

Files formats explained

	JPG	GIF	PNG	TIFF	PDF	PSD	EPS	AI	INDD
Summary	JPGs are one of the most popular image file formats. They are considered 'lossy', making them ideal for sharing and storing.	A GIF is a lossless format for image files that supports both animated and static images.	PNGs use a lossless compression, allowing for easy storage, sharing and are ideal for use on the web.	TIFFs are typically large files, they are used to store original images or artwork without any quality loss.	PDFs are used due to the ease of sharing documents and are compatible across multiple platforms, software and operating systems.	PSDs are used in design, when editing or manipulating photographs, graphics, or digital and website design.	EPS files can contain vectors, images, and text. Used in the creation of logos or large-scale artwork.	AI files are used to create vector-based designs, AI files are artwork files used to create EPS and PDF files.	An INDD file is used in the creation of page layouts and can contain images, objects, and text styling.
Print	✓ (high resolution)			✓	✓		✓		
Web	✓ (low resolution)	✓	✓		✓				
Editable						✓	✓	✓	✓
Sharing	✓	✓	✓		✓				
Scaleable							✓	✓	
Animation		✓							
Lossless		✓	✓	✓		✓	✓		
Pros	<ul style="list-style-type: none"> • Small file size • Widely supported • Good colour range 	<ul style="list-style-type: none"> • Good for simple animations and videos • Small file size 	<ul style="list-style-type: none"> • Widely accepted • Lossless 	<ul style="list-style-type: none"> • Lossless, high-quality images • Compatible with lots of formats 	<ul style="list-style-type: none"> • Easily shared • Downloadable from link • Printable 	<ul style="list-style-type: none"> • Lossless • Support layering • Editable 	<ul style="list-style-type: none"> • Scalable to any size • Lossless • Compatible for vectors • Ideal for printing 	<ul style="list-style-type: none"> • Scalable to any size • Compatible for vectors • Editable 	<ul style="list-style-type: none"> • Editable
Cons	<ul style="list-style-type: none"> • Lossy compression • Does not handle text well 	<ul style="list-style-type: none"> • Limited to 256 colours • Web only 	<ul style="list-style-type: none"> • Web only • Only support RGB colour 	<ul style="list-style-type: none"> • Large file size • Not great for web use 	<ul style="list-style-type: none"> • Non-editable (without software) 	<ul style="list-style-type: none"> • Requires software to edit • Large file size 	<ul style="list-style-type: none"> • Requires software to edit 	<ul style="list-style-type: none"> • Requires software to edit 	<ul style="list-style-type: none"> • Requires software to edit