FILE TYPES EXPLAINED

RASTER: FIXED PIXEL PATTERNS, EASILY LOSE QUALITY, TYPICAL FINAL FORMAT
VECTOR: SHAPES (PATHS & STROKES), RESIZABLE, TYPICALLY WORKING FILES

ADOBE ILLUSTRATOR
BEST FOR VECTOR ILLUSTRATOR AND LOGOS
PROS ARE FULLY EDITABLE, PRESERVES LAYERS AND EFFECTS
CONS ARE REQUIRES ADOBE ILLUSTRATOR TO OPEN AND EDIT

ENCAPSULATED POSTSCRIPT
BEST FOR VECTOR ARTWORK FOR PRINT
PROS ARE SUPPORTED BY VARIOUS DESIGN SOFTWARE AND SCALABLE
CONS ARE LIMITED SUPPORT FOR TRANSPARENCY AND LAYERS

JOINT EXPERTS GROUP
BEST FOR PHOTOGRAPHS AND WEB IMAGES
PROS ARE WIDELT SUPPORTED, COMPRESS WELL
CONS ARE LOSSY COMPRESSION, MEANING SOME QUALITY LOSS

PORTABLE DOCUMENT FORMAT
BEST FOR DOCUMENT SHARING AND PRINT
PROS ARE MAINTAINS FORMATTING AND WIDELY SUPPORTED
CONS ARE EDITING CAPABILITIES CAN BE LIMITED DEPENDING ON HOW THE FILE IS CREATED

PORTABLE NETWORK GRAPHICS
BEST FOR WEB GRAPHICS WITH TRANSPARENT BACKGROUNDS
PROS ARE LOSSLESS COMPRESSION, SUPPORTS TRANSPARENCY
CONS ARE LARGER FILE SIZE COMPARED TO JPEG

SCALABLE VECTOR GRAPHICS
BEST FOR WEB GRAPHICS AND ICONS
PROS ARE SCALABLE WITHOUT LOSING QUALITY AND EDITABLE
CONS ARE NOT SUITABLE FOR COMPLEX IMAGES LIKE PHOTOGRAPHS

CLIENT
JPG PDF PNG

DESIGNER
AI EPS PDF SVG

DEVELOPER
JPG PNG SVG

VENDOR
PDF SVG

EML
EDIT ME LO