







## Photoshop (.psd) Raster Art (pixel based)





This art is created using pixels to define continuous tone art. The extensions below define pixel art, either grayscale for single color printing, or full color for CMYK printing.

- .jpg   JPEG...Joint Pictures Expert Group-a committee which sets the standard on file formats for graphics. The JPEG file format is a compressed format, with a small loss of quality and color during compression, usually not visual to the eye. A popular web format due to the generally small size of pictures. File formats of .jpg, .jpeg, and .jpe.
- .tif  TIFF...Tagged Image File Format
- .eps  EPS...Encapsulated Postscript File
- .gif  GIF...Graphics Interchange Format (this file format is generally used for web pages, and the image will be too small for use in printing.
- .bmp  BMP...Bitmap, can be grayscale, full color or black and white pixel art. Can be Mac or Windows platform.

These are the most commonly used file formats, although there are others you may run across that can usually be used such as .pict or .png.



## Page Layout Programs

Below are the extensions and icons for the page layout programs used by us.

- .qxd  Quark XPress...Our most popular page layout program.
- .indd  InDesign...New layout program by Adobe
- .pmd or .p65   Pagemaker or Pagemaker 6.5...Only the version 6.5 has a number in the extension, all others are .pmd.



## Line Art (vector based)

This art is created using lines that are connected by points, creating fills for color. This format is perfect for spot color printing since colors can be assigned with ease and separated on plates automatically.

- .eps or .ai  EPS...Encapsulated Postscript File, This must not be confused with the pixel art version above. Be sure to check with your customer to see if the art was formatted with a drawing program or in a photographic program. Also check the icons, they look different.
- .wmf  WMF...Windows Metafile, is comparable to eps vector art in a Windows platform.

## Postscript or PDF

Postscript files are print files ready for distilling into PDF format.

- .ps  Postscript...print document that includes information in the file used to print to any device. When distilled using certain job options, the file can be printed to a laser printer, color printer, or plating device with the correct resolution and all fonts embedded.
- .pdf  Portable Document Format...After distilling with the correct job options, the PDF can be used for a variety of print devices. Some conversion must be done for full color printing (color correction). This PDF can be used for proofing as well.