UNDERSTANDING FILE TYPES

With design, videography, photography, and web there are many file types out there. Without certain software, specific file types cannot even be opened by the average person. It is important to understand the differences between them though, so that you can use them properly and get the best quality out of each. Below is a list of the most common file types, what they are, and what they are used for.

POPULAR FILE TYPES

- **1. JPEG** file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email.
- **2. PNG** files stand for Portable Network Graphics. This format has built-in transparency, but can also display higher color depths than JPEG, which means higher resolution.
- **3. EPS** files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop.
- **4. GIF** is a widely used web image format, typically for animated graphics like banner ads, email images and social media memes. They can be exported in a number of highly customizable settings, which in turn reduces the file size.
- **6. PDF** is a universal file format that preserves/embeds all elements of any source

- documen (holding its design). PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software.
- **7. AI** files are vector files used by designers and commercial printers to generate files of different file formats and sizes. AI files can only be opened using Adobe Illustrator. An AI file is one of the most preferred formats by printers.
- **8. PSD** file format contains graphics and photos created in Adobe Photoshop image editing software. Most commonly used by designer and printers. PSD files can only be opened using Photoshop.
- **9. INDD** s a file extension for a page layout file used by Adobe InDesign, can also be opened using Adobe InCopy. INDD stands for INDesign Document and is used for Desktop Publishing to create books, magazines, newpapers, flyers, etc.
- **10. Vector** images are essentially giant math equations, and each dot, line and shape is represented by its own equation. When you shrink or enlarge a vector image, your shapes get larger, but you won't lose any detail or get any pixelation.

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