NORWICH
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File Format

There are different types of file format:

- **RAW:** A camera RAW image is an unprocessed photograph captured with a digital camera. It contains the raw image data captured by the camera's sensor saved in proprietary file format specific to the camera manufacturer. Camera RAW files are uncompressed, it stores data for each individual pixel separately.

- **TIFF:** 'Tagged Image File Format' (TIFF) is a flexible, adaptable file format for handling images and data within a single file. The ability to store image data in a lossless format makes a TIFF file a useful image archive. TIFF essentially stores data for each individual pixel separately with the addition of user-defined data. This is the format to use and save files without loss of quality.

- **JPEG:** 'Joint Photographic Experts Group' (JPEG) uses a form of compression. Essentially, it identifies pixels of the same colour and stores them as one bit of information. This means that often some of the original image information is lost and cannot be restored, which affects image quality. JPEG is the format to use once you have finished all of your editing (although you should still retain a TIFF version) to send your file to print. You will also need to use JPEG for images to upload to the internet.

Summary:

Files for print

- 300ppi
- TIFF
- Adobe RGB (1998) embedded

Files for screen

- 150ppi
- JPEG
- sRGB embedded