

## File Formats For Images

### JPEG or JPG

- Most widely used
- Good color fidelity, but loses detail
- Can open in a web browser
- Can reduce file size by down to 1/20
  - Divides image into 8x8 blocks and discards “redundant” data
  - Can put 20x as many images on a memory card
  - How much depends on your save settings
- But lossy compression – cannot be undone

## File Formats For Images

### TIFF or TIF

- Very large file sizes
- Not compressed
  - Does not lose image data
- Images represent camera adjustments such as saturation, contrast, sharpness, white balance

## File Formats For Images

### RAW

- Very large file sizes
- Not compressed
  - Does not lose image data
- No camera processes have been applied
  - Allows for exposure and color balance adjustment later
- Allows your camera to work faster
- Different file extensions for different camera brands
  - NEF for Nikon, CRW for Canon, RW2, and so on.