

Joint Photographic Experts Group (JPEG, .jpg or .jpe)

- used for photographic images
- may include up to 16 million colours
- allows the ability to reduce file sizes or compress digital images
- compression algorithm rearranges or deletes pixels to reduce file size, but quality of images deteriorates with each compression
- JPG format is popular for two reasons
 - it keeps photographic images clear
 - allows adjustment in the amount of compression used

Graphic Interchange Format (GIF)

- used for line drawings, text and graphics of few colours mostly for the Web
- uses 256 colours; reduces file size by reducing number of colours (file format does not save colour information for unused colours)

Animated GIF

- .gif files are composed of multiple .gif images which cycle to give the appearance of movement
- files size is determined by the sum of the .gif images which compose the animation

Tagged Image File Format (TIFF)

- highest quality uncompressed image (many cameras and scanners allow files to be saved in .tif format)
- used for photographs in print publications
- images do not lose resolution when compressed (lossless compression)

Bitmap(BMP)

- Microsoft Windows preferred image format (the computer wallpaper and program icons are .bmp)

FLA

- *layered file format used in Macromedia Flash

PNG

- layered file format used in Macromedia Fireworks

PSP

- layered file format used in Paintshop Pro

* a layered format allows complete editing of the image (layers used in the original file are

preserved; formats such as .jpg and .gif merge layers together in the “export” or “save as” creation process)

Portable Document Format (PDF)

- allows document layout to be viewed on remote computers exactly as created without needing the exact software with which the file was created
- modern programs allow entire documents including images, colour, and text to be exported to .pdf format
- documents are compressed which enables easier transmission via the Internet
- a .pdf reader, such as Adobe Acrobat, is required to view these documents
- .pdf files are not editable and encryption is often applied to prevent text or graphics from being “borrowed”

Native File Formats

- file format original to specific software programs (these are often copyright protected)
- Photoshop uses .psd, Paintshop Pro uses .psp
- native file formats must be saved in a widely recognized format, such as .jpg or .tiff, to be used in another software program

Raster Formats:

- .jpg
- .gif
- .tif
- .wpg (Corel Presentations)
- .bmp
- .psp

Vector Formats:

- .fla
- .fhx
- .swf
- .cdr