

# File Types in a "JIF"

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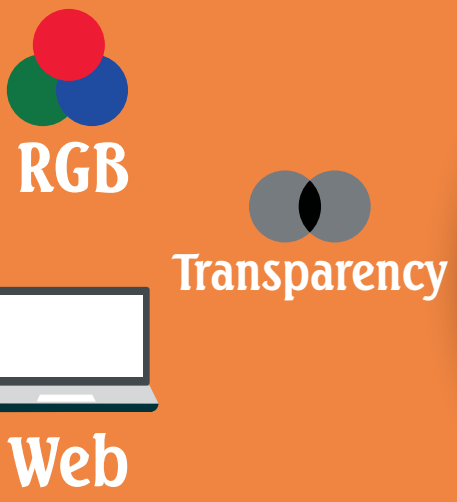
## JPEG/JPG

Stands for "Joint Photographic Experts Group"

Uses Lossy Compression which means details are "forgotten" until displayed. This keeps file size small. It also reduces quality after every save.

16 bit format and commonly used in most cameras.

Available for CMYK conversion.



## PNG

No compression so no loss of quality. Known as Lossless Compression

Two types of PNG: 8-Bit which is lower quality and has 256 colors and 24-bit which has over 16 million colors!

Supports Transparency

Lives in the RGB color space and best used for web graphics

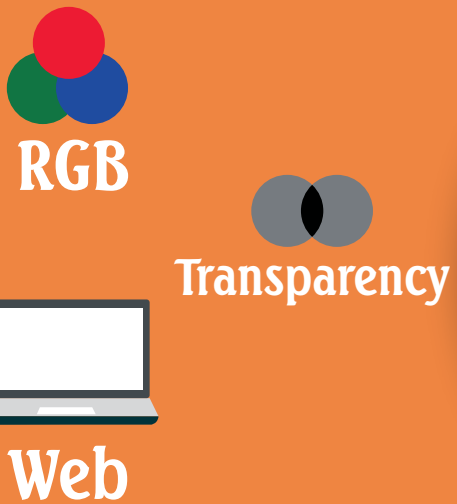
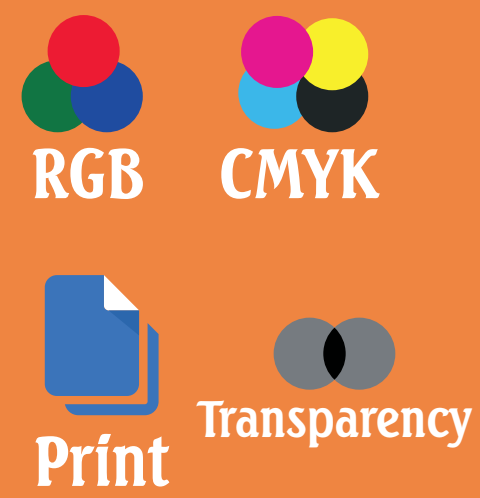
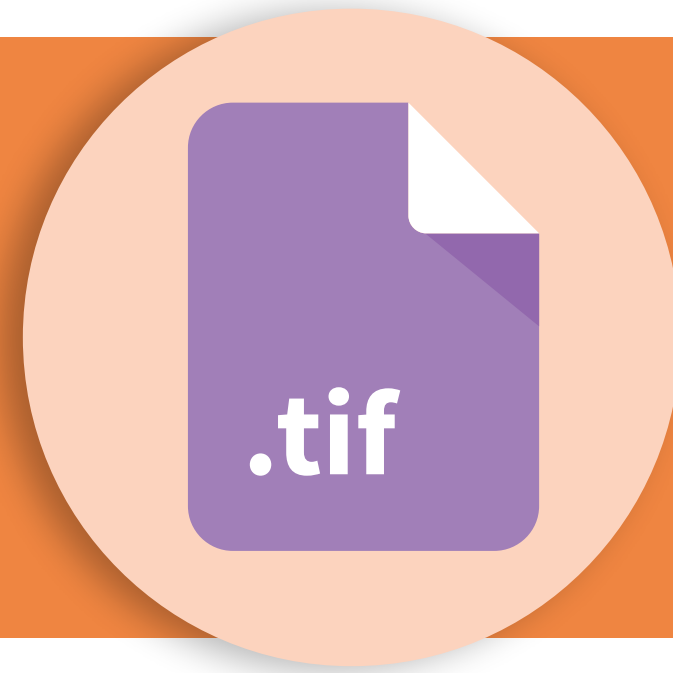
## TIF/TIFF

No image data loss this makes TIFF a great file for image quality

Can retain layers in Photoshop

Supports Transparency

As of 2009 TIFF is owned by Adobe Systems



## GIF

Steve Wilhite, the creator of the file format, says it is pronounced "jif" like the peanut butter

Supports up to 256 colors

Supports Transparency

Best used for small web icons and animation

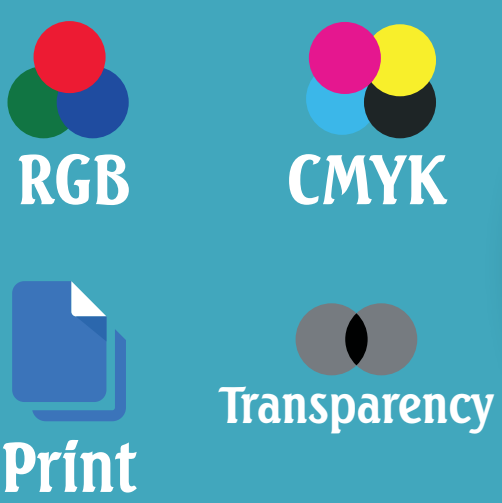
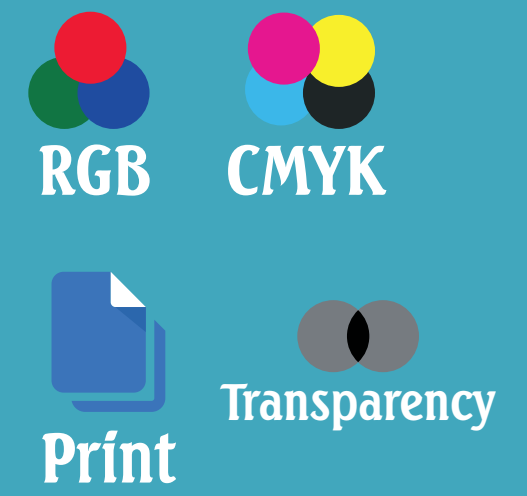
## EPS

Scalable to any size

Open format that can be read by many programs

Can actually support a raster version (Photoshop EPS)

Older file format was native to Illustrator before .ai was introduced



## AI

Native file format to Adobe Illustrator

At its core it is a PostScript file made for Illustrator

Comes in different versions depending of the version of Illustrator

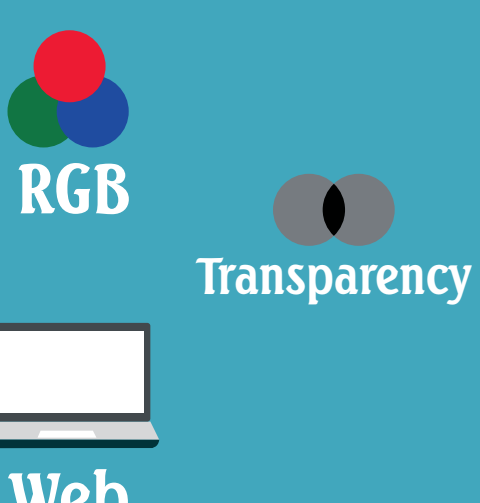
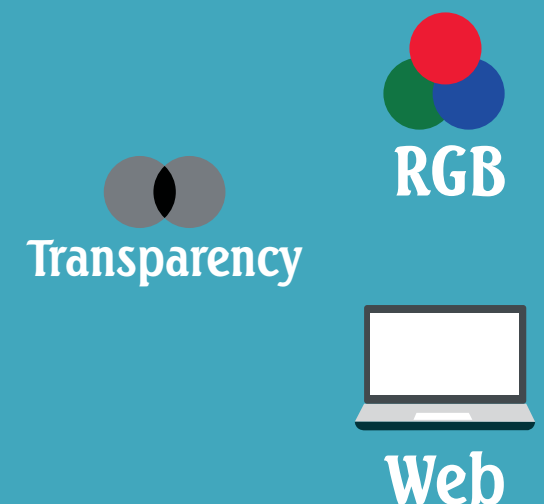
## SVG

Stands for "Scalable Vector Graphics"

A vector image which is purposed for the web

File is editable by vector and web editing programs. SVG files have embedded XML that all you to "code" the graphic to any size.

Great for responsive website due to their scalability



## SWF (Flash)

Technically only vector based. Contains both vector and video elements.

Stands for "Small Web Format" and was designed for efficient delivery over the web.

Originally developed by Macromedia and is now owned by Adobe Systems

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