



papèl papèl
+ creative collective

DESIGN TIPS & TRICKS

This information is dedicated to every client who inspires, supports and encourages the graphic designer.. and pays on time.

How does one work effectively with a graphic designer? The first priority is to understand as much as possible about the creative process, from defining the project through reviewing the final piece. Good design combines many skills - creativity is just one of them.

We will get familiar with the basics and offer several design tips and guides to bridge the gap between clients and designers.

I hope you enjoy this topic and learn something new. If there's a topic you'd like to know more about, send an email create@papelpapel.net and I'll be glad to discuss it in the next issue of papèl papèl's design tips and tricks!

JPG, TIF, EPS... OH MY!

For this month's topic, we will explore the common image file formats. Here are some general guidelines:

If the images are for the web or online, use JPEG (JPG), PNG or GIF.

If the images are for print, use TIFF (TIF) or EPS.

JPEG (joint photographic experts group) - (.jpg)

JPEG is best for photos when you need to keep the file size small and don't mind giving up some quality for a significant reduction in size. JPEG is not suitable for images with text, large blocks of color, or simple shapes, because crisp lines will blur and colors can shift. A common graphical format. It can be used in many applications, as well as website usage. However the white background remains white and it can only be scaled a minimal amount without losing quality.

TIFF (tagged information file format) - (.tif)

A common graphical format. It can be used in many desktop publishing applications. However the white background remains white - it can't be used with a transparent background. It can only be scaled a minimal amount without losing quality. TIFF is good for any type of bitmap (pixel-based) images. TIFF produces large files, but there is no loss in quality. TIFF also preserves layers, alpha transparency, and other special features when saved from Photoshop.

EPS (encapsulated post script) - (.eps)

This is the best quality version for any print material. It can be scaled and remains crisp. However it can not generally be edited without appropriate software.

OTHER COMMON FILE FORMATS:

PSD (photoshop file) - (.psd)

PSD is Photoshop's native format. Use PSD when you need to preserve layers, transparency, adjustment layers, masks, clipping paths, layer styles, blending modes, vector text and shapes, etc.

BMP - (.bmp)

Use BMP for any type of bitmap (pixel-based) images. BMPs are huge files, but there is no loss in quality.

PNG - (.png)

Use PNG when you need smaller file sizes with no loss in quality. PNG files are usually smaller than TIFFs. PNG also supports alpha transparency (soft edges) and was developed to be a Web graphics replacement for GIF.

GIF - (.gif)

Use GIF for simple Web graphics having limited colors. GIF files are always reduced to 256 unique colors or less and they make very small, fast-loading graphics for the Web. GIF is great for Web buttons, charts or diagrams, cartoon-like drawing, banners, and text headings. GIF is also used for small, compact Web animations. GIF should rarely be used for photos.