Unit 2

2.5

Exporting files with the appropriate format.

Humans by nature respond to images quicker than words, images can give the reader an initial observation to the message you as the author wish to disclose.

Photo's animations and screenshots help enhance text, being informative and appealing, so it is important to ensure the images are of the appropriate quality. Different formats can produce the same image, but in different ways and file sizes, the appearance of an image can be of a higher quality than other formats, so it is important to select the best format for your image. Other files perform quicker than others, meaning they take up more space and effect the load time. Some formats allow the image to be scaled without losing quality.

Vector V Raster.

There are two main categories of formatting.

- Vector Graphics.
    - Use lines, points and polygons [flat two-dimensional shape, [square, pentagon, etc]
    - Used for simple shapes
    - Good for icons, buttons etc
    - Good for resizing
    - Not good for photos
    - Formats include
        - SVG
        - PDF
        - EPS
        - AI
- Raster file formats
    - Use pixels within a grid to represent an image
    - Good for photos
    - Not good for scaling without losing quality
    - Widely used online
    - Formats include
        - JPEG
        - PNG
        - GIF
        - TIFF
        - PSD

Resolution.

Resolution is the detail an image holds, by PPI [pixels per inch], a higher resolution means a better quality of the image, monitors have different screen resolution, which means it can be difficult to design web pages across all devices.

The amount of PPI, 500px x 700px, gives an image of approximately 5" x 7", the amount of PPI uses affects how much space it takes up on your hard drive and browser.

Which file format?

Deciding on which file format to use for your image depends on the type of image and the end use of that image, Photos should use a JPG, whereas logos or simple illustrations would use PNG or SVG file format.

JPG

- Good for browser support
- Small file and email attachment, faster loading
- Plenty of colours
- Good quality output
- Not Good for transparent background
- Image compression leads to low quality or poor text
- Not good for computer generated graphics

PNG

- Pixel based hard to scale
- Need to be exported with correct or intended size
- Good for graphics
- Not good for photos
- Good for icons, buttons etc for use on web pages
- Optimize for web sites, by making them smaller PPI, whilst retaining quality
- Good for browser support

"There are many other file formats to use, however for the purpose of leaning to design web pages, I will use JPG for photographs and PNG for images".