File Types

RASTER: TIFF,JPG,PNG,BMP

Raster graphics, also called bitmap graphics, are digital images that are composed of tiny rectangular pixels.

TIFF

Advantages: Tiff files are supported by a wide number of software packages.

Disadvantages: These can consume excessive space compared to other file types.

JPG

The JPG is probably the most common file format now in use for storing digital images, especially on the web. It is ideal for images that use more than 256 colours, such as digital photographs.

Advantages: JPG's can be saved at various quality settings. If storage is an issue JPG's can be stored at a lower %. This can still be better than a GIF.

Disadvantages: When you edit a JPG image it loses data every time therefore the image deteriorates through time.

Introduction

RASTER:

PNG: This is a relatively new file format. PNG files have the option of a transparent background.

Advantages:

• Transparent backgrounds useful when layering objects.

• For most medium to large images, the PNG file format will produce images that are smaller in file size than with GIF.

Disadvantages:

• support in older browsers is limited due to the fact that it is a fairly new file format.

BMP:

Advantages:

Does not degrade when saved multiple times like JPEG does
Supported by virtually every device

Disadvantages:

Uncompressed date (creating huge files!)
Scaling up causes pixilation and loss of quality

Introduction

VECTOR: SVG,DXF

DTP software has drawing tools that enable the user to create drawings and illustrations. These drawings and illustrations are called vector graphics. Vector graphics are represented as geometric shapes by mathematical equations. The important things to remember about vector graphics are;

- They can be scaled up or down without loss of quality.
- They look like drawings, as opposed to photographs of real objects.
- The quality ranges from cartoon like images to more realistic illustrations.