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CHOOSING THE RIGHT FILE FORMAT

Raster files

use for web: RGB color mode
loses quality when scaled



JPG

Joint Photographic
Experts Group

- image compression
- small file size
- loses quality
- best for photos



PNG

Portable Network Graphics

- lossless compression
- transparency
- best for text or logos



GIF

Graphics Interchange Format

- for web use
- can be animated
- only 256 colors
- low resolution



TIFF

Tagged Images File Format

- raster files
- big file size
- print ready files (not for web use)
- no quality loss

Vector file

use for print CMYK color mode
scalable



PDF

Portable Document
Format

- no quality loss
- good for digital +
print files
- can be compressed
- can be interactive



EPS

Encapsulated PostScript File

- small file size
- print ready
- perfect for large prints (endless scalable)



SVG

Scalable Vector Graphic

- also used for web
- based on XML



PSD

Adobe Photoshop Document

- layers, masks, channels
- transparency
- big file size
- to use for web,
- export as formats above

WEB

PRINT

source: thatistheday.com

DIGITAL PRINTING

QUANTITY	Ideal for Short & Medium runs
SIZE	Smaller sheet size (typically "13 x 19") Smaller sheet restricts
SPEED / TURNAROUND	Extremely fast "fast to print" time First print out is useable No dry time
PRICE	Digital printing is cheaper for small runs because of less setup cost (no film or plate charges) Can be more expensive for longer runs because of fixed per copy costs
QUALITY	Higher end digital presses offer as good if not better than offset On long runs colors can drift Only a few of the modern digital presses are capable of "5th color pantone spot colors"
PROOFING	Perfect representation of final product since proof is run on same device as the job will be run on
VARIABLE DATA	Personalized documents possible (variable) Each copy of document can be unique
GREEN WASTE	Wastage is less, because no make ready require Print only what you need now No metal plates Inks are environmentally friendly

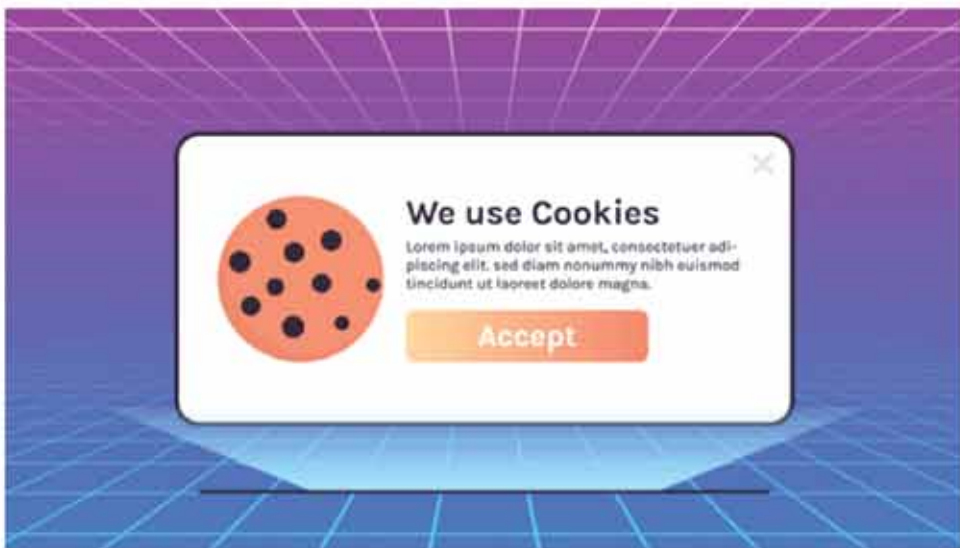
OFFSET PRINTING

Only cost effective for large runs	QUANTITY
Larger sheet size (typically 40" x 28")	SIZE
Long "file to print time" in order to make plates and setup press once press is "up to colour" very fast May require drying time before second side can be printed or sent of binding	SPEED / TURNAROUND
More expensive for short runs due to extensive setup costs Cheaper on large volume print runs. The more you print, the less you pay per piece	PRICE
More consistent color/quality throughout long runs Most offset presses are offer 5th, 6th color pantone spot colors as well as aqueous coating	QUALITY
A separate proofing device will be used to try to represent what the job will look like when run on the actual press	PROOFING
Not available Every copy of document will be identical (static)	VARIABLE DATA
Large amount of paper wasted in getting the press ready Most inks contain VOC'S (volatile organic compounds) which can harm the atmosphere waste of metal plate	GREEN WASTE

What are Cookies?

Cookies are small files sent to your browser from websites you visit. These files track and monitor the sites and items you click on these pages.

This might seem intrusive, and many users resent cookies following their activities across the internet. But companies and advertisers say cookies improve your online experience.



What do browser cookies do?

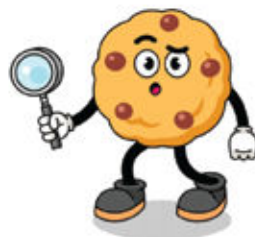
The purpose of the computer cookie is to help the website keep track of your visits and activity.

It isn't always a bad thing. For example, many online retailers use cookies to keep track of the items in a user's shopping cart as they explore the site.

Without cookies, your shopping cart would reset to zero every time you click a new link on the site, making it difficult to buy anything online.

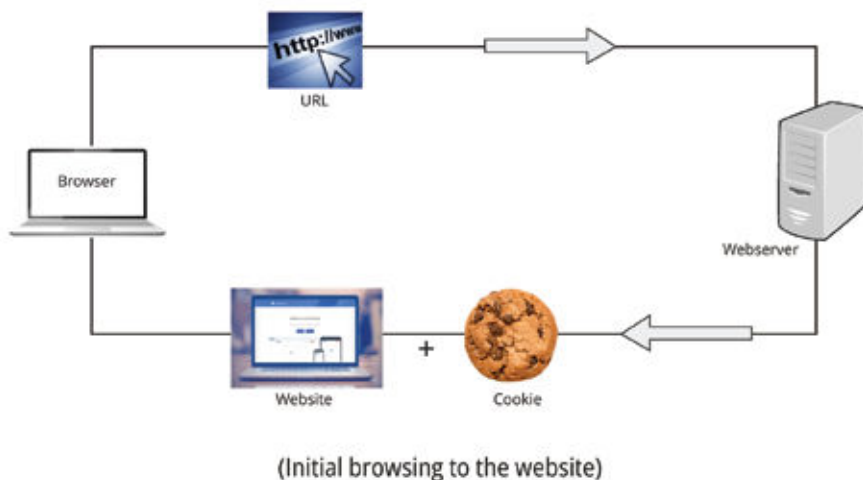
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Many people find this helpful, so they don't have to continually type in their passwords and login information at sites they visit frequently.



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Certain types of cookies are created by legitimate companies and internet service providers (ISP) that concern privacy advocates.

A "zombie cookie," for example, is a cookie that recreates itself after being deleted, making them difficult to manage.