

common file types & WHEN TO USE THEM



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Raster Graphic File Types



JPG or JPEG

(Joint Photographic Experts Group)

Advantages: compatibility, file size, range of colors
Disadvantages: repeated resizing, editing, and/or resaving will result in a loss of quality
Best uses: sharing images/photographs on the web or printing high resolution images



PNG

(Portable Network Graphic)

Advantages: no loss of quality when opened and saved many times, transparency
Disadvantages: larger file sizes/slower loading, RGB only
Best uses: web/digital graphics



GIF

(Graphics Interchange Format)

Advantages: compatibility, file size, range of colors
Disadvantages: limited to web colors
Best uses: animated graphics



TIFF

(Tag Image File Format)

Advantages: no loss of quality when opened and saved many times, compatibility
Disadvantages: large file size/slow loading time (not good for web)
Best uses: large, high-quality images/graphics

Vector Graphic File Types



AI

(Adobe Illustrator Document)

Advantages: editable file, scalable
Disadvantages: need software to edit or view
Best uses: creating vector artwork/graphics



EPS

(Encapsulated PostScript)

Advantages: viewable by users without specific software, scalable
Disadvantages: need software to edit
Best uses: scalable logos and graphics



SVG

(Scalable Vector Graphic)

Advantages: small size, scalable, SEO friendly
Disadvantages: not supported by legacy browsers, need software to edit
Best uses: scalable web graphics and animations



PDF

(Portable Document Format)

Advantages: flat, shareable file; compatible; scalable
Disadvantages: need software to edit
Best uses: documents for sharing, reviewing or printing



	JPG	PNG	GIF	TIFF	PSD	AI	EPS	SVG	PDF	INDD
RASTER FILE	×	×	×	×	×					
VECTOR FILE (SCALABLE)						×	×	×	×	×
COMPATIBLE WITH PRINT	×			×	×	×	×		×	×
COMPATIBLE WITH WEB/DIGITAL	×	×	×					×	×	
WORKING FILE (EDITABLE)					×	×	×	×	×	×
CAN BE TRANSPARENT		×	×					×		
CAN BE ANIMATED			×					×		