

FILE TYPE Cheat Sheet

www.RebeccaLeighDesigns.com



JOINT PHOTOGRAPHIC EXPERTS GROUP (JPEG / JPG)

Lossy graphics; CANNOT be scaled larger

BEST USE: Web-based images; Sharing/Previewing work



SCALABLE VECTOR GRAPHICS (SVG)

Vector; Defined by XML

BEST USE: Web graphics; Cutting Machine / Creating decals



PORTABLE NETWORK GRAPHICS (PNG)

Lossless compression; Transparent backgrounds

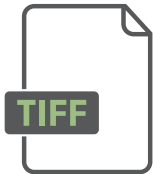
BEST USE: Web-Based Images



GRAPHICS INTERCHANGE FORMAT (GIF)

Small file; Limited colors (256); Animation

BEST USE: Web-Based, animated images and advertisements



TAGGED IMAGE FILE FORMAT (TIFF)

Raster; Large file, optimized for print

BEST USE: High Quality images for print



ADOBE PHOTOSHOP

Raster; File can be modified in Photoshop

BEST USE: Digital work; Banner ads / GIFs; Photo editing



PORTABLE DOCUMENT FORMAT (PDF)

Embeds fonts/images for sharing; Can make fillable/editable

BEST USE: Design previews / Sharing; Files for print; Fillable forms



ADOBE ILLUSTRATOR

Vector; Scalable

BEST USE: Logo and Icon Design; Illustrations



ENCAPSULATED POSTSCRIPT (EPS)

Vector; Scalable

BEST USE: Logo



ADOBE INDESIGN

Multiple page documents

BEST USE: Layout / Multi-page design

Quick Reference

EMAIL: JPEG, PNG, PDF

DIGITAL: JPEG, PNG, GIF, PDF

PRINT: JPEG, PNG, PDF, TIFF

TRANSPARENT BACKGROUND: PNG, TIFF, GIF, EPS, AI, SVG

ORIGINAL / EDITABLE: AI, EPS, INDD, PSD

SCALABLE: EPS, AI, SVG

ANIMATION: GIF

RGB vs **CMYK**

DIGITAL!

PRINT!



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