

Image and Media Formats - A Short Guide

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Format	Type	Transparency	Animation
PNG	Lossless	Yes	APNG
JPG	Lossy	No	No
WebP	Both	Yes	Yes
AVIF	Both	Yes	Yes
GIF	Lossless	1-bit	Yes
BMP	Uncompressed	32-bit only	No
ICO	Container	Yes	No
SVG	Vector	Yes	Yes

1. PNG

Lossless raster format with full alpha transparency. Ideal for logos, screenshots and graphics with sharp edges.

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2. JPG

Lossy raster format built for photographs. Small files, no transparency, quality drops each time it is re-saved.

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3. WebP

Google format with lossy and lossless modes, alpha and animation. Usually 25-35% smaller than JPG at similar quality.

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4. AVIF

AV1-based image format with excellent compression, HDR and wide colour support. Slower to encode than WebP.

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5. ICO

Windows icon container that stores several sizes (16 to 256 px) in one file. Still the standard for favicon.ico.

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6. SVG

XML vector graphics that scale to any size without blur. Text-based, so it compresses well and can be edited.

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7. GIF

Old 256-colour format that survives because of animation support. Large files compared to WebP or MP4.

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8. BMP

Uncompressed Windows bitmap. Huge files but trivial to decode, so it is popular in embedded systems and tests.

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9. HEIC

Apple default photo format since iOS 11. Half the size of JPG, but limited support outside Apple devices.

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10. TIFF

Flexible professional format used in printing and scanning. Supports layers, many compressions and 16-bit colour.

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