

# Basic File Formats

- .ai** Vector file, only accessible and/or editable in Adobe Illustrator
- .eps** Encapsulated Postscriptfile in vector format that has been designed to produce high-resolution graphics for print. Almost any kind of design software can create an EPS.
- .tif** A TIF is a large raster file that doesn't lose quality. This file type is known for using "lossless compression," meaning the original image data is maintained regardless of how often you might copy, re-save, or compress the original file. Despite TIFF images' ability to recover their quality after manipulation, you should avoid using this file type on the web -- it can take forever to load. TIFF files are also commonly used when saving photographs for print.
- .indd** Vector file, ability to handle multiple pages. Ideal for design layouts. Accessible and/or editable in Adobe InDesign
- .psd** Layered image file, only accessible and/or editable in Adobe Photoshop.
- .png** Image file. Ideal for designs with transparent backgrounds. While PNGs are "lossless," meaning you can edit them and not lose quality, they are still low resolution.
- .pdf** Good for printing. File retains all original elements. Editable with Adobe Acrobat DC. This is by far the best universal tool for sharing graphics.
- .jpg** Raster image file. Used when a small size is needed. Lossy compression, meaning that the quality of the image decreases as the file size decreases. Paying attention to the resolution and file size with JPEGs is essential in order to produce a nice looking project.
- .gif** Raster image file. GIFs are most common in their animated form. This is a common file type for web projects where an image needs to load very quickly, as opposed to one that needs to retain a higher level of quality.
- RAW** A RAW image is the least-processed image type on this list -- it's often the first format a picture inherits when it's created. RAW images are valuable because they capture every element of a photo without processing and losing small visual details. Eventually, however, you'll want to package them into a raster or vector file type so they can be transferred and resized for various purposes.
- .html** Standard coding language used to build web pages