

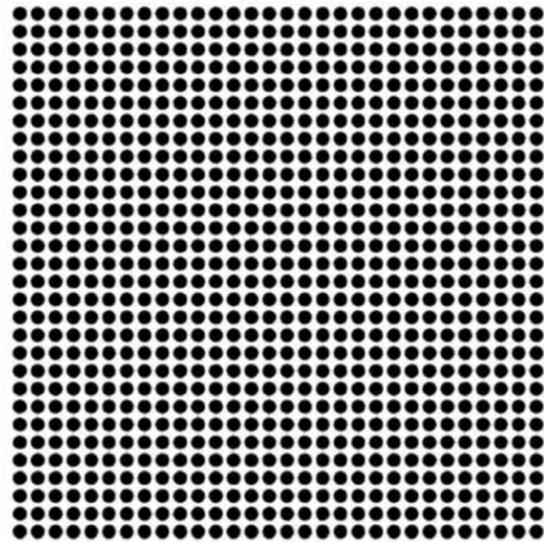
# DEMYSTIFYING FILE TYPES



## DPI VS. FILE SIZE

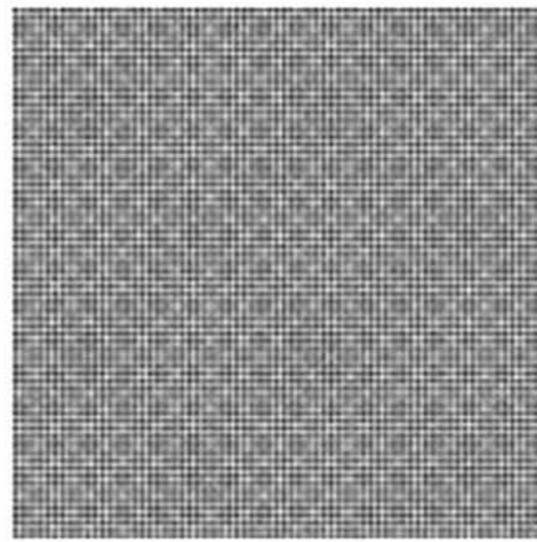
- ▶ **DPI** - Dots per inch/Resolution
- ▶ **File size** - How much space on the hard drive it will take up

← 1 inch →



72 DPI

← 1 inch →

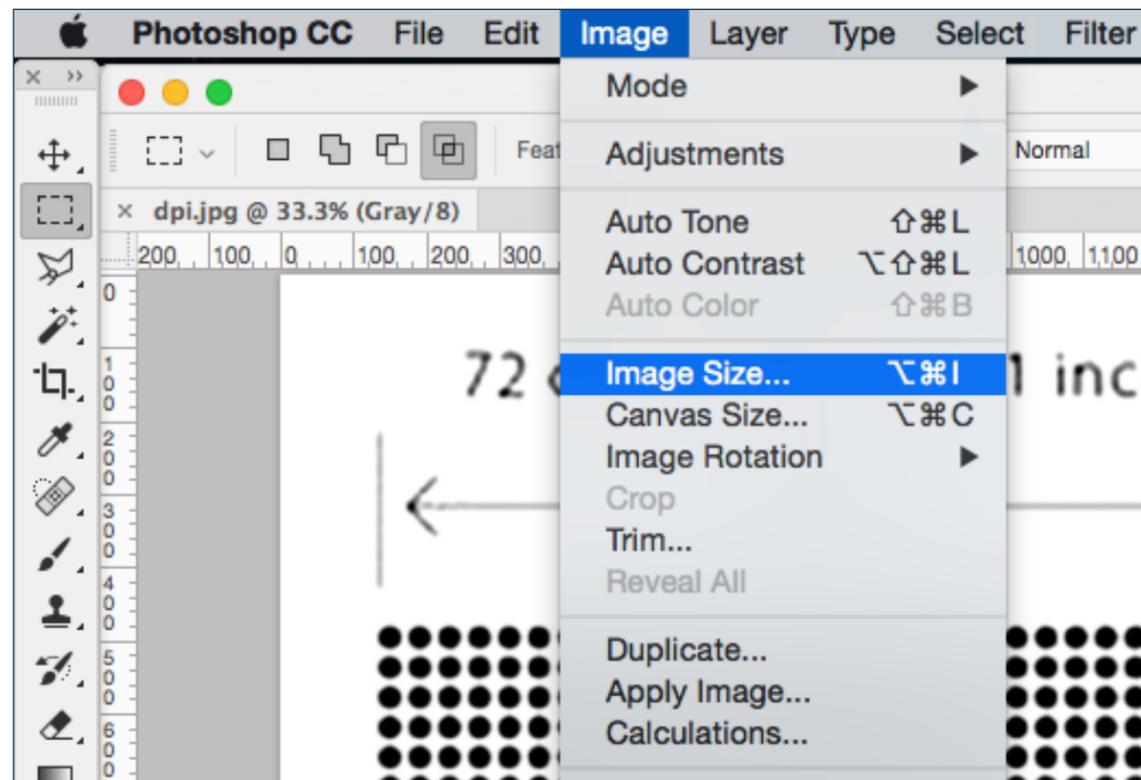


300 DPI

**HIGH DPI =  
HIGH FILE SIZE**

# IDEAL DPI = BEST QUALITY

- ▶ **Print images** - 300 DPI is standard for best quality, large file size
- ▶ **Web images** - 72 DPI is standard for best quality, small file size



WHERE TO FIND DPI

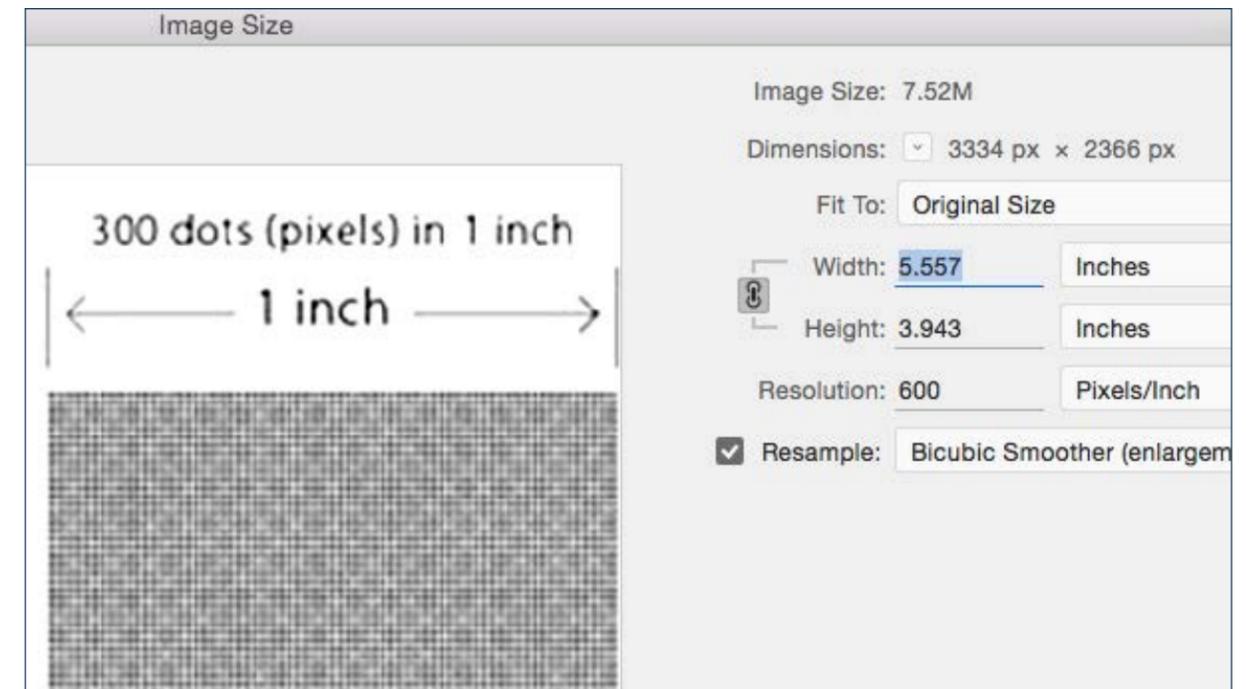


IMAGE SIZE WINDOW

# FILE TYPES

# PRINT



## **PSD** (Photoshop Document)

- ▶ Photoshop's proprietary file format
- ▶ Used for images that need editing and are in progress
- ▶ Supports layers
- ▶ Full quality, no compression
- ▶ Largest file size
- ▶ Once flattened and converted can't be converted back

## **TIFF** (Tagged Image File Format)

- ▶ Standard in the printing and publishing industry
- ▶ Best compression format for final images
- ▶ Full quality
- ▶ Largest file size
- ▶ Layered or flattened

**MORE COMPRESSION =  
LESS FILE SIZE**

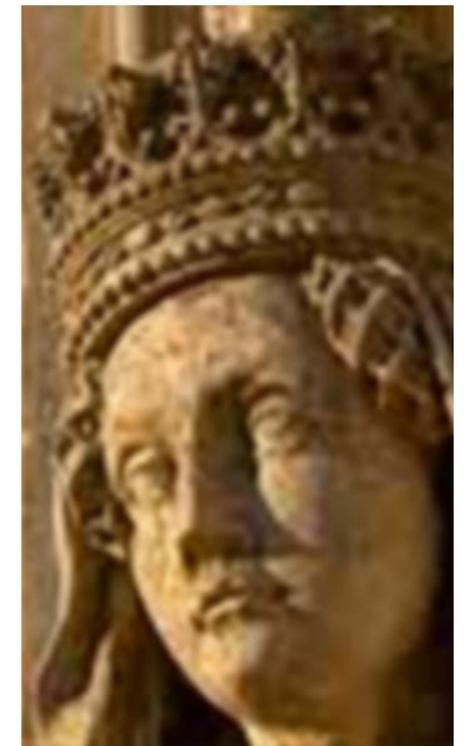
DPI DOES NOT CHANGE

## **JPG** (Joint Photographic Experts Group)

- ▶ Standard format for images in digital cameras
- ▶ Most computers, smartphones and tablets can open them
- ▶ Compressed format
- ▶ Quality can range from low to high
- ▶ File size is smaller than TIFF
- ▶ Only flattened, no layers



**Original**



**Compression: 10%**

## **RAW** (Camera Raw)

- ▶ Digital photography's equivalent of a negative in film photography
- ▶ "raw" pixel information straight from the digital camera's sensor
- ▶ Normally converted to either a TIFF or JPEG for editing
- ▶ Full quality and higher file size
- ▶ Requires specific software to load

# STOCK IMAGERY

- ▶ **Licensing** - Royalty free vs Rights Managed

- ▶ **Where to get it:**

Gettyimages.com

Corbis.com

Istockphoto.com

Stocksy.com

# FILE TYPES

# VIDEO



## **MOV** (Quicktime)

- ▶ Apple's format for movies
- ▶ Quality can range depending on compression
- ▶ Largest file size
- ▶ Much larger file size than images

## **AVI** (Audio Video Interleave)

- ▶ PC format for movies
- ▶ Quality can range depending on compression
- ▶ Largest file size
- ▶ Widely used format

## **WAV** (Waveform Audio File Format)

- ▶ Audio only
- ▶ Uncompressed format, best quality
- ▶ Largest file size
- ▶ Both Mac and PC



## **MP4** (MPEG-4 Part 14)

- ▶ Main format for video streaming and mobile video
- ▶ Compressed format
- ▶ Small file size
- ▶ Both Mac and PC

## **FLV** (Flash Video)

- ▶ Main video format for Facebook and YouTube
- ▶ Compressed format, YouTube and Facebook automatically converts files to FLV
- ▶ Smaller file size
- ▶ Both Mac and PC

# ADOBE CREATIVE SUITE



- ▶ **InDesign**  
Print, multi page documents



- ▶ **Illustrator**  
Print and digital, vector illustration, logos



- ▶ **Photoshop**  
Print and digital, photo editing

## FREE/CHEAP EDITING TOOLS

- ▶ **Canva** - Easy to use pre-packaged templates and other design elements that are easily placed on top of images. They have a free version or an upgraded version for a small fee
- ▶ **DesignBold** - Similar to Canva, but with a slightly more involved interface
- ▶ **Visage** - Another one similar to DesignBold or Canva. Offers free, Brand and Enterprise tiered pricing
- ▶ **Stencil** - Has a focus on developing graphics for social media
- ▶ **GIMP** - More advanced, seen as a free alternative to photoshop
- ▶ **Adobe Photoshop Express** - Stripped down version of photoshop. Good for photo editing, but lacks graphical creation component

# THANK YOU!

