

On Becoming an e-Agent—Picture File FormatsPart V

By Jo Becker, GRI, BA

I thought I was done with an introductory discussion of picture files with last month's article, but I have since decided it would also be a good idea to go over picture file formats. So here goes...

In the computer world, each file you use has a certain file format, often dependent on the type of software it was created in or dependent on the intended use of the file. When discussing picture files, there are several possible file formats, but two are the most widely used and most important to understand.

The first, .jpeg, has emerged as the standard format for pictures used on the internet. .jpeg (an acronym meaning joint photographic expert group) was designed to carry a great deal of image information in the smallest possible package which makes it ideal for transferring via e-mail and for upload to/download from websites. Most .jpeg files needn't be larger than 72 to 96 pixels per inch.

.tiff stands for tag image file format. .tiff files are larger, taking up more space on your computer, but are the preferred format for printed use. Using a high-resolution (200-300 pixels per inch) .tiff will give you the best quality graphics on your printed flyers and brochures.

So, if you want to e-mail a picture to a friend, or are sending a graphic to your web designer for use on your website, you will need to be sure the file is in .jpeg format. This is, incidentally, the format RMLS requires you submit listing photos to. If you are making a flyer for a new listing—whether you're making the flyer yourself or you're having a print shop do it for you—you will want to be sure your picture, logo, etc. are each in .tiff format.

Saving your pictures in different file formats is usually quite easy once you have the pictures stored on your computer—whether you downloaded it from a digital camera or scanned it in from a hard copy photograph. Most image manipulation software programs will allow you to simply click on the "File" menu, select "Save As." From here you follow the steps to save the picture file where you know you can find it later (either on your hard drive and/or on a floppy disk) name the picture, and select the appropriate file format from a drop down menu.

If all of this seems too overwhelming, ask for help, but keep trying! Before long you will get the hang of it. In the meantime, *hang it there!*



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