



Let's talk about
FILES

FILES

RAW

- Contains minimally processed; information from the sensor;
- No compression;
- Large files suitable for editing;
- Files are equivalent to an exposed film.

JPEG

- Joint Photographic Experts Group;
- Lossy compression;
- Used mainly for image storage;
- Small file sizes;
- Not ideal for editing.

TIFF

- Tagged Image File Format;
- Lossless compression;
- Large files;
- Viable format for editing and storing images;
- A viable alternative to RAW files.

PNG

- Portable Network Graphic;
- Lossless compression;
- Bigger files than JPEG with no visible gain in quality (photography);
- Allows to work with transparency;
- Mostly used in images combining text and image.



RAW

- The RAW format should be favored over JPEG during capture and storage of digital negatives.

JPEG

- The JPEG format is the the format used to share your images across all digital platforms. Thus, you should save your photo in JPEG before sharing it online.

TIFF

- The TIFF files are often used to share high quality files. Differently from RAW files, TIFF does not require special software to be open.

PNG

- The PNG format is often used to add logos / watermark on your photos. It's the only file format that allows working with transparency.

**WHEN
TO
USE**

RAW



49.3 mb

JPEG



High Quality: 7.8 mb

TIFF



No compression: 225.3 mb
ZIP compression: 115.3 mb

PNG



16 bits: 103.1 mb



Camera	Canon 5DsR	Canon 6DII	Canon T8i	Canon G7X	Huawei P20pro
Sensor Type	Full Frame	Full Frame	APS-C	One inch	1/1.73 inches
Sensor Size	36 x 24 mm	35.9 x 24 mm	22.3 x 14.9 mm	13.2 x 8.8 mm	7.76 x 5.82 mm
File Size	50.6 mp	26.20 mp	24.10 mp	20.10 mp	40 mp
Pixel Size	17.06 μm^2	32.83 μm^2	13.76 μm^2	5.76 μm^2	1 μm^2
Pixels	8712 x 5808 pxs	6269 x 4179 pxs	6012 x 4008 pxs	5472 x 3648 pxs	7760 x 5820 pxs



The **quality of your image** directly influence the way your audience **judge your product**.

How can you get the best possible result from your image?

Understanding **Image Size**,
DPI, PPI.

**WHY
SHOULD
YOU
CARE**



Digital

- Digital images are saved on **RGB** color scheme.
- Image resolution and size are defined in PPI – Pixel Per Inch.
- The resolution for an media showed on your website should be 72 PPI.

Printed

- Printed images are saved in **CMYK** color scheme.
- Image resolution and size are defined by DPI – Dots Per Inch.
- The resolution for your printed media depends on the viewing distance.

Viewing Distance	Resolution
0.6m / 2ft	300 dpi
1.0m / 3.3ft	180 dpi
1.5m / 5ft	120 dpi
2.0m / 6.5ft	90 dpi
3.0m / 10ft	60 dpi
5.0m / 16ft	35 dpi
10m / 33ft	18 dpi
15m / 50ft	12 dpi
50m / 160ft	4 dpi
60m / 200ft	3 dpi
200m / 650ft	1 dpi

DIGITAL
VS
PRINTED

By convention, **PPI** and **DPI**
can be used interchangeably.

An image with a resolution of
1500 PPI **is equal** to 1500 DPI.

Using a resolution of **150 DPI**,
an image with **1500 DPI** would
render a **10 inches** image.

$$1500/150 = 10$$



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Print Size (300 DPI)	29 x 19 inches	20.9 x 13.9 inches	20 x 13.3 inches	18.2 x 12.1 inches	25.9 x 19.2 inches



The Cellphone allows to print an image with similar size to the Full Frame camera.

But the image quality will not be similar, since the pixels on the cellphone are significantly smaller than the pixels on the camera.

**PRINT
SIZE**