

RAW

Camera setting for images
Actual data captured by the sensor without any in-camera processing
Large files
Millions of colors

PSD

Photoshop images only
Multiple layers
Huge files (Do not email)
Millions of colors

TIF

Master Image
Best print quality images at 300 dpi
Millions of colors

JPG

Camera setting for images
Compressed images = smaller files, *compression degrades image*
Best for internet and email
Millions of colors

GIF

Very **compressed** image
Supports **animated images**
Supports **transparent background**
Only **256 colors**

.png

Better quality compressed image.
Millions of colors
Transparent background
Not widely supported.

Professional Guidelines

<http://www.harriete-estel-berman.info/profguidelines/profguide.html>

http://www.snagmetalsmith.org/Publications/Professional_Guidelines/