UNDERSTANDING
FILE FORMATS

.JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP

A JPG or JPEG is a compressed pixel-based file format suitable to use in Microsoft Word, on your website or in an email signature. JPGs can be high or low resolution. When used in printed documents they need to be high resolution so they don't become pixelated.

.EPS + .AI

ENCAPSULATED POSTSCRIPT FILE
ADOBE ILLUSTRATOR FILE

These vector-based formats can be scaled to any size without losing quality. They are made up of points, lines, curves and shapes, instead of pixels. These files are ideal for commercial printing, signage and screen printing.

.GIF

GRAPHICS INTERCHANGE FORMAT

Small pixel-based files used in websites for fast loading. Uses limited colours and high compression which results in lower quality images than a JPG.

.PSD

PHOTOSHOP DATA FILE

A layered Adobe Photoshop file where elements remain independent and can be easily manipulated. Predominantly used by graphic designers, photographers and web designers.

.PNG

PORTABLE NETWORK GRAPHICS

PNG is the preferred format for online applications. The background can be transparent, allowing the image to sit over any background colour, texture or photo. PNGs are pixel-based. They are better quality than JPGs and GIFs and are larger in file size.

.PDF

PORTABLE DOCUMENT FORMAT

A PDF is a universal electronic file format that can be created from any program or scan. It can be opened with Acrobat Reader, a free application, and is ideal for sharing, sending proofs and supplying documents to clients.

UNDERSTANDING
RESOLUTION

Image resolution is the detail a digital image holds. The term applies to pixel based (raster) images or photos. Higher resolution means more image detail and larger file sizes. Commercial printing requires high resolution (300dpi) at the size they will be displayed. Websites and on-screen presentation only require low resolution (72dpi).

NEW WAVE DESIGN

LOGO DESIGN | GRAPHIC DESIGN | WEBSITE DESIGN