# IMAGE & FILE TYPE **CHEAT SHEET**

| Vector | Raster |
|---|---|
| **WEB USES** | |
| **SOURCE files**<br>for logos, charts, icons, or any hard-edged graphics | **OUTPUT files**<br>for most web graphics displayed on the screen |
| **PRINT USES** | |
| **SOURCE files**<br>to be sent to the printer | **HI-RES files**<br>can be printed at 300dpi |
| **FILE TYPES** | |
| .ai .eps .pdf .svg | .jpg .gif .png .tif |

## WEB

**72 dpi**
Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resoultions of monitors

## PRINT

**300 dpi**
Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail

## WHEN SENDING IMAGES TO A DESIGNER...

**Don't put images in a Word doc**
It is difficult to extract them and results in lower quality.

**Always send a larger image than needed**
Raster images can be sized down without a loss in quality, but when an image is stretched to larger than its original size, a significant loss in quality occurs.

**Send logos as vector files**
Logos usually need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

## MORE ABOUT FILE TYPES

**.ai Adobe Illustrator**
Default file type of Illustrator, a popular vector-based program

**.eps Encapsulated PostScript**
Vector file which can be opened outside of Illustrator

**.pdf Portable Document Format**
Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly

**.svg Scaleable Vector Graphics**
XML-based vector image format supported by modern web browsers

**.jpg Joint Photographic Experts Group**
Sometimes displayed as .jpeg—this raster image format is best for displaying photographic images on web browsers

**.gif Graphics Interchange Format**
Raster image format best for simple images made up of solid colors with no gradients

**.png Portable Network Graphics**
Raster image format best for displaying simple images, supports transparency

**.tif Tagged Image File Format**
Raster image format best for high-resolution photos