

A GUIDE TO FILE EXPORTS IN PHOTOSHOP

When you're creating collateral in Photoshop, you'll eventually have to export it to something other than in PSD format — especially if you plan to use your graphics on the web. Here is a handy guide to all your export options and file choices.

KNOW YOUR FILE FORMATS!

There are three file format types that you'll likely have to use on the internet, and each has a specific purpose.

JPG (.jpg or .jpeg) is the most common file format for images on the internet. Most photographs are in this format, as it provides the best compression without losing quality.

PNG (.png) is also used on the web but with one major difference — it allows for transparency. If you have a logo or a cutout and you want a transparent background, you'll want to export as a PNG to keep that transparency.

GIF (.gif) is used for animated gifs mainly. GIF files have transparency too, but limited color rendering, so the quality isn't great. You can also create animated GIFs in Photoshop (but that's a different ballgame that won't be covered here).

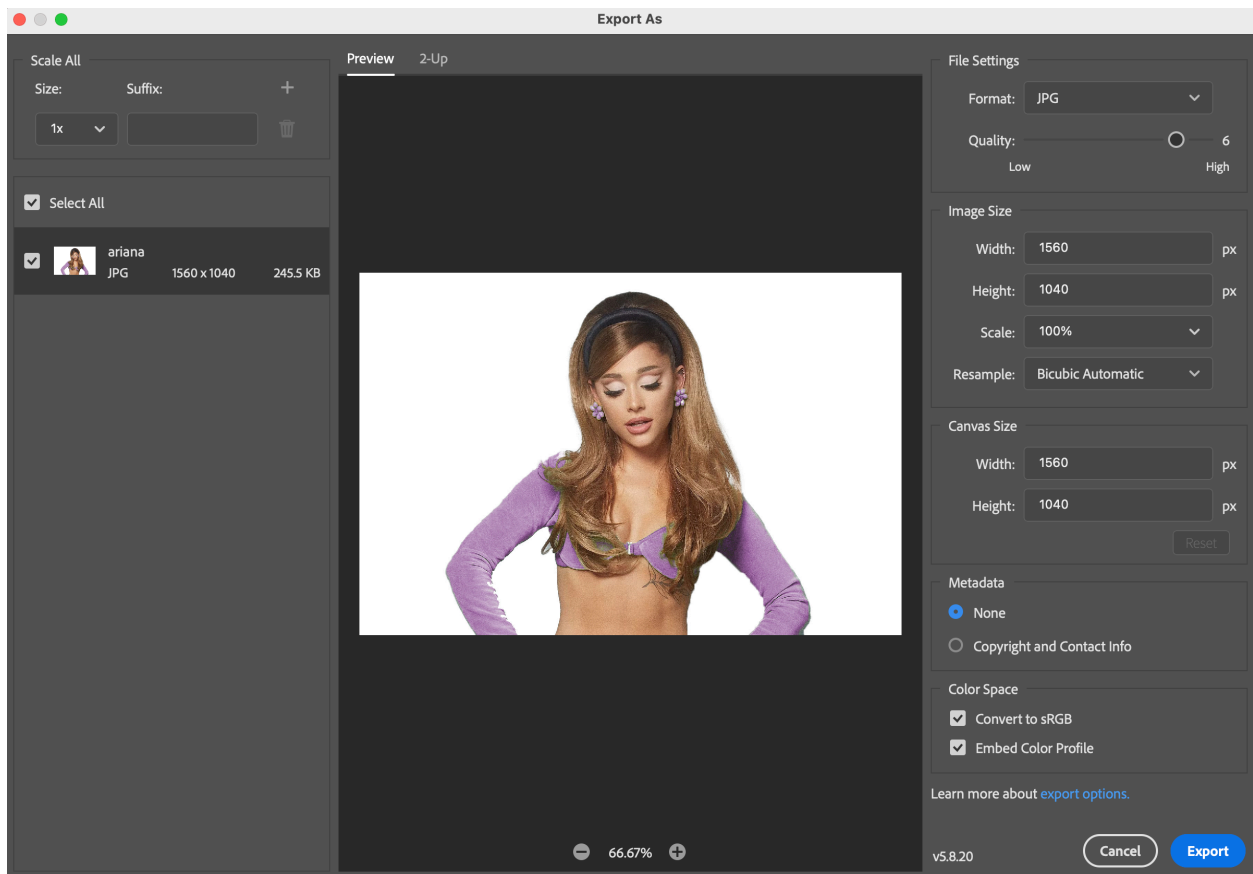
The other file format you'll also use a fair amount is a PDF, which is helpful if you need to send samples to clients or proofs.

All of these file formats can be exported out of a single PSD file.

EXPORTING JPG / PNG / GIF IN PHOTOSHOP

To export a jpg, gif, or png in Photoshop, go to File > Export As.

You'll see this menu:



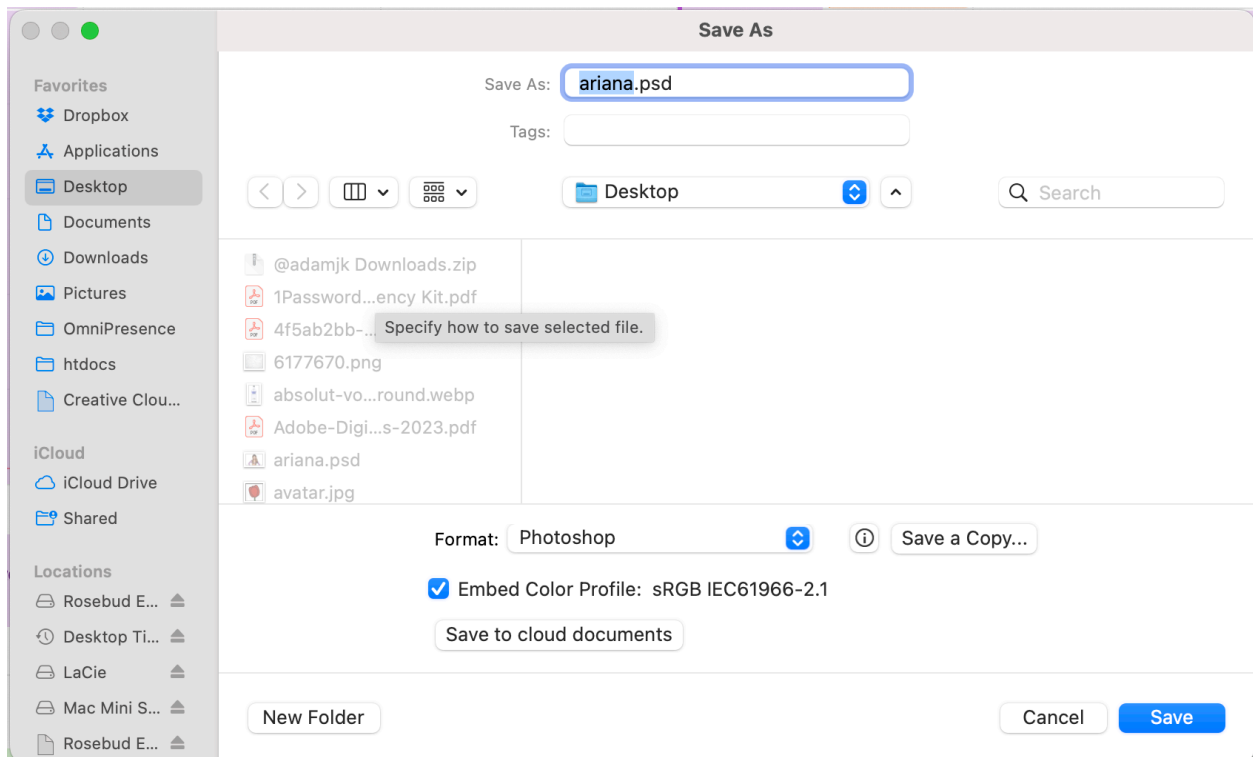
In the top right corner, you'll see a dropdown for format. Choose the appropriate format you need (again, you'll see jpg, png, or gif only here). What's helpful is that if you choose PNG, you'll see a transparent background if you knocked out the background.

You'll also see the size of your image as well as the canvas size and be able to make adjustments to either of these things as needed.

Once everything looks good, hit Export. If you need to export a different format of the same file, just go through these steps again and make sure you choose the format you need.

EXPORTING A PDF IN PHOTOSHOP

To save a PDF, go to File > Save As. You'll get the file saving dialog box.



Under "Format", select "Photoshop PDF" and hit save. You can rename your file if you want before saving it as a PDF.