

# Basic Graphic Knowledge - Page 1

Color Space		
What it means: How color is mixed		
<b>Type</b>	RGB (Red, Green, and Blue)	CMYK (Cyan, Magenta, Yellow, Black)
<b>Use</b>	Digital	Print

**Why it matters:** Your images may not show up in the right color or you may receive uploading errors if you use the wrong color space. Learn more about color space [here](#).

Resolution		
What it means: The number of Pixels Per Inch (ppi) in a photo		
<b>Type</b>	Low Resolution (Any number below 300 ppi)	High Resolution (Any number above 300 ppi)
<b>Use</b>	Digital	Print

**Why it matters:** Digital devices have to process each ppi. So, if you have lots of high resolution photos on your website, it will probably take a while to load your site. A slow loading site is no one's friend. Also, ever wonder why your photo prints came out blurry? It's likely because the file is low resolution. You can always use software to reduce the resolution of a photo, but you cannot (easily) increase resolution and maintain the quality of the image. Never save over your original image; make a copy before you begin editing.

Logo Lingo	
Term	What it means
Vector	A file type that can be infinitely scaled up or down without concerns about resolution. Photos CANNOT be vector files. Only graphics (such as logos) can be vectors. Vectors are ideal for large format printing. (Note: See resolution description above. To be printed clearly in large format, photos must have a high resolution.
Icon	The most basic graphic part of your logo. It could be a symbol, an acronym, or the first letter of your business name if your logo is a text-only logo. Icons are typically what's best used for social media profile pictures.
Favicon	The teeny tiny graphic you see at the top of a webpage in your browser. You'll find it above the URL bar. A favicon is typically the same graphic as your icon, but it is much, much smaller.

**Why it matters:** Being digitally savvy with how your logo is used with set you apart and make you look as professional as possible online. Full logos as social media icons makes it look like you don't know what you're doing--which is not true! Also, no one wants to spend hundreds on a large-format printed banner, only to have it come back blurry and unprofessional looking.



# Basic Graphic Knowledge - Page 2

File Type	What it means: A specific kind of file	
Term	What it Means	Standard Uses
.ai	<p>Adobe Illustrator file. This is a <b>vector</b> file.</p> <p><i>See chart on Page 1 for a description of a vector. Note: In order for the file to be read as a "vector" the artwork must have been created in Adobe Illustrator. (i.e. you can't open a photo in Illustrator, save it as a .ai file and expect the file to have vector scaling capabilities.</i></p>	Primarily print, but can also be used digitally if the program where you're trying to upload it accepts vector files. Also used for logos, large format printing, or any other type of print graphic.
.jpeg	<p>A photo file. Resolution will be a concern for this file type. <i>See chart on Page 1 for a description of resolution.</i></p>	Primarily digital. Social media graphics, website graphics, e-mail graphics
.png	<p>A photo file, with a transparent background. Resolution will be a concern for this file type. <i>See chart on Page 1 for a description of resolution.</i></p>	Both print and digital. Anywhere where a transparent (rather than white or colored) background is needed.
.pdf	<p>A document file. NOT a graphic or photo file.</p>	Sharing text files for viewing or printing.

**Why it matters:** There are scores of file types out there. These are some of the most common ones you'll encounter while developing a basic website. Knowing the difference between file types will help you avoid media upload errors and blurry images on your website. It will also alleviate some of the communication frustration between yourself and a designer.

What file types would you like seen added to this list?  
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