

# Print-ready graphics formats

Graphics from a scanner, digital camera, image editing software, or drawing software must all be saved in some sort of file “format”. Of the dozens of graphics file formats available, four that are the most important: TIFF, EPS, GIF, and JPEG. Follow the guidelines below to ensure that your graphics will be of the highest quality.

Use the TIFF format for ...

- Black & white and grayscale scans that will be printed.

Use the EPS format for ...

- CMYK or RGB color images, such as color scans, stock color photography, and digital photos that will be printed.
- Illustrations and logos from vector drawing programs such as Illustrator, FreeHand, and CorelDraw that will be printed.

Use the GIF format for ...

- Black and white or color images without gradations or shading that will go on a Web page.

Use the JPEG format for ...

- Photographs and images containing gradations and shading that will go on a Web page.

*Keith Gilbert provides training & support services to help graphics and communications personnel convey print and web messages effectively. Gilbert Consulting, 651 633-7148 kgilbert@gilbertconsulting.com*