FORMATS… Which is Which?

- **There are many different kinds of file formats that have been used by computers over the years. They generally fall into three main categories:**

  - Productivity/Business
  - Imaging and Design
  - Audio and Video

Different formats are used for different reasons

  - Compress large files into small (JPEG, GIF)
  - Uncompressed or lossless (RAW, MPEG, TIFF)
  - Universal (PDF,TXT,MP3)

Visual COMMUNICATIONS

FORMATS… Which is Which?

Some formats are specific and only work in the program it was made in.

- **AI, PSD, INDD, XLS, PPT**

Others are universal and can be read by many programs

- **MP3, JPEG, GIF, TXT, PDF, HTML**

How can you tell which is which?

- File Extension (**.pdf**, **.ppt**, **.psd**, **.mp3**)
- File extensions are also used for the computer to know which is which
- What happens if you take the extension off?
- It gets corrupt and won't work.

Visual COMMUNICATIONS

FORMATS… Which is Which?

Business and Productivity

Common











Not so Common





Visual
COMMUNICATIONS

FORMATS… Which is Which?

Audio









Video











visual
COMMUNICATIONS

FORMATS… Which is Which?

Universal - HTML











Universal – MP3











Visual
COMMUNICATIONS

FORMATS… Which is Which?

The Adobe Suite



The Adobe Formats



FORMATS… Which is Which?

Image types

















Visual COMMUNICATIONS

FORMATS… Which is Which?

Confused?



Look it up!

