

File Formats Quick Reference

FDD 6.1 · DIGITAL COMMUNICATIONS

NAME _____

DATE _____

Format	Vector/Raster	Editable?	Best for	Watch out for
.AI	Vector	Yes, fully	Your working file, always keep this.	Not viewable without Illustrator.
.EPS	Vector	Yes	Legacy print vendor requests.	Mostly replaced by .ai/.pdf today.
.PDF	Vector	Optional	Sharing with a client or printer.	Check "Preserve Editing Capabilities" if you'll need to reopen it.
.SVG	Vector	Yes (code)	Web use, scales infinitely.	Not for print production.
.PNG	Raster	No	Screen use needing transparency.	Larger file size than JPG.
.JPG	Raster	No	Photos, small file size.	No transparency, avoid for logos/text.

Fix-This-File task: your teacher will describe 3 delivery scenarios (a client who needs to edit the file, a website needing a transparent logo, a print shop needing a universal viewable proof). Write the correct format for each below.

AI • EPS • JPG • PDF • PNG • SVG

1. Scenario 1: _____

2. Scenario 2: _____

3. Scenario 3: _____