view in a wide range of programs than Photoshop files which makes them useful for final versions



TIFF files are high quality but much larger. This makes them ideal for commercial printing
The JPG version of the same file would load much more quickly on a website

Making in Photoshop and saving the final high quality version as a TIFF is a good way to end up with a really useful final product.

Image File Formats

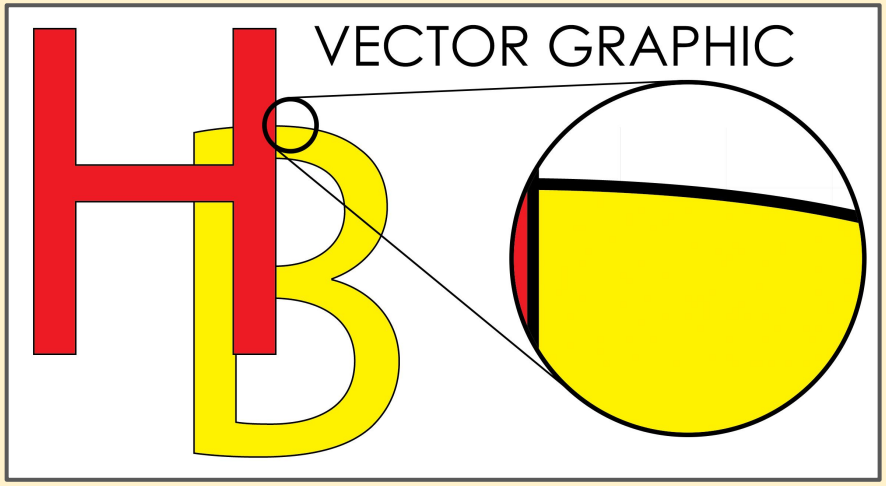
SVG:

SVG (Scalable Vector Graphic) are the main type of usable **vector image format**

Images made in vector graphic software can be exported either as a vector graphic in SVG format or as a bitmap (ratser) graphic, for example as a PNG

SVG images can be used on websites and have a small file size so load quickly

They can not be used in all types of software



SVG files can be resized to as large or as small as required without any pixelation

Image File Formats

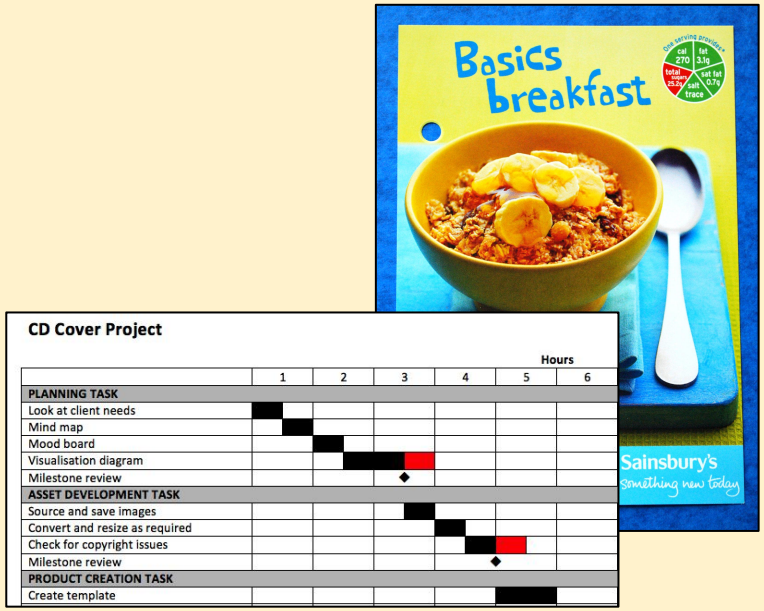
PDF:

Image files can be saved in PDF format

These produce high quality images which can easily be sent to a commercial printer

The format has the advantage that it is not necessary to have any software or any of the fonts used in the Photoshop version installed. This makes it very portable between computers

Any office document can also be saved in PDF to use on a website



CD Cover Project

Hours

	1	2	3	4	5	6
PLANNING TASK						
Look at client needs						
Mind map						
Mood board						
Visualisation diagram						
Milestone review						
ASSET DEVELOPMENT TASK						
Source and save images						
Convert and resize as required						
Check for copyright issues						
Milestone review						
PRODUCT CREATION TASK						
Create template						

PDF files are great for using on the web or for sending to other users. They can be used for images and many other types of file as well

The file you're reading is a PDF file. It can be viewed easily in a web browser and you don't need to have any special fonts on your computer