



GRAPHICS

.JPG

most common graphics format
full color (16.7 million colors)

.GIF

indexed color mode (256 colors)
supports simple transparency

.PNG

supports advanced transparency
can be interlaced for Internet use

.TIFF

can use a variety of color modes
best for desktop publishing

.TGA

used by digital scanners
supports 3-D information

.PSD

native Photoshop format
preserves layers for future editing



ANIMATION

.SWF

standard for the Internet
supports ActionScript code
smooth animation
small file size

Animated .GIF

a.k.a. flip-book animation
only frame-based animation
does not support audio

.MOV

creates a video file
used for TV broadcasting

.FLV

uses Adobe® Flash Player
standard for embedded video

.FLA

native Flash format
preserves layers, scenes,
and library



VIDEO

.MOV

uses Quicktime® player
standard for Apple®

.AVI

standard for PCs

.WMV

uses Windows® Media Player
Microsoft® streaming format

.FLV

uses Adobe® Flash Player
common for embedded video

.MPEG-2

used for DVDs

.MPEG-4

used for Blu-Ray discs
standard for Internet
streaming (YouTube,
Vimeo, Hulu, etc.)



AUDIO

.MP3

most common format
standard for Internet use
good for streaming

.WAV

standard for PCs
native Windows® format

.WMA

uses Windows® Media Player
Microsoft® streaming format

.MIDI

standard for musical instruments
contains musical information

.AAC / .M4A

standard for Apple® computers
used by mobile devices
high quality sound



WEB DESIGN

.HTML

basic framework
use “tags” to denote
structure elements

.CSS

controls design features
(colors, fonts, etc.)
combines with HTML to
create a complete site
common template format

JavaScript

client-side development
creates programs that run
on the user’s machine

.PHP

server-side development
connects to databases
enhances interactivity

Flash

uses Adobe® Flash
common for games and
online advertising
allows for enhanced
interactivity