

## Some Digital Imaging Acronyms and What They Mean

**.JPEG** - Joint Photographics Expert Group. JPEG is a format developed in the infancy of digital imaging as a standard format for image sharing. Images compressed as JPEGs typically have small file sizes to allow for easy transfer but retain good image quality and fidelity. The most common format in digital photography and web-based/e-mail image sharing.

**.GIF** - Graphics Interchange Format. .GIFs tend to be larger files than JPEGs, and allow for some functionality that JPEG does not.

**.TIFF** - Tagged Image File Format. .TIFFs are very large, high-resolution files, typically used by Digital Imaging professionals who require very high fidelity images.

**.PSD** - Photoshop Document. Any file created in Photoshop will be saved natively as a PSD. PSDs allow documents to include multiple layers for ease of editing.

**.BMP** - Bitmap. A very early image format that requires large file size and produces mediocre image quality. Still in use by some software.

**.PNG** – Portable Network Graphics. PNG files are beginning to be used more on the web as they provide advanced graphics features such as 48-bit color, including an alpha channel, built-in gamma, color correction, and tight compression.

**DPI** - Dots Per Inch. Sometimes also referred to as Pixels Per Inch (*ppi*). Higher DPI means better image detail, particularly at high resolutions. Higher DPI is integral if digital images need to be retouched, resized, or have effects added to them. The higher the DPI, the larger the image file size will be.

**SLR** - Single Lens Reflex. SLR cameras employ a system of mirrors to allow users to look through the lens and see exactly what image they're capturing with no distortion.

**TTL** - Through The Lens. TTL cameras allow the user to see an image that is identical (in the case of SLR) or nearly identical (in EVF cameras) to what the lens sees. All SLR cameras are TTL, as well as some EVF cameras (see below)

**EVF** - Electronic View Finder. EVF cameras employ LCD technology to present the user with a digital representation of the image they're capturing. EVF cameras are prone to variations in light level and do not always accurately display focus, but are typically less expensive and easier to use than SLR cameras.

**LCD** - Liquid Crystal Display. Standard technology used in many viewfinders (as well as flat-panel computer displays and televisions) to allow fairly crisp images to be viewed on a very thin screen.

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**MP** - Megapixels. Basically the higher the megapixel number, the higher resolution (read: quality) image the camera will produce. Megapixels apply only to digital cameras.

**DV** - Digital Video. DV is a fairly wide umbrella that includes a number of different sub-formats (mini-DV, DVCPro, DVCAM, etc.). Most consumer DV cameras employ mini-DV tapes as their primary acquisition medium. Newer cameras may also employ DVD-RW or proprietary DVD technology, but mini-DV is the standard format for consumer cameras.

**.MPEG** - Moving Pictures Expert Group. Similar to JPEG, MPEG is a standard format designed to apply the principles and ease of JPEG to motion video images. MPEG files tend to be too large to quickly download for most users, so they are often compressed to WMVs or MOVs (see below).

**.MPEG-2** An evolution of MPEG technology. MPEG-2s are much larger files that feature much higher quality frames. Any video file on a consumer DVD movie is in MPEG-2 format.

**.WMV** - Windows Media Video. WMA is a proprietary format developed by Microsoft to allow for rapid streaming of video. Initially low quality, WMA has evolved into a fairly high-resolution format capable of streaming highquality images at low bandwidths. Requires Windows Media Player to view.

**.MOV** - Quicktime Movie. .MOV is the Apple (Macintosh) equivalent of .WMV. Essentially both formats do the same things and share similar capabilities. Apple Quicktime is required to view .MOVs.

**CD-R** - Recordable CD. CD-Rs can be written to once. They cannot be re-used as storage media.

**CD-RW** - Rewritable CD. CD-RWs are more expensive than CD-Rs, and can be written to multiple times, similar to a removable hard drive. Compatibility issues are more common with CD-RWs than CD-Rs.

**SD** - Secure Digital. SD Cards are common in digital photography as an incamera storage medium. Typically SD cards must be connected to a reader on your computer to download the images from your camera.