

File type cheat sheet!

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RASTER FILES

Made with pixels, quality lost when scaled up from original.

JPG are best for web and social images

Displaying millions of colours, they are perfect for photos. But beware, each time you save, it gets compressed so you lose a little extra image data.

Transparency support ✗ **Colour Modes** RGB, CMYK, Grayscale

PNG are best for web graphics

Web friendly 'lossless' format, you won't lose data if you save the image. Files can be transparent, and you can change the opacity to layer graphics.

Transparency support ✓ **Colour Modes** RGB

GIF are best for web graphics – animations

JPGs and PNGs are great, but neither offer the ability to support animated content. GIFs are the answer. They are another lossless raster format.

Transparency support ✓ **Colour Modes** RGB

TIFF are best for print graphics

Print industry standard. Files are lossless & support layers. Open it, edit it, save it. If you make a mistake, dive right back in and change a layer. But beware, files are enormous, don't use them online.

Transparency support ✓ **Colour Modes** RGB, CMYK, Grayscale

VECTOR FILES

Made with maths, scale them to whatever size you need.

AI are best for print graphics and sharing files between users

Only users of Adobe Illustrator can open. You can't use AI files on the web, but you can send them to print. Insert AI files into Adobe Photoshop, Adobe Indesign, or Microsoft Word.

Transparency support ✓ **Colour Modes** RGB, CMYK, Spot, Grayscale

EPS are best for print graphics and sharing files between users

Like an AI file, they can be inserted into Photoshop etc. The biggest difference is you can open EPS' with Adobe Illustrator, Corel Draw, Inkscape or Affinity Designer, making them widely accessible.

Transparency support ✓ **Colour Modes** RGB, CMYK, Spot, Grayscale

SVG are best for web graphics – logos, backgrounds, icons

Responsive websites needed a vector to match. You can scale them to any screen size with no distortion. SVGs are code-based, resulting in tiny file sizes, making them quick to load online, making search engines happy.

Transparency support ✓ **Colour Modes** RGB

VECTOR AND RASTER

The best of both worlds.

PSD are best print graphics and web graphics, animations

These native Adobe Photoshop files support layers of raster & vector graphics. Layer a photo underneath some vector shapes and a layer of vector text.

PSD's are great tools for building animations and graphics, but you need to export them as a web-friendly JPG, PNG or GIF to use them online.

Transparency support ✓ **Colour Modes** RGB, CMYK, Spot, Grayscale

PDF are best for print graphics or sharing files with users

Multi-purpose PDFs are great. It's suitable for use in print and online and can hold both raster and vector graphics. Many software options can open a PDF, from inbuilt options on your desktop operating system to smartphones and tablets, to high-end options like Adobe Acrobat Pro. If they are vector based graphics, a designer can open them up and easily edit the graphics.

Transparency support ✓ **Colour Modes** RGB, CMYK, Spot, Grayscale