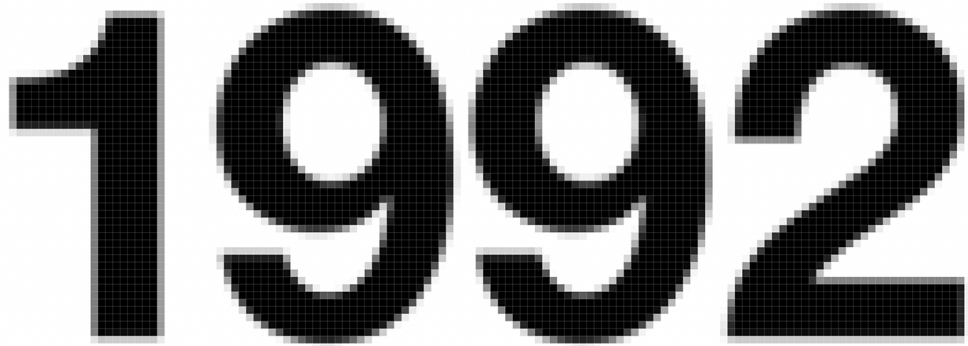


Image types

Image types

Bitmaps



1992

JPEG: Photographs

PNG/GIF: Images
with limited colors

Vectors



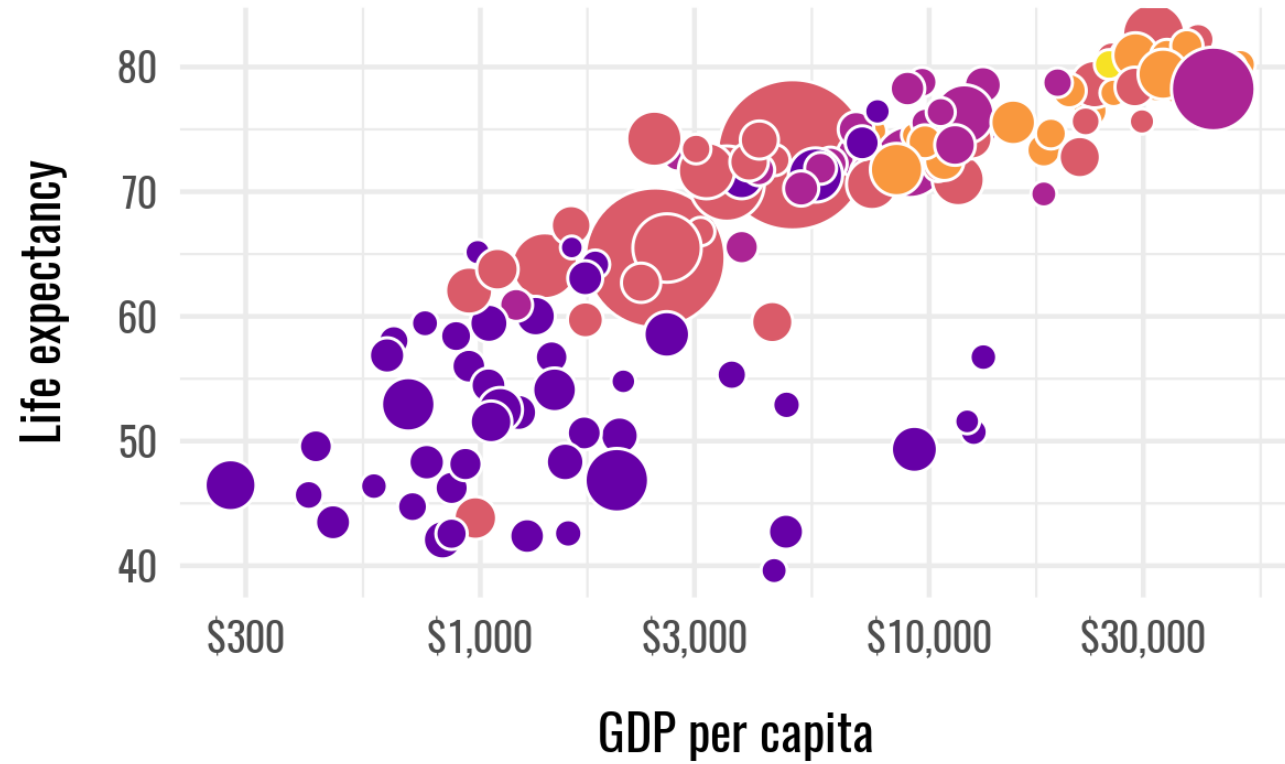
1992

PDF (or EPS):
Anything vector based

SVG: Vectors online

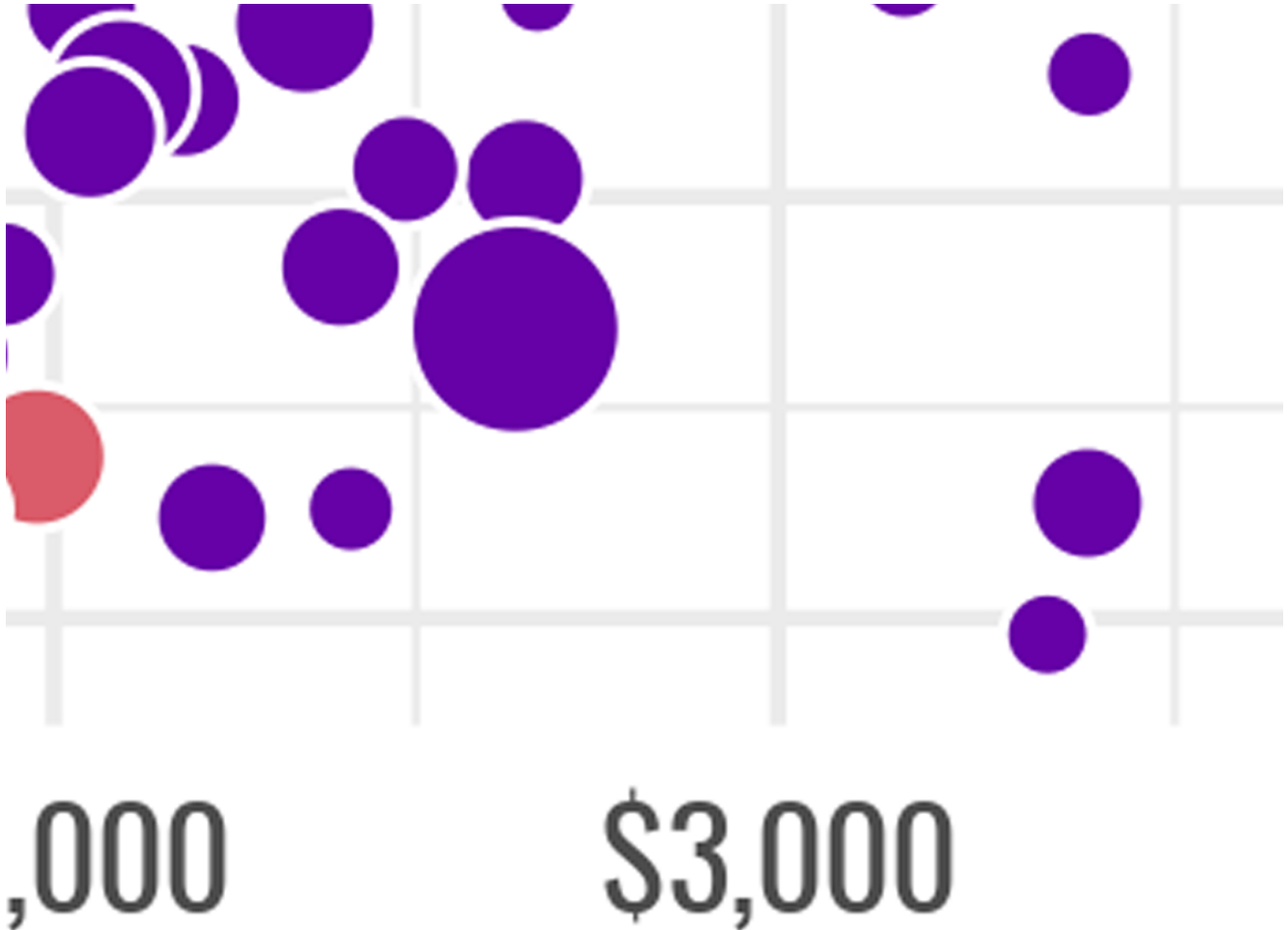
PNG • 130 KB

Global health and wealth in 2007



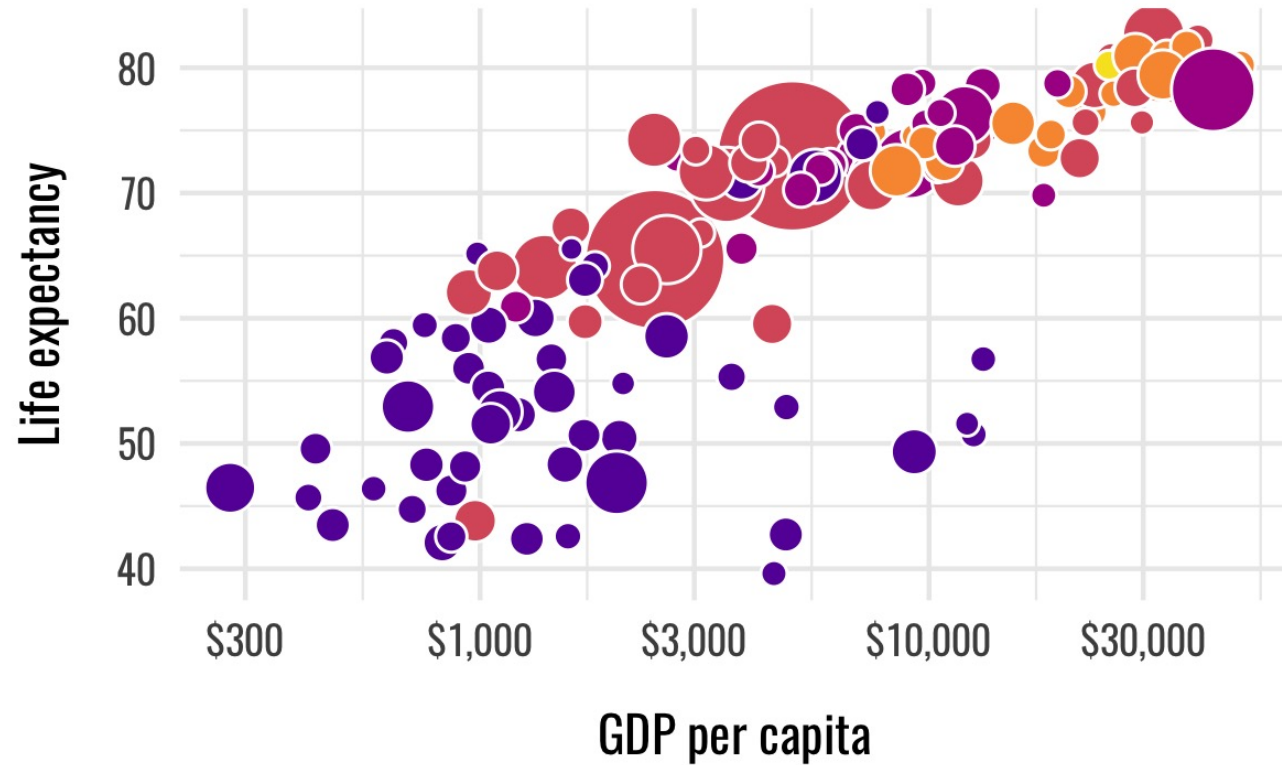
Source: Hans Rosling and the Gapminder Project

PNG • 130 KB • Zoomed



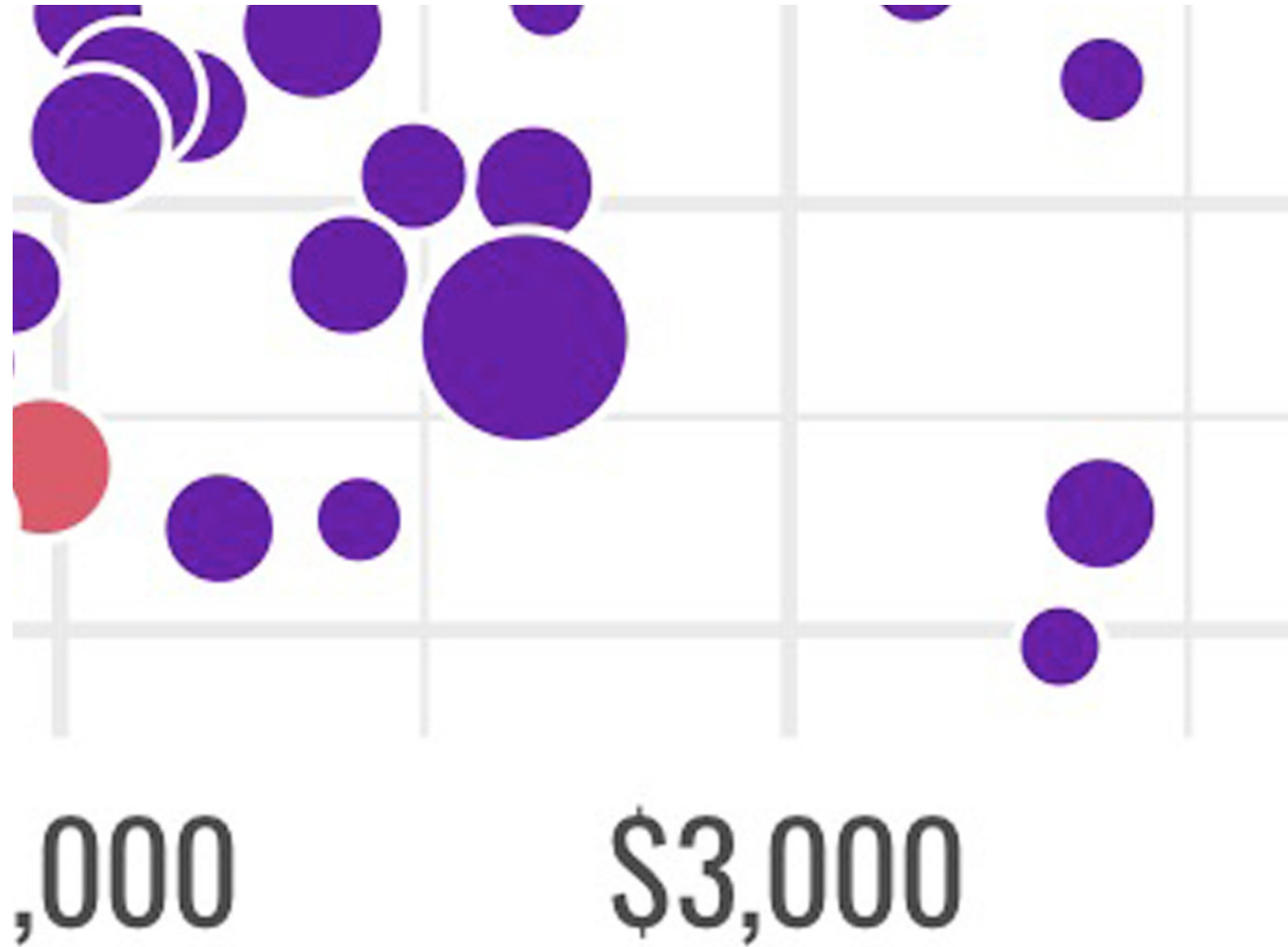
JPG • 75% quality • 161 KB

Global health and wealth in 2007



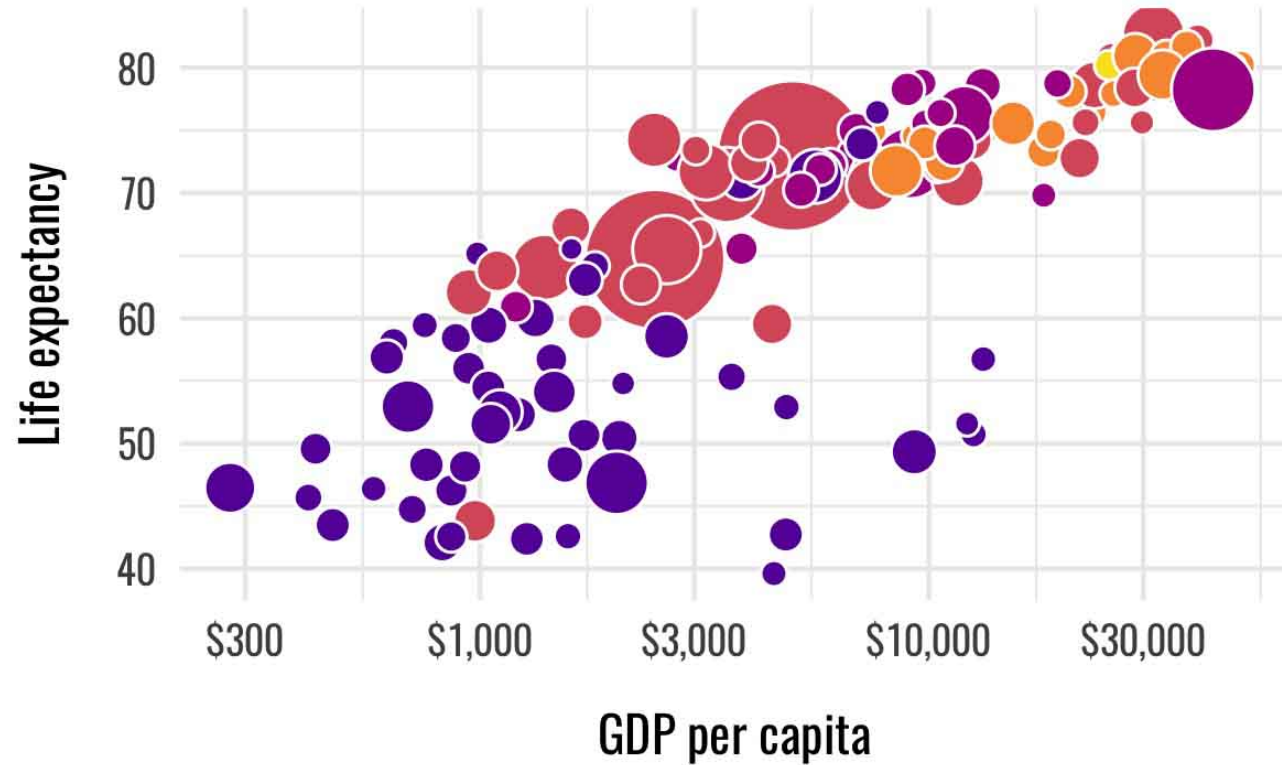
Source: Hans Rosling and the Gapminder Project

JPG • 75% quality • 161 KB • Zoomed



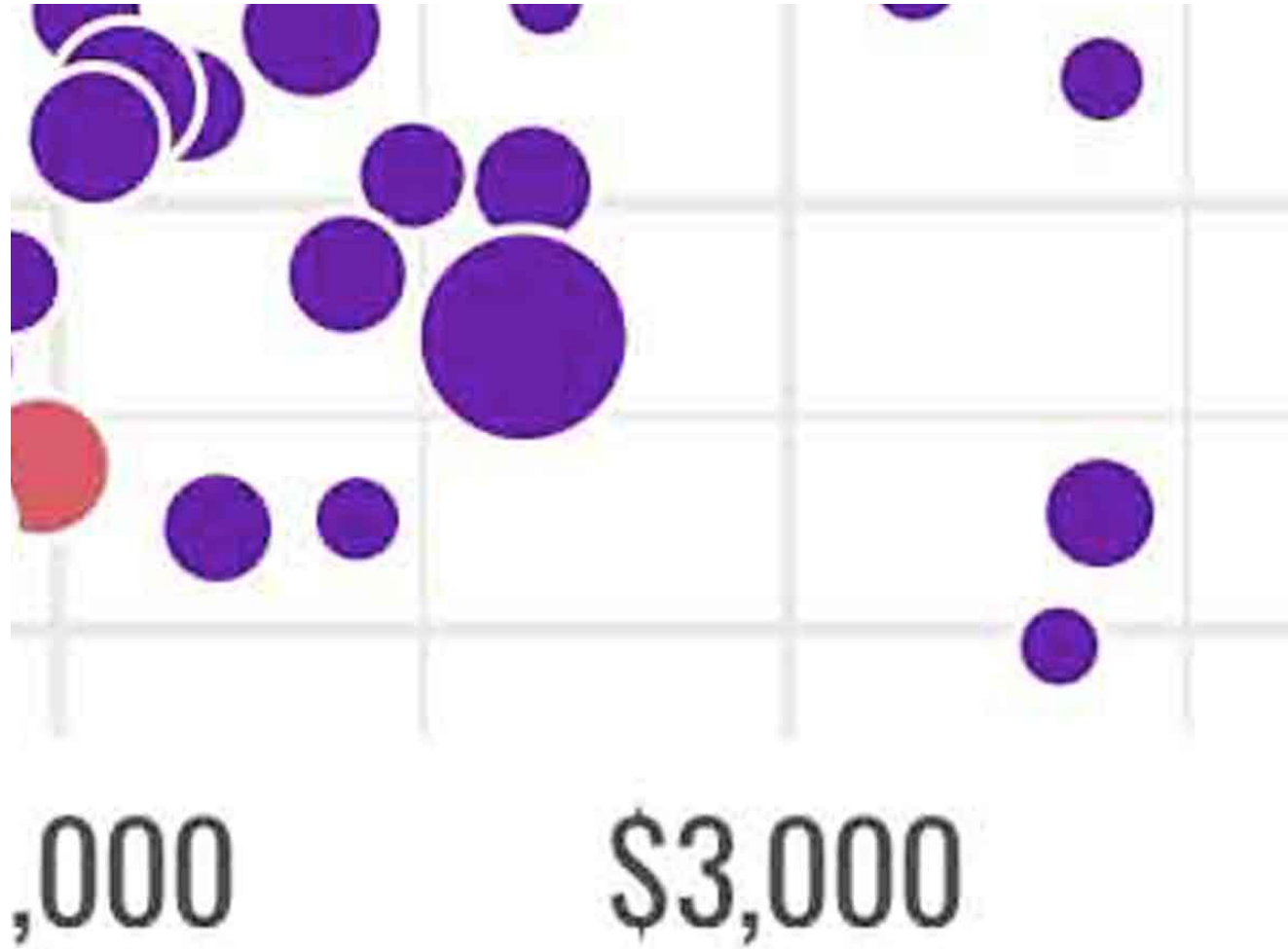
JPG • 10% quality • 88 KB

Global health and wealth in 2007



Source: Hans Rosling and the Gapminder Project

JPG • 10% quality • 88 KB • Zoomed

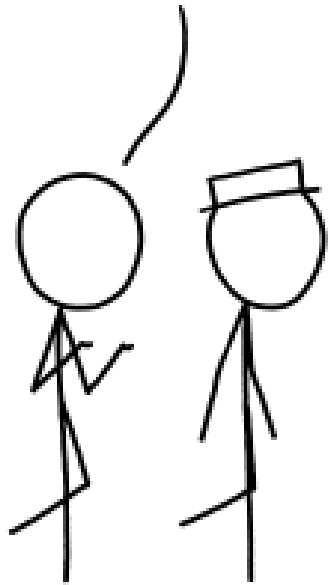


ONE DOES NOT SIMPLY

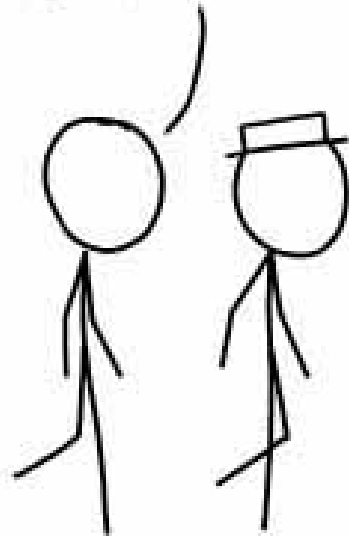
USE HIGH LEVEL OF JPEG COMPRESSION

made on imgur

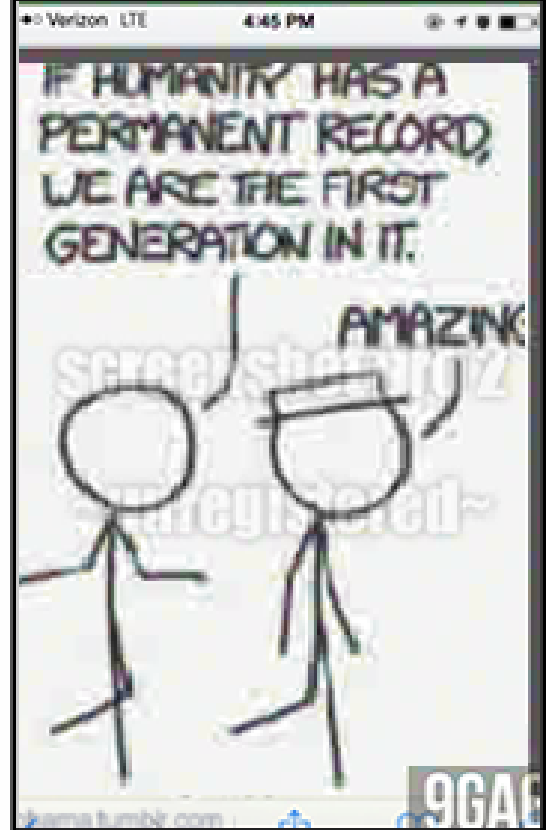
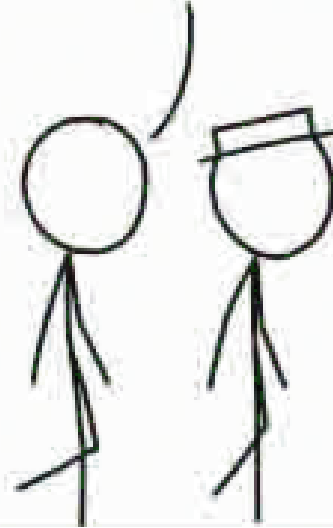
THE GREAT THING ABOUT DIGITAL DATA IS THAT IT NEVER DEGRADES.



HARD DRIVES FAIL, OF COURSE, BUT THEIR BITS CAN BE COPIED FOREVER WITHOUT LOSS.



FILM DEGRADES, PAINT CRACKS, BUT A COPY OF A CENTURY-OLD DATA FILE IS IDENTICAL TO THE ORIGINAL.



In defense of the JPG



Benjamin, December 2017

RAW

No compression • 27.1 MB 🤯

JPG

75% quality • 3.2 MB

JPG

10% quality • 654 KB

PNG

32.9 MB 🤯

Use the right file type



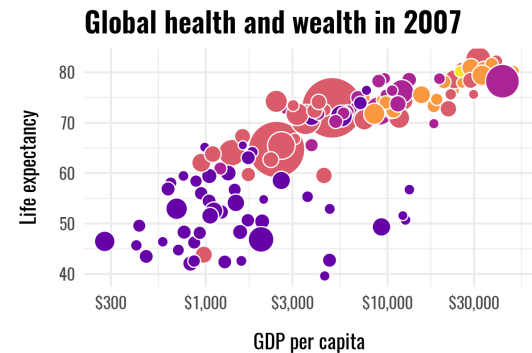
Photographs

Web

JPG

Print

JPG



Source: Hans Rosling and the Gapminder Project

Graphs & logos

Web

PNG or SVG

Print

PDF

What programs do I use?

Photos/bitmaps



Adobe Photoshop

Vectors



Adobe Illustrator

Documents



Adobe InDesign



GIMP



Canva



Inkscape



Gravit Designer



Scribus



Canva