

DESKTOP PUBLISHING

File Types

JPEG (JOINT PHOTOGRAPHIC EXPERT GROUP)

What is special about this file?

- Raster image file.
- A commonly used method for compression of digital image files.
- Can be optimised to find the right balance of small file size and high quality.

What is it used for?

- Most commonly used image format by digital cameras and mobile devices.
- Most common method of storing and sending images over the internet.
- Ideal for websites due to small file size but high quality image.

PNG (PORTABLE NETWORK GRAPHIC)

What is special about this file?

- Raster image file.
- Can have transparent background and generally larger and higher quality than JPEG.
- Not ideal for high quality professional prints.

What is it used for?

- Web use where transparent background is preferred to allow background colours to show.
- Logos, icons, overlay images.

BMP (BITMAP IMAGE FILE)

What is special about this file?

- Raster image file.
- Stores colour data for each pixel in the image without any compression.
- Results in crisp, high-quality graphics but produces large file sizes.

What is it used for?

- Hard copy print outs – high quality results due to no compression.

PDF (PORTABLE DOCUMENT FORMAT)

What is special about this file?

- Multi-platform file format; works on all computers.
- Regardless of creation software/platform, fonts and graphics are 'flattened' into a single file.
- Normally reduces file size from original creation software.

What is it used for?

- Sending documents (external storage or e-mail) that can be read on any platform.
- Doesn't require individual computers to have matching hardware, OS or software types.

AI (ADOBE ILLUSTRATOR FILE)

What is special about this file?

- Vector graphic file created using Adobe Illustrator.
- Due to algorithm based image creation, produces super crisp, high quality images.
- Can be scaled up or down without loss of quality.

What is it used for?

- Images that can be used on small or large scales – therefore no loss in quality at either end.
- Logos, illustrations, graphics and general high quality print outs.

WMV (WINDOWS MEDIA VIDEO)

What is special about this file?

- Video file type developed by Microsoft.
- A file type which compresses video formats for optimum storage.

What is it used for?

- Originally designed as a file format for internet video streaming applications.
- Simple file playback but doesn't allow other data (subtitles etc.)

AVI (AUDIO VIDEO INTERLEAVE)

What is special about this file?

- Video file type developed by Microsoft.
- Contains both audio and video data in a file container, allows for synchronous playback.
- Umbrella file format to be used for various types of video playback (DivX, MPEG etc.)

What is it used for?

- Popular file format for standard definition video playback on PC's.
- AVI container files can also include additional features such as subtitles and chapters.

3GP (3RD GENERATION PARTNERSHIP PROJECT — 3GPP)

What is special about this file?

- Multimedia file container format used by 3G compatible mobile phones and devices.

What is it used for?

- Transmitting text, audio and video between 3G phones/devices and over the internet.

QUICKTIME FILE FORMATS

What is special about this file?

- Multimedia format developed by Apple.
- Can handle various forms of digital video, picture, sound, panoramic images and interactivity.

What is it used for?

- Playback of a variety of digital video/audio files and formats.
- Standard/default player associated with iTunes and most MAC systems.

MOVING PICTURE EXPERTS GROUP (MPEG)

What is special about this file?

- An international standard for encoding and compressing video images.

What is it used for?

- It is used to store films on CDs.
- Video data is usually 30 frames per second (fps).

ENCAPSULATED POSTSCRIPT (EPS)

What is special about this file?

- It is a file extension for a graphics file format used in vector-based images such as Adobe Illustrator.

What is it used for?

- It may contain 2D vector graphics, bitmap images and text.
- Also include an embedded preview image in bitmap format.