

FILE	WHAT IS IT	POSITIVE FEATURES	NEGATIVE FEATURES
AI	<p>Adobe Illustrator</p> <ul style="list-style-type: none"> - Native Illustrator file InDesign only - Use for prototypes - Create unusual image frames and drag and drop into InDesign 	<p>Ease of use between programs</p> <p>Saves time during design and prototype stages</p> <p>Best image quality onscreen during design and prototype stages</p> <p>Displays transparency</p>	<p>Native Illustrator does not work in Quark</p> <p>Not recommended for pre-press (ask vendor)</p>
PSD	<p>Photoshop document</p> <ul style="list-style-type: none"> - Native working file - Supports all Photoshop features - Always save in working images folder 	<p>Ease of use between programs</p> <p>Best image quality on screen during design and prototype stages</p> <p>Layer visibility</p>	<p>Not recommended for pre-press (ask vendor)</p> <p>Larger file size due to layers</p> <p>Bad blending create drop shadows in InDesign</p>
PDF	<p>Portable Document Format</p> <ul style="list-style-type: none"> - Client proofing stages 	<p>Can contain vector and raster data</p> <p>Printer may request, container or all fonts, images</p>	
DCS	<p>Desktop Color Separations</p> <ul style="list-style-type: none"> - Version of eps - Export spot color channels 	<p>Imports spot colors into InDesign color swatches</p>	<p>Create only in Photoshop</p> <p>Must use a postscript printer</p>
TIFF	<p>Tagged Image File Format</p> <ul style="list-style-type: none"> - Use to save scanned images - Use to save scanned line art (bitmap) - Use to save files that need to go between Windows and Macintosh systems 	<p>All image data remain in tact</p> <p>Able to make changes to file after it is imported to page layout program, such as color or special halftone screens</p> <p>Efficiency in printing, faster than EPS</p> <p>CMYK TIFF files print quickly</p> <p>Allows multiple color spaces (RGB, CMYK, grayscale, bitmap (line art) formats, any bit depth, any resolution</p>	<p>Takes longer for a imported image to appear in page layout program</p>
EPS	<p>Encapsulated Postscript</p> <ul style="list-style-type: none"> - FreeHand and Illustrator artwork - Can be used for Grayscale, RGB, CMYK - Use to save Clipping paths - Use to save Photoshop Duotones - Use to save entire page in InDesign or Quark that will be used as an image in another document 	<p>"Black-box" container with a JPEG preview</p> <p>Can contain raster and vector data</p> <p>Imports quickly</p>	<p>Once imported, the file cannot be changed</p> <p>Prints high resolution only to a Postscript printer. Will appear low resolution on an ink jet printer.</p> <p>Slower printing time than TIFF, larger file size</p>
JPEG	<p>Joint Photographic Experts Group</p> <ul style="list-style-type: none"> - Web, email, online-photos 	<p>Great for web graphics to reduce file size</p> <p>Lossy compression</p> <p>Image quality options (multiple levels) upon saving</p>	<p>Selectively discards data</p> <p>Re-compresses each time saved</p> <p>Does not support transparency</p>
GIF	<p>Graphics Interchange Format</p> <ul style="list-style-type: none"> - Web graphics - When color or tone is not critical (256 color or less) 	<p>Great for web graphics to reduce file size</p> <p>Lossless compression</p>	<p>Not recommended for pre-press</p> <p>Can not display more than 256 colors</p>
PNG	<p>Portable Network Graphics</p> <ul style="list-style-type: none"> - Online media 	<p>Lossless compression</p> <p>Supports transparency</p>	<p>Not recommended for pre-press</p>