Properties of image files

The media industry produces image, video, and audio files

Each type of file is called a **format**

Different formats of media files have different **properties** and can be used for different **purposes**

These slides will deal with **image files**

Properties of image files

There are two basic types of images file:

Bitmap images (or **Raster** images) are used for most of the images we make – especially photographs

They are made up of **pixels**

Examples include JPG, PNG and GIF formats

Vector images are made up of shapes and lines defined by coordinates and formulae

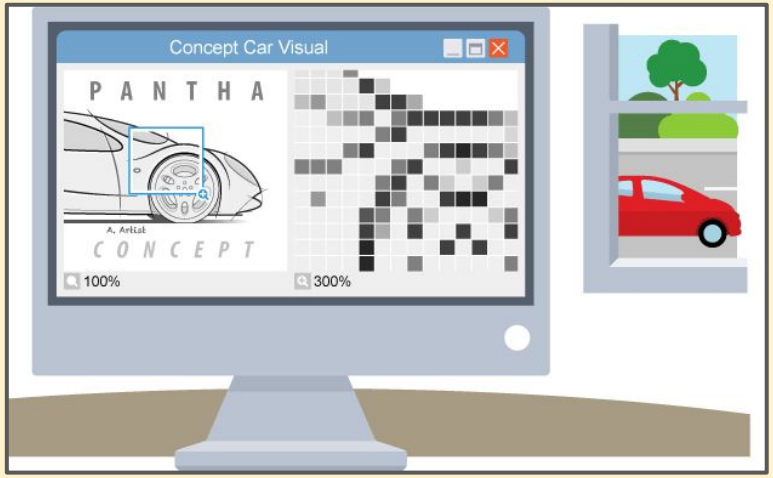
They do not use pixels and can be resized to as big as required

Example formats include **SVG**

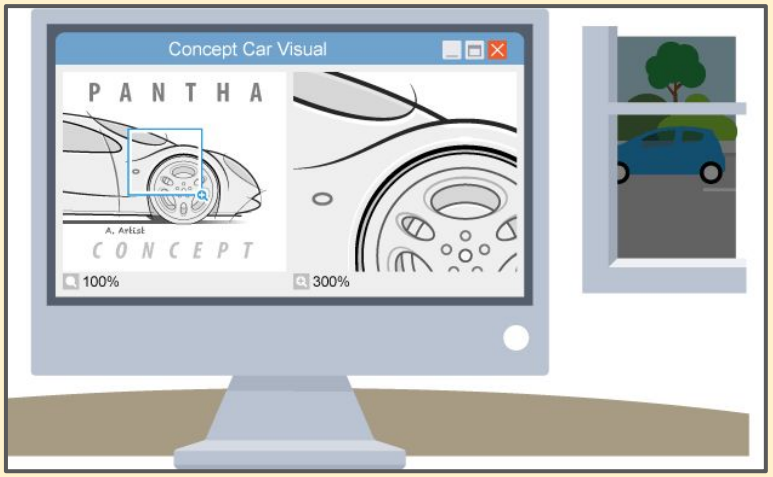
Properties of image files

There are two basic types of images file:

Bitmap or raster images **pixelate** if made too large



Vector images can be resized and will always be smooth



Properties of image files

VECTOR	BITMAP
Made up of shapes and lines	Made up of pixels
Scalable (can be resized to any size)	Lose quality when scaled
Can be converted to bitmap	Can’t be converted to vector
Good for logos and line drawn images	Good for photographs
SVG	JPG, PNG, GIF

Properties of image files

Bitmap (raster) images have two key properties:

1. DPI/PPI – dots per inch/pixels per inch

The higher the DPI/PPI the better the **resolution** (quality) of the image

- **Print quality** images are **300 dpi**. These have a large filesize but can be used with commercial printing
- **On screen** quality images are **72 ppi**. They have smaller filesizes so load more quickly

Properties of image files

2. Pixel dimension – the width and height of the image in pixels

- A large pixel dimension image can be used at a bigger in a product
- A small pixel dimension image can be used at a smaller size, but is a smaller filesize so will load more quickly