



This document contains design & marketing information that may help you in your day to day work.

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It's all explained at: [www.tygamarketing.com](http://www.tygamarketing.com)

# Graphic file formats

## format: definition:

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**jpeg** Compressed graphic format standardised by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit colour; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.

### programs that open these files:



Apple Preview or other picture viewer. A Web browser such as Safari or Firefox



Microsoft Photo Editor or other picture viewer. A Web browser like Internet Explorer or Firefox

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**eps** PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems. Vector eps files allow the image to be scaled to any size. This makes them perfect for logos or any other graphics that may need to be used at large sizes (e.g. for exhibitions or signage)

### programs that open these files:



Apple preview, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress

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**tif** High-quality graphics format often used for storing images with many colours, such as digital photos; short for "TIFF;" includes support for layers and pages. TIFF files can be saved in an uncompressed format or may incorporate .JPEG (lossy) compression.

### programs that open these files:



Any picture viewer



Any picture viewer

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**gif** Image file that may contain up to 256 indexed colours; GIFs are common format for Web graphics, especially small images that contain text; however, JPEG images are better for showing photos because they are not limited in the number of colours they can display. GIF images can also be animated and saved as "animated GIFs".

### programs that open these files:



Any picture viewer or web browser



Any picture viewer or web browser

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# Print processes

## Litho Print

Used for high volume print runs of brochures, stationery, leaflets, direct mail etc. This process offers a very high quality finish, and allows printing on various different types of paper/card. Litho is not so cost-effective for low-run work, as the machines have a fairly lengthy set-up process before the print can start.

## Digital Print

Generally used for lower volume print runs as the quality isn't quite as good as litho. nowadays though, it's fast becoming more cost-effective at higher volumes, and the quality is getting better all the time. Digital print is also often used for 'on-demand' print, or for 'personalised print' which allows your direct mail etc to include your customers' details throughout.

## Silk-screen Print

Generally used for one off jobs such as large format posters, signage or exhibition graphics. This process isn't so often nowadays, as many digital printers offer a faster, cleaner approach that give a similar finish.

## Large Format Inkjet Print

Generally used for one off jobs such as large format posters, signage or exhibition graphics. This process is used to print one off prints on all manner of surfaces such as wood, glass, fabric or plastic - along with the traditional paper and card.

# Image resolution

Image resolution describes the detail an image holds.

The term applies equally to digital images, film images, and other types of images. Higher resolution means more image detail.

For the web, images are generally 72dpi (dots per inch) as this is equal to the resolution of most common monitors.

For print, images are generally 300dpi, to allow higher definition in the final printed matter. If you are supplying images for print, they must be at least the size you want to use them at a resolution of no less than 300dpi. If the images have to be scaled-up, quality will be lost.

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# Web sites

Today, web sites can be designed in many different ways for different uses. From standard html to Flash animations to Dynamic database driven sites, you need to decide what your web site is for.

## Standard html

The original format of any web site (and still is in many sites today) is the use of standard HTML. No bells, no whistles, just simple layouts of images and text to get your message across. This solution is still often used as the site owner can be confident that ANYONE with Internet access will be able to view their site without having the latest browser version or plugin.

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## Flash

When you see a site that starts with a grand intro, and things start flying around - that's generally created using Flash. Flash sites have the benefit of being more interactive with the viewer, allowing them to listen the music, watch animations or even play games on your site. The down side to flash is that it can become very memory intensive, which means your viewers may have to watch progress bars load while they're waiting for you site to download. Also, many search engines do not like flash content, as they often can't read them, so if you're wanting to get into the top three slot, beware! A good compromise that TYGA employ is to use some flash content within a standard HTML site, making sure the critical information is in the html text, allowing the search engines to successfully index your site.

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## Content Management Systems (CMS)

If you have a huge web site that needs to be constantly updated, it can become frustrating if you can't do it yourself. That's where CMS systems come in. A CMS site is simply a site that's driven by a central database that contains all your content. This content can be securely edited using a web browser, so you can change pictures, alter links or amend the text throughout the site. CMS systems give you total control over your site.

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## E-commerce

E-commerce sites are designed around pitching and selling a product range to users online. Shopping carts, online inventory, administrative systems, and online transactions are all considered when developing e-commerce solutions. The role of this type of web site is to provide your users with a means of browsing and purchasing your products on line. In addition, sites that are selling a service rather than a product can use e-commerce solutions to make reservations, appointments, or bookings.

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