

COMMON FILE TYPES

& When to Use Them

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	x	x	x	x	x					
VECTOR FILE (SCALABLE)						x	x	x	x	x
COMPATIBLE WITH PRINT	x			x	x	x	x		x	x
COMPATIBLE WITH WEB/DIGITAL	x	x	x					x	x	
WORKING FILE (EDITABLE)					x	x	x	x	x	x
CAN BE TRANSPARENT		x	x					x		
CAN BE ANIMATED			x					x		