

GIF and JPEG formats not good for print

Saving images for high-resolution printing and for the Web require very different procedures. One thing that is important is to use the correct file formats.

Use only TIFF and EPS file formats when creating images for print pieces. They work for everything from photographs edited in Adobe Photoshop to drawings made in Illustrator or Freehand. Except for some flavors of EPS, do not use other file formats for final output.

Two popular file formats for the Web have been known to creep into print production workflow and should be avoided.

GIF (Graphics Interchange Format) was developed by the online service provider CompuServe. Good for Web graphics, GIF format compresses the color palette down to 256 colors or less. This makes the file smaller and decreases download time. GIF images are also suspect for having a low resolution of 72 dpi. This is acceptable for a monitor, but rarely for the printed page.

JPEG (Joint Photographic Experts Group) is good for compressing and archiving photos and is the dominant file format for photo-realistic images on the Web. Many photographers or scanner operators will JPEG their images for storage on CD or disk. These images then need to be re-opened in an image-editing application (like Photoshop), edited and saved in an acceptable file format for print.

Some other file formats that should not be used for photographs for print jobs include Windows Bitmap (BMP), AMIGA IFF, PlashPix, PCX, PICT, Pixar, PNG, RAW and Targa.