

HOW-TO KNOW THE DIFFERENCE BETWEEN IMAGE TYPES



JPEG OR JPG

A JPG is a standard image file and is one of the most common file types when it comes to sharing. It typically has a small file size and loads fast. It is best used for web sites and email communication.

Uses: Add to letterheads, email signatures, quick share, social media



no background (white around image)

PNG

A PNG file is another common file type for images. It's best known for retaining high image quality and allowing transparency. The file size is typically larger, and loads slower. Best used for emails and social media photos.

Uses: Web, digital, and any application that needs to allow for transparency.



PDF

PDF are easy to read files. Most computers, phones, and browsers have the ability to open and read these files. PDF files are not meant to be edited. This is to maintain quality assurance and control, given that edited files may lose their fonts, shapes, and format when edited.

Uses: Quick viewing, printing (commercial or in-house)



EPS OR AI

An EPS or AI are vector based files. You might not be able to open this file type on your computer. If you receive one of these, it's most likely because you will be sending something to a commercial printer, and they are requesting this.

Uses: Seals, logos, icons

Visit the How-To page:

med.fsu.edu/mediaproduction/cs-ht-image-types