

EDID6508- DEVELOPING INSTRUCTIONAL MEDIA



# GRAPHICS PRESENTATION

LECTURER :DR L HILL  
MALISSA BOVELL



A keen awareness of which graphic file format to use and how to use them is an important process when presenting arresting visuals that deliver your desired outcome. File formats refer to encoding information in a file. Different file types carry different file formats. Graphics refers to actual images. These images may be rendered using computer software or any device that has such related capability.

# VECTOR FILES

Vector images offer more flexibility when compared to other file formats. Vectors are designed using proportional formulas rather than pixels. This design feature makes them well suited for creating graphics that may require frequent resizing without compromising usability (E.g. EPS and PDF).

# RASTER FILES

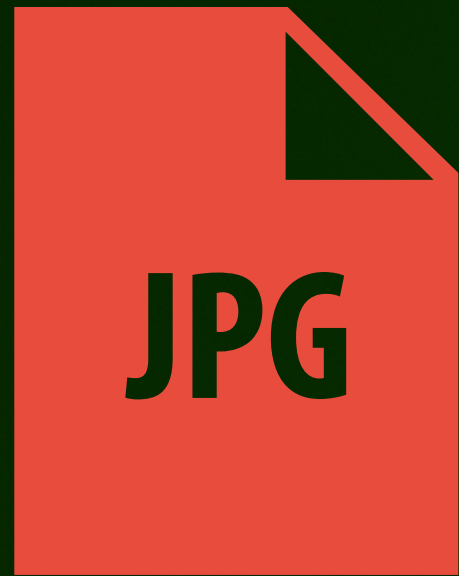
Raster images are designed using a series of pixels, or individual blocks, to form an image. Raster images do not allow you to resize them without compromising their resolution, pixilation and quality. For best results and optimum usability you should always save raster files at the exact dimensions needed for the application. These files are best used as demonstrations, lectures, and reports. (E.g. JPEG, GIF, and PNG)



# FAMILIAR FILE TYPES



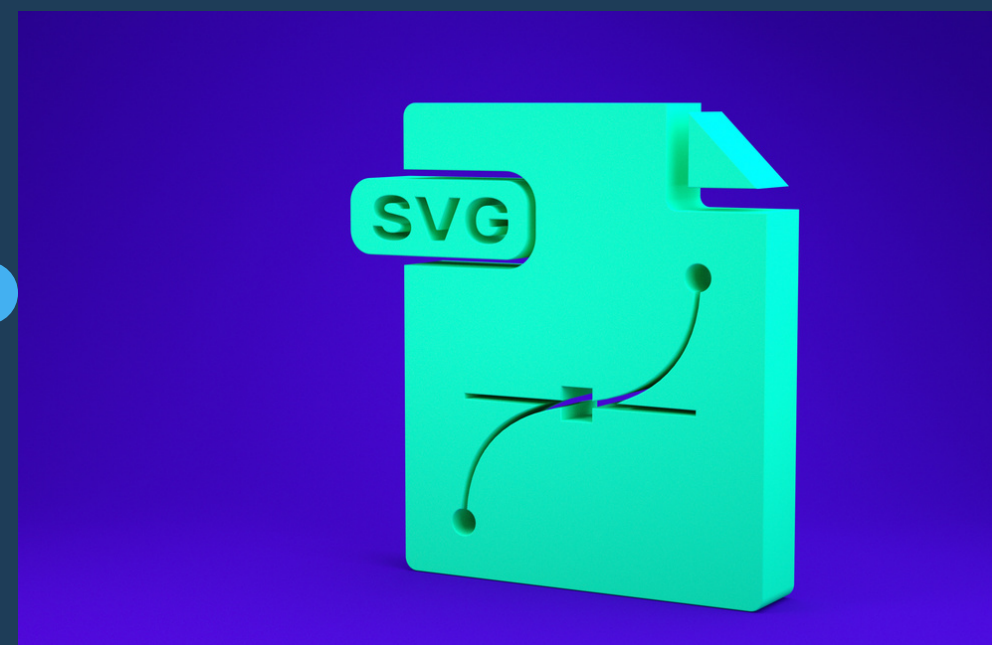
# RASTERS



PNG



# Vectors



# FILE FORMATS



File Format	Use/Purpose	Compression	Notes
<b>BMP (Windows Bitmap)</b>	Popular use for printable images	Lossless	Allows for high-quality graphics but large file sizes.
<b>EPS (Encapsulated PostScript)</b>	Embeds images on the web.	Uncompressed	Vector file type. Allows images /graphics to be scaled easily without losing quality.
<b>GIF (Graphics Interchange Format)</b>	Stores graphical images . (256 colours)	Lossless	High quality output but a limited colour palette. Suitable for simple images and simple animation.
<b>JPEG (Joint Photographic Exchange Group)</b>	For photographs and other images that contain a wide variety of colours	Lossy	Offers great compression ratios. Images load quickly on websites and in emails.
<b>PCT (Macintosh Picture)</b>	Desktop publishing and imaging applications	Lossless	Formerly ,the file format for the Macintosh's Quick Draw program( which is now discontinued).
<b>PCX (Picture Exchange)</b>	The original file format for PC Paintbrush	Lossless	Format was designed during the early development of computers. Format has been replaced by PNG, JPEG and BMP formats.
<b>PDF (Portable Document Format)</b>	Stores and saves text-based documents.	Lossless	Format cannot be included in web content. Format has to be loaded and viewed as a separate file.



<b>File Format</b>	<b>Use/Purpose</b>	<b>Compression</b>	<b>Notes</b>
<b>PNG (Portable Network Graphics)</b>	This stores images that contain a wide variety of colours.	Lossless	Format allows great text readability. Highly favoured for graphics that include images.
<b>PSD (Photoshop Document)</b>	Saves and stores image documents. Functions and is compatible with Adobe Photoshop	Lossless (lossy available)	Allows for high-quality graphics but large file sizes. Not recommended for use on the web for this reason.
<b>TGA (Truevision Graphics Adapter)</b>	Stores image data sizes of 8, 15, 16, 24 or 32 bits	Lossless	Compression is not best for photographic images. Works well for icons, animations and line drawings.
<b>TIFF (Tagged Image File Format)</b>	For digital camera output and storage. Also for scanned photos and graphics publication.	Lossless	Not recommended to be used in websites. Files are too large in size. Limited browser support.
<b>WMF (Windows Metafile)</b>	This stores vector graphics. It also functions to draw lines and shapes.	Lossless	This format has been replaced by newer formats such as SVG

# COMPARISONS



File Format	File Type	Compression details	Opens in Browser	Opens in Stand-Alone Viewer	Computer Views File
<b>BMP (Windows Bitmap)</b>	Raster	Lossless, (ossy methods available)	YES	NO	YES
<b>EPS (Encapsulated PostScript)</b>	Vector	Lossless	NO	YES	NO
<b>GIF (Graphics Interchange Format)</b>	Raster	Lossless	YES	NO	YES
<b>JPEG (Joint Photographic Exchange Group)</b>	Raster	Lossy	YES	NO	YES
<b>PCT (Macintosh Picture)</b>	Vector	Lossless	NO	YES	NO
<b>PCX (Picture Exchange)</b>	Vector	Lossless	NO	YES	NO
<b>PDF (Portable Document Format)</b>	Vector	Lossless	YES	NO	YES
<b>PNG (Portable Network Graphics)</b>	Raster	Lossless	YES	NO	YES
<b>PSD (Photoshop Document)</b>	Raster	Lossless	NO	YES	NO
<b>TGA (Truevision Graphics Adapter)</b>	Raster	Lossless	NO	YES	NO
<b>TIFF (Tagged Image File Format)</b>	Raster	Lossless	NO	YES	YES
<b>WMF (Windows Metafile)</b>	Vector/Raster	Lossless	NO	YES ( Paint App)	NO

File Format	Are these files suitable for PPT?
<b>BMP</b>	Poor compression ratios.This lends to large file sizes.
<b>EPS</b>	Files may lose advanced vector editing features
<b>GIF</b>	Excellent when using web graphics with a limited colour range(e.g site navigational buttons,headers). Loads fastest when using the user's Web browser.
<b>JPEG</b>	Format is best for photographs ,especially those to be posted on a Web site and other images that contain a wide variety of colours.
<b>PCT</b>	Mainly used to exchange graphics between various Macintosh applications.
<b>PCX</b>	Not supported by a web browser.Not suited for web or PowerPoint since it is not supported by a web browser.
<b>PDF</b>	Excellent format for converting printed materials into readable and easily accessible web documents.( E.g- manuals, directives, laws)
<b>PNG</b>	Has excellent compression.Format has a wide range of transparency and phenomenal interlacing.
<b>PSD</b>	Format is prone to errors and is not best suited for web or PowerPoint .Its files are too large.
<b>WMF</b>	File may be too large.



# GIF

# PNG

# JPG

## CHOSEN FILE FORMATS FOR PPT & WEB USE

### GIF

Excellent when using web graphics with a limited colour range (e.g. site navigational buttons, headers). Loads fastest when using the user's Web browser.

### PNG

Has excellent compression, wide range of transparency and phenomenal interlacing.

### JPEG/JPG

Format is best optimized for use with photographs, particularly those to be posted on a Web site. For photographs and other images that contain a wide variety of colours.

# BIBLIOGRAPHY

DigiCOPY. (2013). Print file formats. Retrieved from <https://dcopy.net/support/file-formats/print-file-formats.php>

Duò, M. (2021). 15 best image file types (pros vs cons + use cases for each format). Retrieved from <https://kinsta.com/blog/image-file-types/>

Fraas, C. (2-19, November 20). 9 standard file formats and when to use them. Retrieved October 10, 2021, from <https://www.smartbugmedia.com/blog/image-file-formats>

Matthews, R. (n.d.). Digital image file types explained. Retrieved from <https://matthews.sites.wfu.edu/misc/graphics/formats/formats.html>