

# HOW TO SAVE YOUR DESIGN FILES

**ART-2423**

## READ YOUR BOOK.

## NATIVE FILE FORMATS

- o Photoshop: **.PSD** > raster
- o Illustrator: **.AI** > vector
- o InDesign: **.INDD** > holds both raster and layered
- o *Can work in whatever color mode preferred.*
- o *Platform-specific (PC vs. Mac) and often version-specific*
- o *Professional printer will often want the native file in addition to a PDF. Always call your print vendor to see what they would like.*
- o *When sending to a printer like FedEx Office, DO NOT send native file types.*

## COLOR MODES

- o RGB
- o CMYK
- o Grayscale
- o Duotone
- o Indexed Color
- o Bitmap
- o Lab Color

## COLOR MODES

- o RGB
  - o Includes hexadecimal
- o CMYK
- o Grayscale
- o Duotone
- o Indexed Color
- o Bitmap
- o Lab Color

HEXADECIMAL COLOR CODES

Red Color Code	Green Color Code	Blue Color Code
#	RR	GG BB

Signifies Hex Color Code

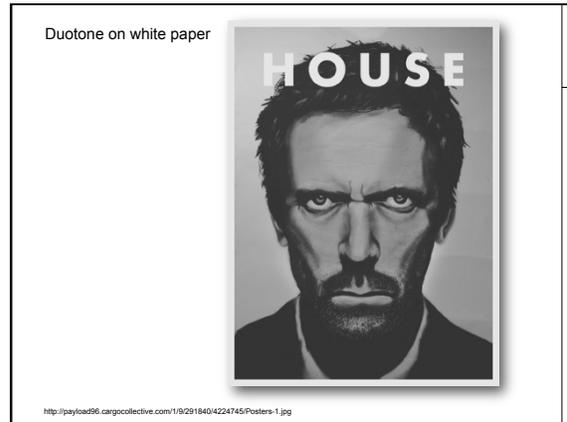
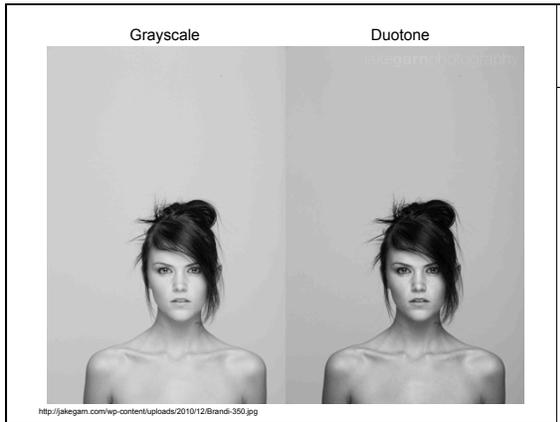
Each of the two-digit color codes are in the range 00...FF hexadecimal

EXAMPLES

#FFCC99 #3C00A6

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## RASTER FILE FORMATS

- .PSD
- .TIF
- .GIF
- .JPG
- .PNG
- .BMP
- .PCT

.EPS can be raster, but usually considered vector.  
 .PDF from Photoshop is raster. Be very careful with this.

## .TIF

**Means:** Tagged Image File Format

**Web or Print?:** Print

**Pref. Color Mode:** CMYK preferred

**More info:** "Though large in size, TIF formats are considered to be the most reliable format for high quality images." This is the standard for professional or commercial printers.

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

## .GIF

**Means:** Graphics Interchange Format

**Web or Print?:** Web

**Pref. Color Mode:** Indexed Color required

**More info:** "GIF files are low resolution files most commonly used for web and email purposes. Almost all browsers can support the use of GIF files, which use a compression scheme to keep the file size small. **GIF files can be created with a transparent background.**"

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

**.JPG**

**Means:** Joint Photographic Experts Group  
**Web or Print?:** Web (avoid for Print)  
**Pref. Color Mode:** RGB!!! Don't be fooled!  
**More info:** "A JPG file is a **compressed** image file that **does not support a transparent background**. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email. **When compressed repeatedly the overall quality of a JPG image is reduced.**"

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

**.PNG**

**Means:** Portable Network Graphics  
**Web or Print?:** Web  
**Pref. Color Mode:** RGB or Indexed  
**More info:** "The PNG file format is most commonly used for use online and on websites due to their low resolution. PNG files are bitmap images that employ lossless data compression, and like GIF files, PNG files can be created with a transparent background."

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

**.BMP**

**Means:** Bitmap  
 Do not use this file for print.

**.PCT**

**Means:** Picture  
 Avoid using this file for print.  
 Change to TIF

**VECTOR FILE FORMATS**

**.AI**  
**.EPS**  
**.PS**  
**.SVG**  
**.PDF** if saved directly from a vector program

**.EPS** can be raster, but usually considered vector.  
**.PDF** from Photoshop is raster. Be very careful with this.

**.EPS**

**Means:** Encapsulated Postscript  
**Web or Print?:** Print  
**Pref. Color Mode:** Depends on output  
**More info:** "EPS files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop".  
 A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives."

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

**.PS**

**Means:** Postscript  
**Web or Print?:** Print  
**Pref. Color Mode:** Depends on output  
**More info:** Change to an EPS or AI to work with design in Illustrator.

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

## .SVG

- Means:** Scalable Vector Graphics
- Web or Print?:** Web
- Pref. Color Mode:** RGB (hexadecimal), code
- More info:** An XML-based vector image format for two-dimensional graphics with support for interactivity and animation.
- The SVG specification is an open standard developed by the World Wide Web Consortium (W3C) since 1999.
- SVG images and their behaviors are defined in XML text files.

<http://www.bourncreative.com/common-graphic-design-file-formats-explained/>

## .PDF

- Means:** Portable Document Format
- Web or Print?:** Print
- Pref. Color Mode:** Depends on output
- More info:** "A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it."
- PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software.
- Some PDF files can be used for commercial, digital, and/or desktop printing."

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## PAGE LAYOUT FORMATS

### .INDD

InDesign can Export to a PDF, but this is like a soft (intangible) printout. It is not supposed to be editable.

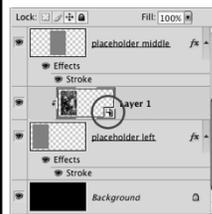
## NATIVE FILE FORMATS

- o Photoshop: .PSD
  - o Illustrator: .AI
  - o InDesign: .INDD
- o PHOTOSHOP (raster) into ILLUSTRATOR (vector)
    - o You can Place a PSD file into an Illustrator file and it will stay raster. (Linked OR Embedded > don't nest at final file build.)
    - o You can attempt to auto trace a PSD (or any raster) file in Illustrator and it will become vector.
    - o It probably won't look the same. ;)

## NATIVE FILE FORMATS

- o Photoshop: .PSD
  - o Illustrator: .AI
  - o InDesign: .INDD
- o ILLUSTRATOR (vector) into PHOTOSHOP (raster)
    - o When you open or paste an Illustrator file into Photoshop it will claim to be "Smart Object".
    - o Overall, consider as soon as you bring a vector file into Photoshop, it as become raster.
    - o Good news: you CANNOT save an AI file in Photoshop.
    - o Bad news: you CAN save a PDF file in Photoshop.

## SMART OBJECT



"A smart object is, in effect, a file within a file. This can be vector, raster or a mixture of the two.

When you copy and paste from Illustrator to Photoshop the vector paths, fills and gradients you created in Illustrator are packaged into a smart object that can be scaled and adjusted like a regular layer. Editing the smart object (usually by double-clicking the layer icon) will open it up in Illustrator - and saving the Illustrator 'file' will commit the changes back to Photoshop.

Smart objects don't have to be vector. You can change Photoshop layers (or layer groups) to smart objects too."

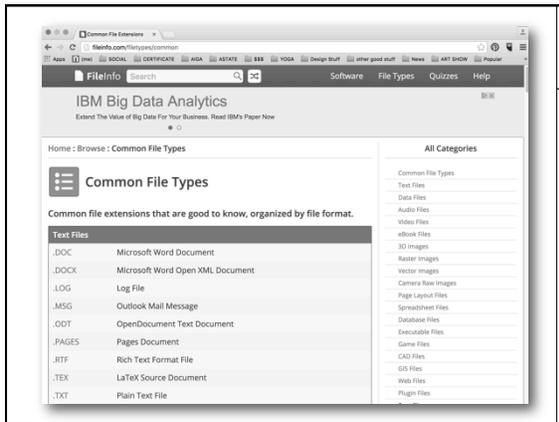
[http://creativetips.org/lexactly\\_what\\_vector\\_smart\\_object](http://creativetips.org/lexactly_what_vector_smart_object)

## NATIVE FILE FORMATS

- o Photoshop: **.PSD**
- o Illustrator: **.AI**
- o InDesign: **.INDD**
  
- o ILLUSTRATOR (vector) into PHOTOSHOP (raster)
  - o When you open or paste an Illustrator file into Photoshop it will claim to be "Smart Art". Don't trust this – it's not vector.
  - o Overall, consider as soon as you bring a vector file into Photoshop, it as become raster.
  - o Good news: you CANNOT save an .AI file in Photoshop.
  - o Bad news: you CAN save a .PDF file in Photoshop.

## NATIVE FILE FORMATS

- o Photoshop: **.PSD**
- o Illustrator: **.AI**
- o InDesign: **.INDD**
  
- o PHOTOSHOP (raster) and ILLUSTRATOR (vector) in INDESIGN
  - o InDesign holds vector or raster true to their original file because the files are LINKED.
  - o Remember: don't trust the Embed ability of InDesign.
  - o Also remember that because all of the files are Linked, InDesign never travels alone.



## READ YOUR BOOK.

