

# I.D.E.A.S. Graphics Cheatsheet

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## CHOOSE PURPOSE OF GRAPHIC

### PRINT

#### VECTOR

**TOP-3 PROGRAMS:**  
ILLUSTRATOR (80%)  
FREEHAND  
COREL DRAW

**MODE:**  
LINE ART (Black only)  
GRAYSCALE  
CMYK  
SPOT-COLOR

**RESOLUTION:**  
NOT APPLICABLE

**FORMAT:**  
Quark, PageMaker,  
or FrameMaker:  
EPS  
  
InDesign:  
AI, PDF, EPS  
  
Word:  
PNG-24 (EXPORT)

#### PIXEL

**TOP-3 PROGRAMS:**  
PHOTOSHOP (95%)  
COREL PHOTO PAINT  
COREL PAINTER

**MODE:**  
LINE ART (Black only)  
GRAYSCALE  
CMYK  
SPOT-COLOR  
  
*INKJET PRINTING:*  
RGB

**RESOLUTION:**  
**GRAYSCALE & COLOR:**  
*INKJET* = 150-200 PPI  
*COMMERCIAL* =  
1.5-2 x LINE SCREEN  
  
**LINE ART:**  
600-1200 PPI

**FORMAT:**  
Quark, PageMaker,  
or FrameMaker:  
TIFF,  
EPS for Duotones,  
DCS2 for Spot Channels  
  
InDesign:  
PSD, PDF, TIFF  
  
Word:  
PNG-24 (EXPORT)

### WEB

#### VECTOR

**TOP-3 PROGRAMS:**  
FLASH (SWF)  
ILLUSTRATOR (SVG)  
DIRECTOR

**MODE:**  
RGB

**RESOLUTION:**  
NOT APPLICABLE

**FORMAT:**  
SWF  
SVG

#### PIXEL

**TOP-3 PROGRAMS:**  
PHOTOSHOP  
FIREWORKS  
ILLUSTRATOR (EXPORT)

**MODE:**  
RGB

**RESOLUTION:**  
MEASURED BY PIXEL  
WIDTH & HEIGHT  
ONLY  
(Some programs may  
default to 72 PPI)

**FORMAT:**  
JPEG  
GIF  
  
Possibly:  
PNG-8  
PNG-24