ARTWORK FILE

ADOBE ILLUSTRATOR — AI

WHAT? Graphics, illustrations, and artwork - think clipart!

USES? Making logos, graphics, comics & fonts.

DO NOT? Edit photos or make multi-page documents.

TOP TIP? Scalable! can enlarge without losing quality!

ARTWORK FILE

ADOBE PHOTOSHOP — PSD

WHAT? Editing photos - think airbrushing models!

USES? Photo editing, web pages, banner ads, video graphics.

DO NOT? Logos, mutli-page documents, muLti-element.

TOP TIP? Quality of the original photo is everything!

ARTWORK FILE

ADOBE INDESIGN — INDD

WHAT? Desktop publishing program for complex layout.

USES? Magazines, flyers, newsletters, print.

DO NOT? Edit photos or create grahics.

TOP TIP? import any file in this list to place into a design!

END FILE (SOME EDITING)

PORTABLE DOCUMENT FORMAT — PDF

WHAT? Distribute documents with complex layout of page/s.

USES? Any printed document as an electronic image.

DO NOT? Online documents across range of devices.

TOP TIP? Most people can open a pdf these days!
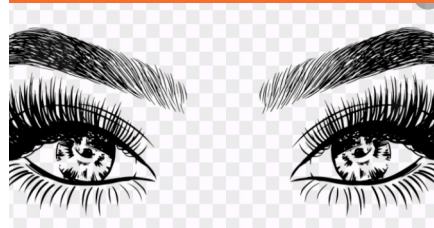

END FILE (NOT GREAT EDITING)

JOINT PHOTOGRAPHIC EXPERTS GROUP — JPEG

WHAT? Go-to format for online photos.

USES? Social media, slide decks and blogs.

DO NOT? Editing images, create graphics or printing.

TOP TIP? Will go blurry when enlarged!

END FILE (EDITING OK)

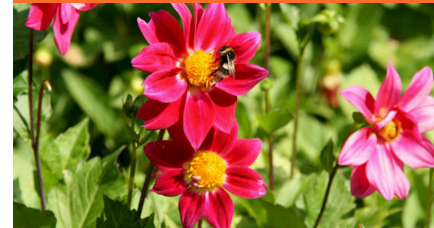### PORTABLE NETWORK GRAPHICS — PNG

WHAT? Graphics, small images that retain original quality.

USES? Chart, diagrams, logos, photos.

DO NOT? Sharing high-resolution photos on the web.

TOP TIP? Good for transparent backgrounds!

END FILE (GOOD EDITING)

TAGGED IMAGE FILE FORMAT — TIFF

WHAT? Editing and storage of high resolution photos.

USES? Storing photos that will be editing, printing.

DO NOT? Images on line.

TOP TIP? Usually very large file size.

END FILE (NOT GREAT EDITING)

GRAPHICS INTERCHANGE FORMAT — GIF

WHAT? Small, simple graphics with limited colour

USES? Online ad banners, simple charts, buttons, animation

DO NOT? Photographs, detailed imagery, anything print

TOP TIP? Prounounced JIF - as in rythmes with myth!