การเผยแพร่สื่ออินโฟกราฟิก

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สาขาวิชานิเทศศาสตร์เกษตร คณะเทคโนโลยีการเกษตร

สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ชนิดของไฟล์ภาพ

JPEG

JPG files, also known as JPEG files, are a common file format for digital photos and other digital graphics. When JPG files are saved, they use "lossy" compression, meaning image quality is lost as file size decreases

Released in 1992

File extension:

.JPG or .JPEG

"JPEG"

"Joint Photographic Experts Group"

Compatible across MAC & PC as well as other mobile devices, web browsers and image editors.

✔ 24-bit color with up to
16 MILLION COLORS

✔ **JPEG is the standard format for most digital cameras**

✔ **Great for making smaller file sizes**

Best Uses

Black and white images.

Images with complex coloring

Still life imagary

Real life photographs

JPEG

WEB GRAPHICS

Probably the most web friendly image format there is. JPEG is great for images when you need to keep the size small, such as when you need to upload it online. If you don't mind compromising the quality of the image a bit, use JPEG.

PNG

Portable Network Graphics (PNG /ˈpɪŋ/) is a raster graphics file format that supports lossless data compression. PNG was created as an improved, non-patented replacement for Graphics Interchange Format (GIF), and is the most used lossless image compression format on the Internet.

Created in 1996

File extension:
.PNG

"PNG"
"Portable Network Graphics"

There is two types of PNG image format.

PNG-8

GIF

Similar to GIF

256 colors and 1-bit transparency

PNG-8 files are even smaller than GIF files

PNG-24

JPEG

24-bit color, similar to JPEG

Can include over 16 million colors

Lossless compression means larger files than JPEG

Alpha Channels

Transparency can be set between opaque and completely transparent, allowing for a faded look

PNG formats can go on any background and still maintain appearance

Older browsers can have trouble with PNGs because they can't handle Alpha channels

Background images without jagged edges

Lossless compression which means there's no data loss

Best Uses

Web images, flat areas of colors, logos, transparent or semitransparent images

Great for text images

Images in the middle of the editing process

Complex images like real-life photographs if file size is not an issue.

PNG

WEB GRAPHICS / LOGOS & LINE ART

PNGs are great for web graphics. If you want to keep the size small, but still retain the image quality, use PNG. Also if you want to use transparencies, the PNG is the format for you.

GIF

An image file format commonly used for images on the web and sprites in software programs. Unlike the JPEG image format, GIFs uses lossless compression that does not degrade the quality of the image. GIFs store image data using indexed color, meaning each image can include a maximum of 256 colors.

Created by CompuServe in..

1987

GIFs image format uses
256 COLORS

You can use "Dithering" to make the file even smaller. This process is where two pixel colors combine to make one.

File extension:
.GIF

"GIF"
"Graphics Interchange Format"

GIFs come alive with
ANIMATION

GIF animation is incredibly simple to work with and it is automatically recognizable to most Web browsers. It works by creating a series of GIF frames to make up the moving image.

You will need to use Photoshop to create your own animated GIFs or on websites like gifmaker.me

GIFs have fewer colors so files start even smaller than JPEGs

Lossless compression which means there's no data loss

GIF images is that is allows you to preserve transparency.

It uses an LZW-compressed format designed to minimize file size.

Best Uses

Simple images like line drawings, color boarders and simple illustrations.

Animations

Web graphics with not many colors

Very small icons

GIF

WEB GRAPHICS / ANIMATION / CLIP ART

Out of the three formats (GIF, JPEG & PNG) GIF is the worst choice for web graphics, although file sizes are very small, and they load very fast. Plus, if you want to add animation effects, use GIF. Also great for clip art.

BMP

The BMP file format, AKA bitmap image file or device independent bitmap (DIB) file format is a raster graphics image file format used to store bitmap digital images, independently of the display device (such as a graphics adapter), especially on Microsoft Windows and OS/2 operating systems

Created in.. 1994

File extension:
.BMP

"BMP"
"Bitmap Picture"

Microsoft Corp took
full control of the
format definition
and has been a stable
image format since
Windows 3.0

BMP files does not
support effective image
compression

**BMP files may be easily created
from existing pixel data stored
in an array in memory.**

**Bitmap files translate well to
dot-format output devices such
as CRTs and printers.**

Best Uses

Images that will be sent to print.

If images are being edited and layers are needed.

If you need to preserve layers, and alpha transparency.

Good for any type of bitmap (pixel-based) images.

BMP

PRINT GRAPHICS

These files are large and uncompressed, but the images are rich in color, high in quality, simple and compatible in all Windows OS and programs. BMP files are also called raster or paint images.

ขนาดของภาพบนสื่อต่าง ๆ

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Cover Photo: 851 x 315 px

Image Guidelines

- Appear on page at 851 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

851 x 315

180 x 180
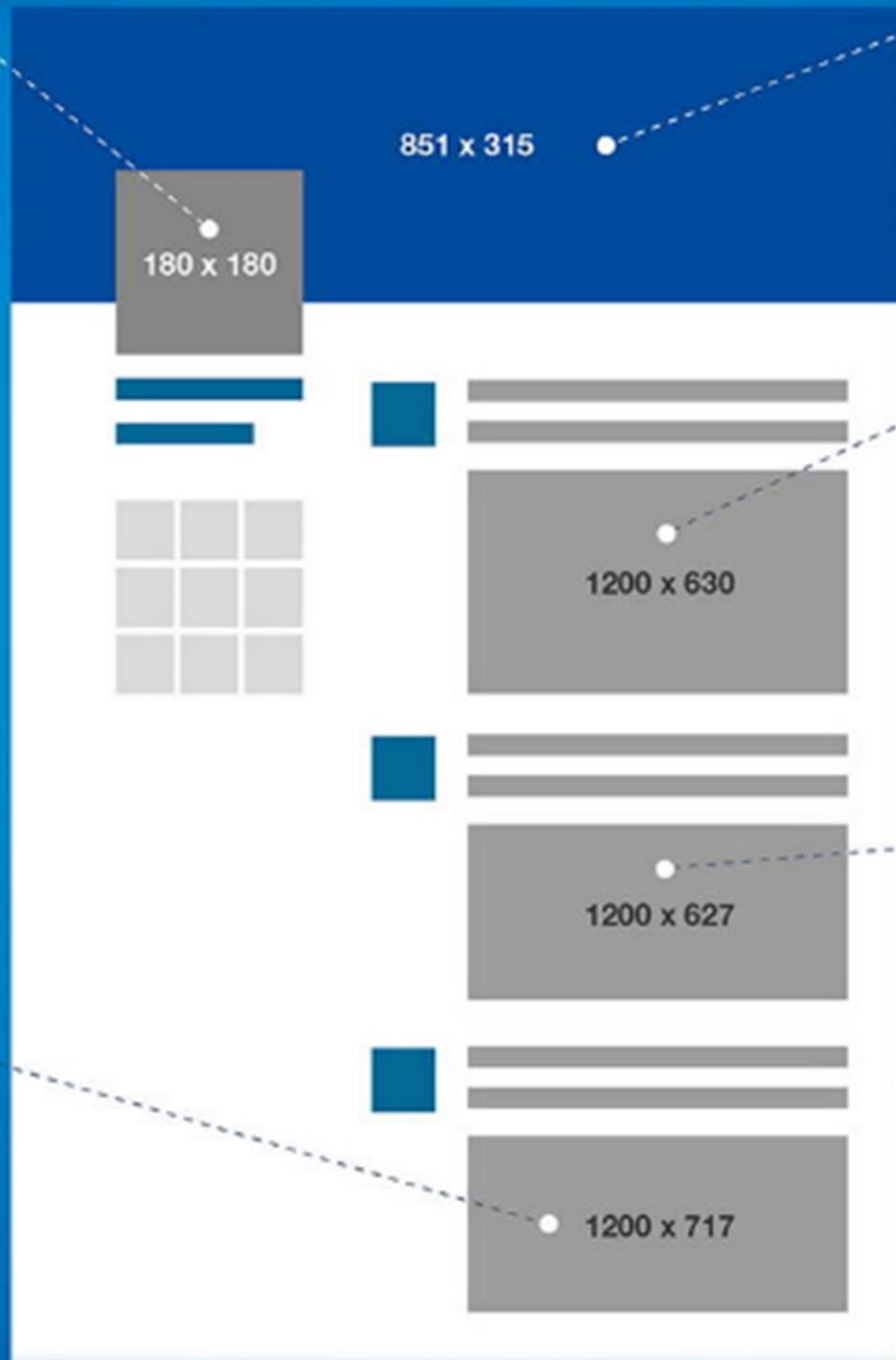
Shared Images: 1200 x 630

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

1200 x 630

Shared Link: 1200 x 627

Image Guidelines

- Recommended upload size of 1200 x 627
- Square Photo: Min 154 x 154 in feed
- Square Photo: Min 116 x 116 on page
- Rectangular Photo: Min 470 x 246 in feed
- Rectangular Photo: Min 484 x 252 on page

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

1200 x 627

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.

1200 x 717

Profile Image: 250 x 250

Image Guidelines

- Minimum 120 x 120 pixels.
- Recommended 250 x 250 pixels.
- Maximum not listed – I was able to upload a 20 MB photo at 5200 x 5300 pixels.
- JPG, GIF or PNG.

You upload your image in a square format and then going render it into your page as a circle, so make sure you choose a photo doesn't cut out your best side!

Shared Image: 497 x 373

Image Guidelines

- Appears in home stream and on page at a width of 426 pixels (height is scaled).
- Minimum width of 497 pixels (will scale the height for you).
- Maximum upload 2048 x 2048 px
- Shared Link – 150 x 150 (thumbnail)

250 x 250

1080 x 608

497 x 279

150 x 150

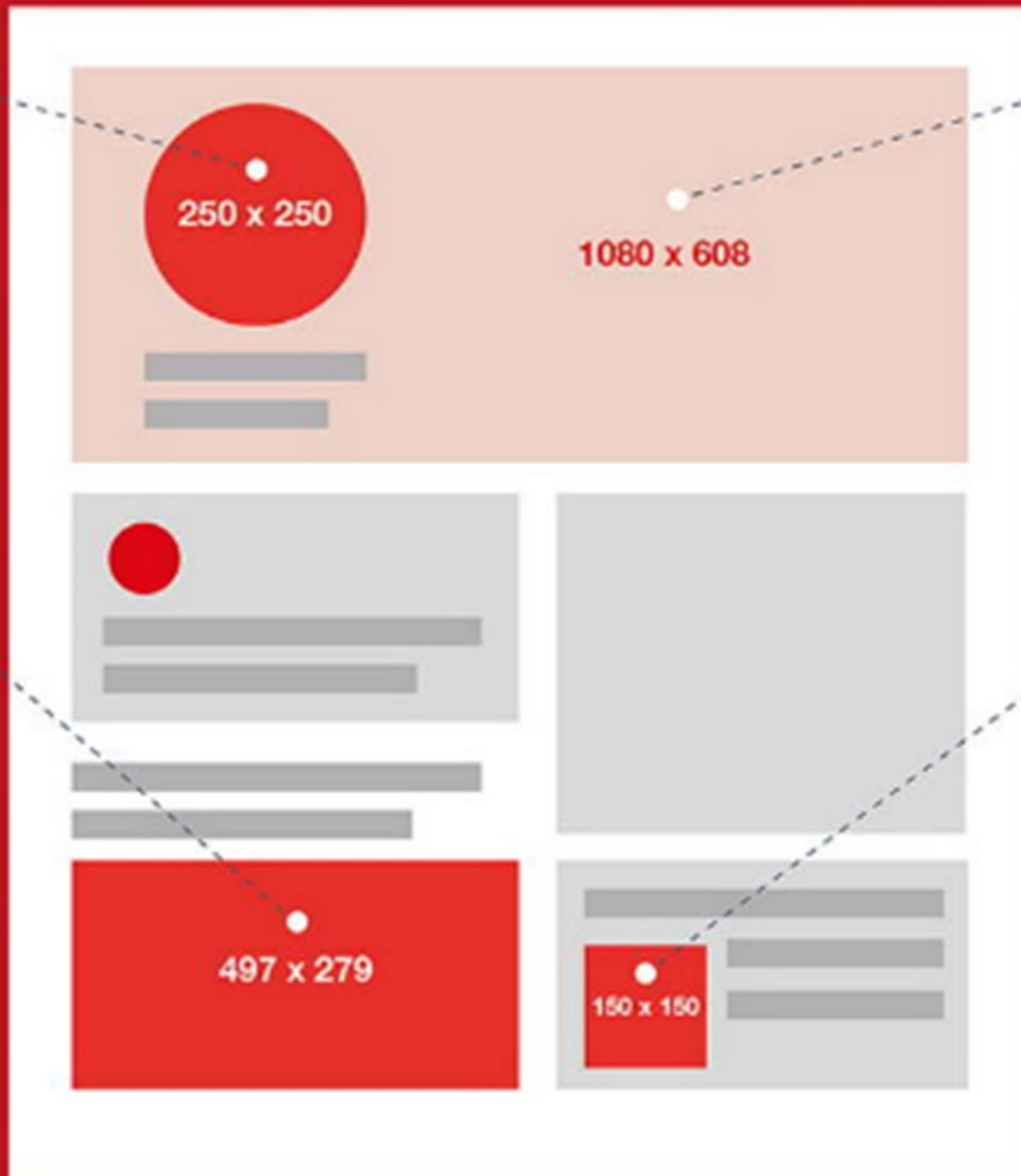# Cover Image: 1080 x 608

Image Guidelines

- Recommended 1080 x 608 pixels.
- Minimum 480 x 270 pixels
- Maximum 2120 x 1192 pixels

The Google+ cover image is the biggest photo on your page, so choose your photo wisely! It's a great opportunity for you to showcase a product or service your brand offers, or maybe choose an image that reflects the beliefs of your company.

Shared Image: 150 x 150

Image Guidelines

Shows in the feed and on page as 150 x 150 pixels (pulls in photo from linked site).
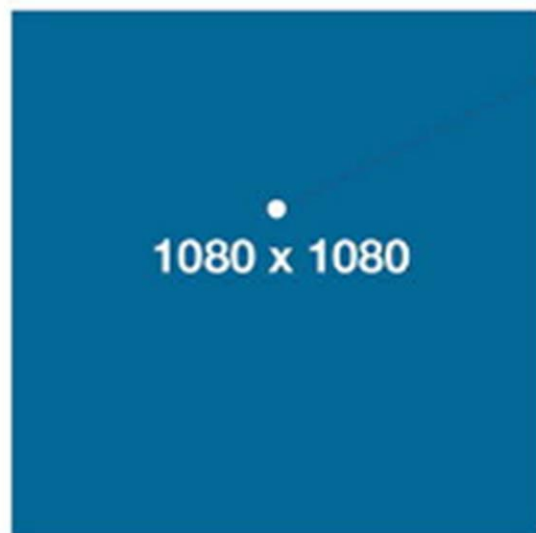
Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

110 x 110

Photo Thumbnails: 161 x 161

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

161 x 161

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

1080 x 1080

Thank You

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แหล่งข้อมูล

http://petmaya.com/%E0%B8%82%E0%B8%99%E0%B8%B2%E0%B8%94%E0%B8%A0%E0%B8%B2%E0%B8%9E%E0%B9%82%E0%B8%8B%E0%B9%80%E0%B8%8A%E0%B8%B5%E0%B8%A2%E0%B8%A5%E0%B8%95%E0%B9%88%E0%B8%B2%E0%B8%87%E0%B9%86

http://submitinfographics.net/all-about-image-formats/