

File Formats

FILE FORMATS COMMONLY USED

Use the below file formats when adding graphics to a document:

(.gif or .png)	Used for clip art, drawings, and solid colors appear best in this file format. This file format is commonly used with web graphics. The format includes some key features which makes it a unique format such as: file compression, transparency, interlacing and storage of multiple images within a single file which allows for a primitive form of animation.
(.jpg or .jpeg)	Use for color photographs and scanned images. Images with gradients appear best as a JPEG. This format includes: progressive display in a sequence of overlays, and offers a larger color palette compared to the .gif file format
(.TIFF)	TIFF is a commonly used format for various imaging applications, including those that scan and fax. This highly flexible and platform-independent format which is supported by numerous image processing applications and virtually all prepress software on the market. This image enlarges and reduces well. Typically this format has a larger file size.

FILE TYPES

Inserting graphics file formats into a document can be done either directly or with the use of separate graphics filters. Below is a list of the various file formats:

(.ai)	Adobe Illustrator	(.ppt)	Microsoft PowerPoint Template
(.bmp, .rle, .dib)	Microsoft Windows Bitmap	(.pdf)	Portable Document Format
(.cp)	Macromedia Captivate	(.png)	Portable Network Graphics
(.doc)	Document	(.psd)	Adobe Photoshop
(.emf)	Enhanced Metafile	(.pub)	Microsoft Publisher
(.eps)	Encapsulated PostScript	(.qxp)	Macromedia QuarkXPress
(.fla)	Adobe Flash	(.tiff)	Tagged Image File Format
(.html)	Web Hyper Text Markup Language	(.swf)	Small Web Format
(.gif)	Graphics Interchange Format	(.vsd)	Microsoft Visio
(.xls)	Microsoft Excel Document	(.wmf)	Windows Metafile Graphics
(.indd)	Adobe InDesign	(.zip)	Data Compression and Archival Format
(.jpg or .jpeg)	Joint Photographic Experts Group		

WEB GRAPHICS

Consult the following guidelines when adding graphics to a web page.

- Keep the graphic file size as small as possible to avoid lengthy downloads for your visitors. Try to stay under a total of 40KB of graphics per page.
- To speed up the downloading time for graphics on your Web site, select Rely on VML for faster graphics downloading on the Web tab (Options command, Tools menu.) If you select this option, people who view your Web site in a browser (browser: Software that interprets HTML files, formats them into Web pages, and displays them. A Web browser, such as Microsoft Internet Explorer, can follow hyperlinks, transfer files, and play sound or video files that are embedded in Web pages.) that does not recognize graphics in Vector Markup Language (VML) (Vector Markup Language (VML): A system of marking up, or tagging, two-dimensional vector graphics for publishing on the World Wide Web. VML graphics are scalable and editable, usually take less time to download, and require less disk space.) format (such as Microsoft Internet Explorer 4.0 or earlier) will not see any graphics.
- Place larger graphics on a separate Web page and link to it via a hyperlinked thumbnail image of the graphic.
- Use the same image more than once. It lends consistency and is downloaded a single time. Images that can be reused include navigation buttons or a company logo.
- Using a graphic from another source can require (for example, if you want to copy a graphic from a Web site) permission from the copyright holder for the image.

PRINT GRAPHICS

Be sure to consult with a graphic designer/the vendor and/or the following guidelines when creating graphics for printing.

- Print resolution refers to the number of pixels that can fit into one inch determines the sharpness and quality of an image. For Example: 72 dpi is low-res, 355 dpi is high-res. Most printers ask for a resolution of 300dpi.
- (Cyan, Magenta, Yellow, Black) the standard color model used in the printing process. It is often called four color printing.
- Vector Images: Object-oriented graphics of defined curves and line segments; these are resolution independent and can be stretched or resized. (Example: An Illustrator EPS is a Vector Image)
- Raster: Graphics composed of pixels on a bitmap, allowing for solid colored objects.

RESOURCE

For additional information visit http://www.exclusiveimage.net/support/digital_media_dictionary.html



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