Image Format Cheatsheet

JPEG   **J**oint **P**hotographic **E**xperts **G**roup

- **Good for continuous-tone photographs and images with gradients**
- Can display millions of colors
- Lossy compression format, which means some of the information is discarded every time you save the image.
- No transparency - they go edge to edge

GIF   **G**raphic **I**nterchange **F**ormat

- **Good for images with areas of flat color - logos, for example.**
- Works by narrowing down the range of color in an image to 256 (or fewer) colors.
- GIF images allow transparency, but it's bitmapped transparency. That means, pixels either have color in them or they don't. There's no gradation.
- Can be animated.

PNG-8   **P**ortable **N**etwork **G**raphic

- Much like GIF. **Good for images with areas of flat color - logos, for example.**
- Allows multi-level transparency. They can display nice drop shadows.

PNG-24   **P**ortable **N**etwork **G**raphic

- These PNG images display zillions of colors
- Lossless compression, so you can save them over and over and not lose any part of the image.
- Allows multi-level transparency. They can display nice drop shadows.
- However, PNG-24 images can be quite large.