**1. Activity**

Complete the table below.

What format would you choose?

|  |  |  |
| --- | --- | --- |
| **Stage** | **Format** | **Why?** |
| Photography | JPEG | JPEG was developed for digital photography with lossy compression |
| Graphic with flat colours | JPEG | JPEG gives better quality than GIF and weighs less than PNG |
| Requires animation | GIF | Because GIF allows lightweight animation with universal support |
| Requires alpha transparency | JPEG | JPEG supports alpha transparency with lighter weight than PNG |
| Requires alpha gradient transparency | PNG | PNG supports it without producing artifacts like JPEG |
| Combination of artwork, typography and flat colours | PNG | PNG is perfect for artwork |

**2. Activity**

* **What is the main advantage of the HEIC?**It supports the largest feature set among image formats and many types of non-image data with great flexibility.
* **What is the main disadvantage of the HEIC?**It’s only supported by iOS and macOS.
* **Is the WebP format universal? If yes, write a browser that no support with WebP.**No it’s not universal. It’s only supported by Chrome browser and Android-native apps. However it’s getting traction on Edge and Firefox.
* **What are the universal image formats, yet?** GIF, JPEG and PNG

**3. Vocabulary**

Drawback

Depth

Lossy compression

Lossless compression

Artwork