

# File Types

# EXPLAINED

## GRAPHIC DESIGN BASICS

### Raster

MADE UP OF PIXELS  
BEST FOR DIGITAL PHOTO AND DETAILED GRAPHICS  
DEPENDANT ON RESOLUTION

#### **.JPG or .JPEG** - Joint Photographic Experts Group

Use a .jpg for photographs, high-quality photography, images that require color transitions such as gradients and drop shadows. Does not support transparency.

#### **.GIF** - Graphics Interchange Format

Pronounced "jiff." Use a .gif for clip art, and images with areas of solid color, charts, and graphic text. Known to support transparency and animation. Best for online use.

#### **.PNG** - Portable Network Graphics

Use a .png for graphics and text. This file format supports transparency which will allow you to place the file on top of any background of your choice.

#### **.PSD** - (Adobe) Photoshop Data file

A .psd is used to update, change, and finalize templates, graphics, photos, and more. This file is used in an image editing software commonly used by graphic designers, publishers, and other creative professionals. You will not need to open this file unless you are a designer or planning to change part of the file. A designer may give you this file for the future in the case you or another designer will need it.

### Vector

MADE UP OF PATHS & STROKES  
BEST FOR LOGOS, FONTS, LINE ART, ETC.  
TEND TO BE MUCH SMALLER FILES COMPARED TO RASTER

#### **.PDF** - Portable Document Format

PDF documents are good for print and digital use. A .pdf document can contain links, buttons, form fields, video, and information. You can use this format to save a file, share it, and have it modified later.

#### **.AI** - Adobe Illustrator Artwork

An .ai file is used to update, change, and finalize vector based graphics, logos, and more. This file is used in the design software Adobe Illustrator commonly used by graphic designers, publishers, and other creative professionals. Like a .psd file you will not need to open this file unless you are a designer or planning to change part of the contents in the file.

#### **.EPS** - Encapsulated PostScript

An EPS file is often used by creative professionals to save artwork, such as logos and drawings. This format can contain 2D vector graphics, text, and bitmap images. Best used for large format printing (signs, billboards, etc.)