



Art and Photo File Formats

GIFs, TIFFs, and JPGs, oh my!

Below are explanations of the common, yet mysterious file formats:

.PSD = Photoshop file:

Raw, original format for photographic images or photo art. Many times, the file includes layers of various elements of the art. A raster/bitmapped image (pixelated). Typically, the highest resolution and largest file size compared to TIFF and JPEG files. **Keep as original; save a back up copy!**

.TIFF = Photographic image file:

Flattened (all layers combined into one), UNcompressed Photoshop file. A raster/bitmapped image. Typically, higher resolution and larger file size than a JPEG. **Best for print purposes.**

.JPG = Photographic image file:

Flattened (all layers combined into one), COMPRESSED Photoshop file. A raster/bitmapped image. Typically, lower resolution and smaller file size than a TIFF. **Can be used for print or web uses; though print use may be limited depending on image quality, size, and resolution.**

.AI = Line art/graphic image file created in Adobe Illustrator:

Vector art (i.e., NOT bitmapped or pixelated; has clean, smooth edges to lines and curves of art. Graphic logos are typically created as vector art files.) Can be enlarged or reduced without affecting quality or file size. **Excellent for print or web uses.**

.EPS = Line art/graphic image file:

Vector art (i.e., NOT bitmapped or pixelated; has clean, smooth edges to lines and curves of art. Graphic logos are typically created as vector art files.) Can be enlarged or reduced without affecting quality or file size. **Excellent for print or web uses, particularly larger print jobs such as posters or signage.**

.PNG or .GIF = Line art/graphic image file:

For web use. Typically, too low a resolution for print purposes.

I hope the above explanations help to clear up some of your questions about file formats. If you are still unsure as to which file format to submit for your design project, please don't hesitate to contact me with any questions. I will be happy to guide you on the best file formats to submit for your project.

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