



FILE TYPES - WHAT DO THEY MEAN?

When it comes to various file formats and the 'jibber jabber' that designers go on about during the handover process, it's easy to understand why it can be confusing.

Let's fix that...

Here is a break down of what the files are and how they can be used:

Please note- this is not an exhaustive list, just a list of the most commonly used.

PNG - (Portable Graphics Format) This is an image based file that is best used for digital purposes. Designers (should) supply this at 300dpi and often with a transparent background for versatility. This file is perfect for things like; social media profile images, Canva or website images.

JPEG - (Joint Photographics Expert Group) Again, this is image based file and is often how photographs are supplied. Jpeg's can be used in documents, email signatures and some digital applications.

EPS - (Encapsulated PostScript) This is a file usually requested by a designer or printer if they need an original file in order to create or modify your design for you. This file cannot be opened or modified if you don't have the Adobe Suite software or an equivalent design package installed on your device. In most cases, this file is simply supplied to offer you flexibility with designers or printers down the track.

AI - (Adobe Illustrator) The AI file is in most cases the original design file (the one that your designer uses to create your design). This isn't always handed over by designers, however, if it is handed over it provides greater flexibility for you to employ other designers down the track. Again, this cannot be opened without Adobe Illustrator installed on your device.

PDF - (Portable Document Format) This file is usually used for documents, such as your style guide, letterheads, brochures and alike. A pdf is usually supplied or used for printing purposes. Printers LOVE pdf's! If you have asked a designer to design a document that you intend to print, make sure to get the pdf version AND a print ready version.



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PSD - (Photoshop Document) - A PSD file is the original photoshop file. This is often used when incorporating images, or editing images. Your designer may supply this original file to offer you flexibility with designers & printers down the track. Again, this cannot be opened without Adobe Photoshop installed on your device.

ID - (InDesign File) - An ID file is an Adobe InDesign File. This program is usually used for publication design such as; booklets, books, pamphlets and alike. If you are supplied with the ID file, you have been given the original design file, which allows you to use other designers OR, printers to modify or produce your design. Again, this cannot be opened without Adobe InDesign installed on your device.

And there we have it... all that you NEED to know about the most common file types.

We hope this helps in unscrambling some of the confusing lingo.

If you have any questions, please don't hesitate to get in touch!