CREATIVE TERMS

A *file format* IS THE LAYOUT OF A FILE IN TERMS OF HOW THE **DATA WITHIN THE FILE IS ORGANIZED.** USE THIS DOCUMENT DECIDE WHICH FILE FORMAT IS THE BEST FIT FOR YOUR PROJECT.
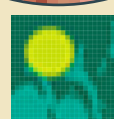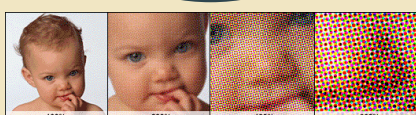
Resolution / DPI

300 vs. 72 dpi

dpi = dots per inch

In a standard, high-resolution printed image, 300 of these colored ink dots are contained within a single square inch. As one might expect, a larger amount of image data can be contained in a file with a higher resolution.

Why can't we just use web images?

Most web images - and most monitors - display images at 72 pixels per square inch. When compared to the amount needed for print (300), this is less than a third of the data needed to make an image look crisp and clean.

All **printed images** are comprised of **small ink dots** that each contain a different color. **Zoom** in far enough on any on-screen or printed image and you will see that it begins to break down into its component pieces.
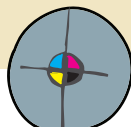
All **on-screen images** are comprised of **PIXELS** (square, single-color cell that, when assembled next to each other, comprise the whole of the image)

Working With Color
CMYK values
RGB values
Spot inks/PANTONE colors

Color Profiles

Color profiles are abstract, mathematical ways of recreating color, based on the smaller components that build them up.

CMYK
Cyan/Magenta/Yellow Black
PRINT

Printed pieces often rely upon **four inks** when reproducing color: **cyan, magenta, yellow, and black** (this stands for Key)

PANTONE
Spot Colors
PRINT

RGB
Red/Green/Blue
WEB

The **RGB color profile** is unique in that it consists of **transmitted light** mixed from the **three primary colors** (red, green, and blue)

Graphic Formats

Rastor/Pixels
a type of digital image composed of individual pixels of various colors; also called raster graphics image, bit-map image, bitmap. A raster image may be put in many file formats such as GIF, JPEG, TIFF, BMP, PICT, and PCX.
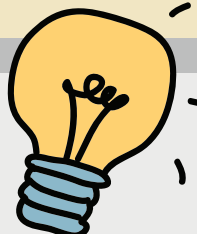
VECTORS
In a nutshell, vector files (encapsulated postscript) define a graphic by using mathematical algorithms, which allow the image to be scaled or modified without loss of image quality or resolution

EPS
File extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for **Encapsulated PostScript**. An EPS file can contain text as well as graphics.
Lossless vector curves, scaleable to any size
Creative prefers these for logos

JPEGs
Joint Photographic Experts Group. (JPG file extension, pronounced Jay Peg). This is the right format for those photo images which must be very small files, for example, for web sites or for email.

TIFF
Tag Image File Format. TIFF is the format of choice for archiving important images. TIFF is THE leading commercial and professional image standard.

PNG
PNG (pronounced ping as in ping-pong; for **Portable Network Graphics**) is a file format for image compression and is the most used lossless image compression format on the Internet.RGB only

PDFs
a file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.
Usable for both print and web

Animated GIFs
An animated GIF is an image encoded in **graphics interchange format** (GIF),which contains a number of images or frames in a single file and is described by its own graphic control extension. The frames are presented in a specific order in order to convey animation.

PSD
PSD file is a layered image file used in Adobe PhotoShop. PSD, which stands for **Photoshop Document**

InDesign
INDD is a file extension for a page layout file used by Adobe InDesign. INDD stands for INDesign Document. Contains formatting, content, styles, and linked files.

TIPS

JPG
is **LOSSY COMPRESSION**, meaning to be able to do this truly heroic feat of shrinking the file data so extremely, the process has to take liberties with the data to accomplish it.

Property	JPG	TIF	PNG	GIF
Lossy compression	X			
Lossless compression		X	X	X
Uncompressed option		X		
Grayscale	X	X	X	X
RGB color	X	X	X	
CMYK or LAB color		X		
Transparency option			X	X
Animation option				X

Printing miscellania

Bleed
The "bleed" extends beyond the "trim" for when you want a photo or color to extend to the edge of the page

Trim
This is the edge of the final printed product

Live Area
The "safe zone" is the area inside the trim line where your text and graphics are not at risk of being cut off or lost into the binding in the final print, regardless of any variation in the trim