

Module 3 - Export and File Formats

Introduction

When you finish a design in Illustrator, you need to **export** it so others can view, print, or use it online.

The export method and file format depend on:

- Where the design will be used (print, web, animation, etc.)
- How much editing flexibility is required later
- The level of image quality and file size

Illustrator supports **native vector formats** (AI, PDF, SVG, EPS) and **raster formats** (PNG, JPG, TIFF).

Common File Formats

AI (Adobe Illustrator)

- **Native format** for Illustrator.
- Keeps all layers, effects, and editable paths.
- Best for storing **master files** you might need to edit later.
- Not ideal for sharing with people who don't have Illustrator.

PDF (Portable Document Format)

- Keeps vector quality.
- Can be opened on almost any device.
- Supports layers, fonts, and transparency.
- Perfect for **printing and sharing proofs**.
- Can embed AI data for future editing.

SVG (Scalable Vector Graphics)

- Web-friendly vector format.
- Supported by browsers and design software.
- Keeps shapes editable in compatible apps.
- Best for **web icons, logos, and animations**.

EPS (Encapsulated PostScript)

- Older but widely supported vector format.
- Often used in printing and sign-making.
- Good for sharing with vendors who use older design software.

PNG (Portable Network Graphics)

- Raster image format (made of pixels).
- Supports **transparency** (good for logos over backgrounds).
- Best for **web graphics**.
- Does not scale well compared to vectors.

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Working with Images & Exporting Projects

JPG (JPEG)

- Raster format for photos and web images.
- Smaller file size but **lossy compression** (reduces quality).
- No transparency support.
- Not recommended for logos or line art.

TIFF

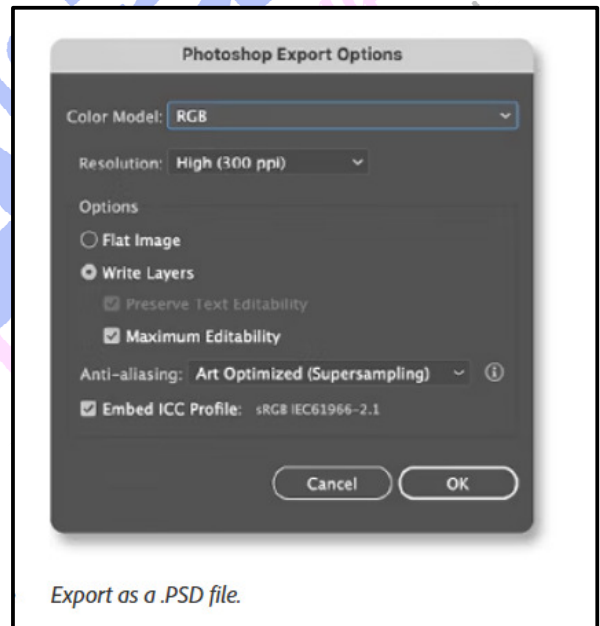
- High-quality raster format.
- Common in **professional printing**.
- Supports transparency and large file sizes.

Exporting for Web

1. Go to **File > Export > Export As...**
 2. Choose **PNG, JPG, or SVG**.
 3. In **Export for Screens** (Shift + Ctrl + Alt + E), you can:
 - Export multiple artboards at once
 - Choose resolution (72 ppi for web)
 - Set transparency background
- 💡 *Tip:* Use SVG for web icons to keep them sharp at any size.

Export as a .PSD file

1. You can use the PSD format to export your Illustrator files into Photoshop that preserves layers, resolution, and color profiles.
2. When you export a **.PSD** file, the Illustrator layers are preserved as rasterized layers. In contrast, the layer groups and sublayers are converted into folders and subfolders. If your Illustrator artwork contains unsupported **Photoshop®**.
3. **Elements** like colors, themes, brushes, graphics, and text, Illustrator preserves the appearance of the artwork.



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To export your Illustrator artwork into Photoshop, follow these steps:

1. Select **File > Export As** and choose **Photoshop (.PSD)**.
2. Click **Export** and select options based on your requirements.

To edit your artwork, ensure that you have not applied **Overprint fill** or **Transparency** effects, and **Export** using these settings:

1. Select **File > Export > Export As**.
2. Select the **Write Layers** and **Maximum Editability**.

Exporting for Print

1. Go to **File > Save As** or **File > Save a Copy**.
2. Choose **PDF** or **EPS**.
3. Ensure the document is in **CMYK Color Mode** for printing.
4. Set resolution to **300 ppi** for raster effects.
5. Include bleed and crop marks if required by the printer.

Choosing the Right Format

Purpose	Best Format
Editable master file	AI
Professional print	PDF, EPS, TIFF
Web graphics (with text)	SVG
Transparent logo (web)	PNG
Web images/photos	JPG

Best Practices

- Keep an **AI** copy for future edits.
- For print, confirm the printer's preferred format.
- For web, optimize file size without losing quality.
- Always check colors in the correct mode (**CMYK** for print, **RGB** for web).

Assignment

Scenario: You have designed a **company logo** in Illustrator. You need to prepare it for:

1. Printing on business cards.
2. Using on the company's website.
3. Sending to a vendor who uses older software.

Tasks:

1. Save your master file in **AI** format.
2. Export a **PDF (CMYK)** for the printer.
3. Export a **PNG (transparent background)** for the website.

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- 4. Export an EPS for the vendor.
- 5. Compare the file sizes and quality between PNG and SVG.



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