IMAGES

Ps

Ai

IMAGE EDITING

TECHNOLOGICAL BASIS : BITMAP/RASTER GRAPHICS

A GRID OF PICTURE ELEMENTS, “PIXELS,” EACH OF WHICH CONTAIN COLOR AND BRIGHTNESS INFORMATION

PIXELS CAN BE CHANGED INDIVIDUALLY OR AS A GROUP WITH PROGRAM ALGORITHMS

CONTRASTED WITH VECTOR GRAPHICS WHICH PRIMARILY DESCRIBE LINES (ADOBE ILLUSTRATOR)

Photomontage by: Mmxx

IMAGE EDITING

FILE TYPES : BITMAP/RASTER

JPEG OR JPG - JOINT PHOTOGRAPHIC EXPERTS GROUP

LOSSY COMPRESSION - DATA DISCARDING COMPRESSION USUALLY TO MINIMIZE FILE SIZE.

USE CASE: NORMAL PHOTOGRAPHY AND IMAGERY WITH EMPHASIS ON SMALLER FILE SIZES

IMAGE EDITING

FILE TYPES : BITMAP/RASTER

GIF - GRAPHICS INTERCHANGE FORMAT

LOSSLESS COMPRESSION: UP TO 256 COLORS

SUPPORTS ANIMATION

USE CASES: ANY ANIMATION; IDEAL FOR SIMPLE AND DEFINED COLORSETS LIKE FLAT GRAPHICS AND LOGOS

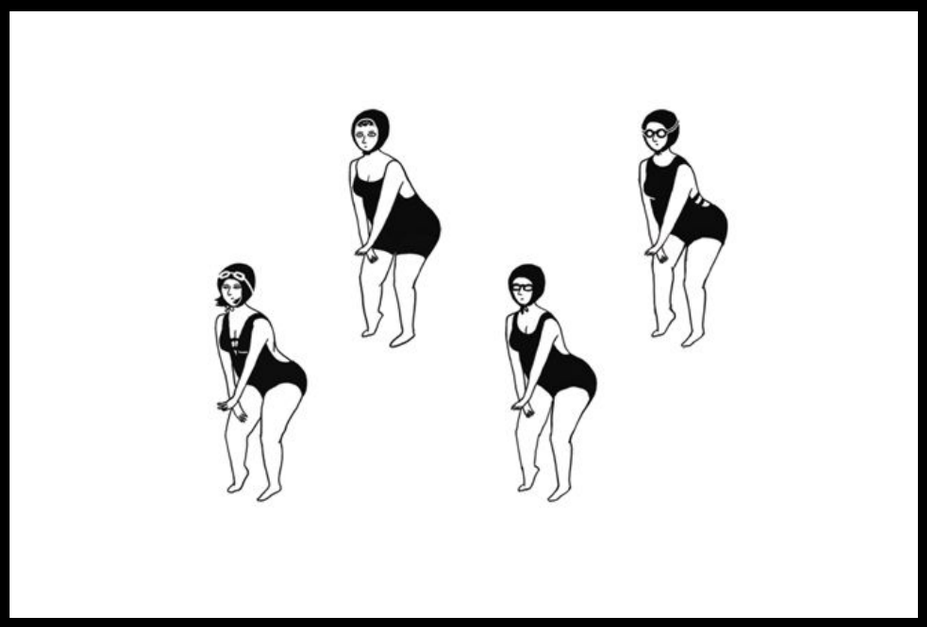

IMAGE EDITING

FILE TYPES : BITMAP/RASTER

PNG - PORTABLE NETWORK GRAPHICS

LOSSLESS COMPRESSION

IDEAL FOR PHOTOGRAPHIC TRANSPARENCY

IMAGE EDITING

FILE TYPES : VECTOR GRAPHICS

SVG - SCALABLE VECTOR GRAPHICS

CAN BE SCALED DYNAMICALLY OR WITH CODE WITHOUT IMAGE QUALITY LOSS

CAN ALSO BE ANIMATED

USE CASES: DISPLAYING GRAPHICS THAT CAN BE CREATED IN ADOBE ILLUSTRATOR; RESPONSIVE DESIGN; LOGOS AND ICONS

IMAGE EDITING

COMPARISON - FLAT GRAPHICS

GIF 17.6KB

JPEG 100% 53.3KB

JPEG 75% 33KB

PNG 19.6KB

SVG 6KB

IMAGE EDITING

COMPARISON - COMPLEX COLOR GRAPHICS

IMAGE EDITING

COMPARISON - PHOTOGRAPHY

GIF 453KB

JPEG 100% 410KB

JPEG 75% 370KB

PNG 1.03MB

SVG N/A