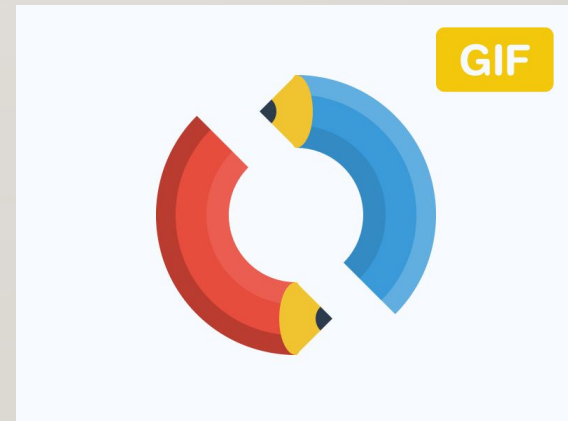# FILE TYPES

GIF = Graphics Interchange Format

- The format supports up to 8 bits per pixel thus allowing a single image to reference a palette of up to 256 distinct colors.

PNG = Portable Network Graphics

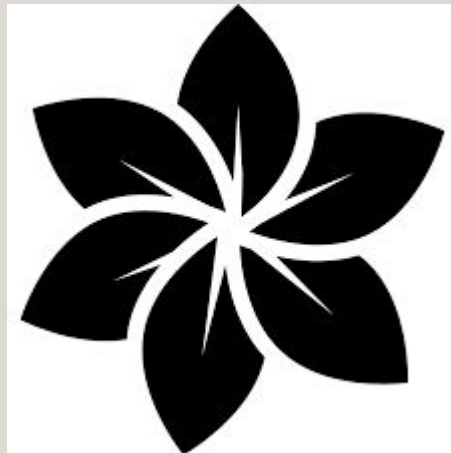- is a bitmapped image format that employs lossless data compression.
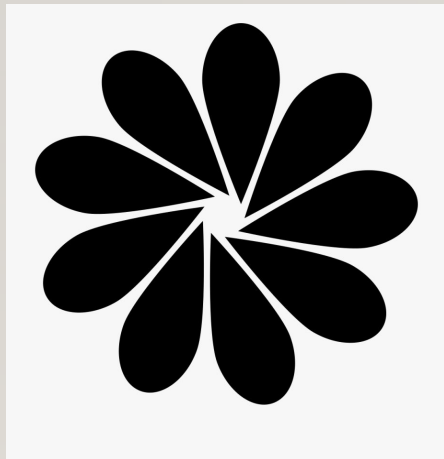
JPG = Joint Photographic Experts Group

- is a commonly used method of lossy compression for digital photography (image).

SVG - Scalable Vector Graphics

An Extensible Markup Language (XML)-based vector image format for two-dimensional graphics with support for interactivity and animation. The SVG specification is an open standard developed by the World Wide Web Consortium (W3C) since 1999.

FILE OPTIMIZATION

Optimizing images for the web is a tricky business. You have to get the right balance between **file-size** and picture **quality**.

There are three key areas where bytes can be shaved off your graphics: **bit depth** (number of colors), **resolution**, and **dimension**.