

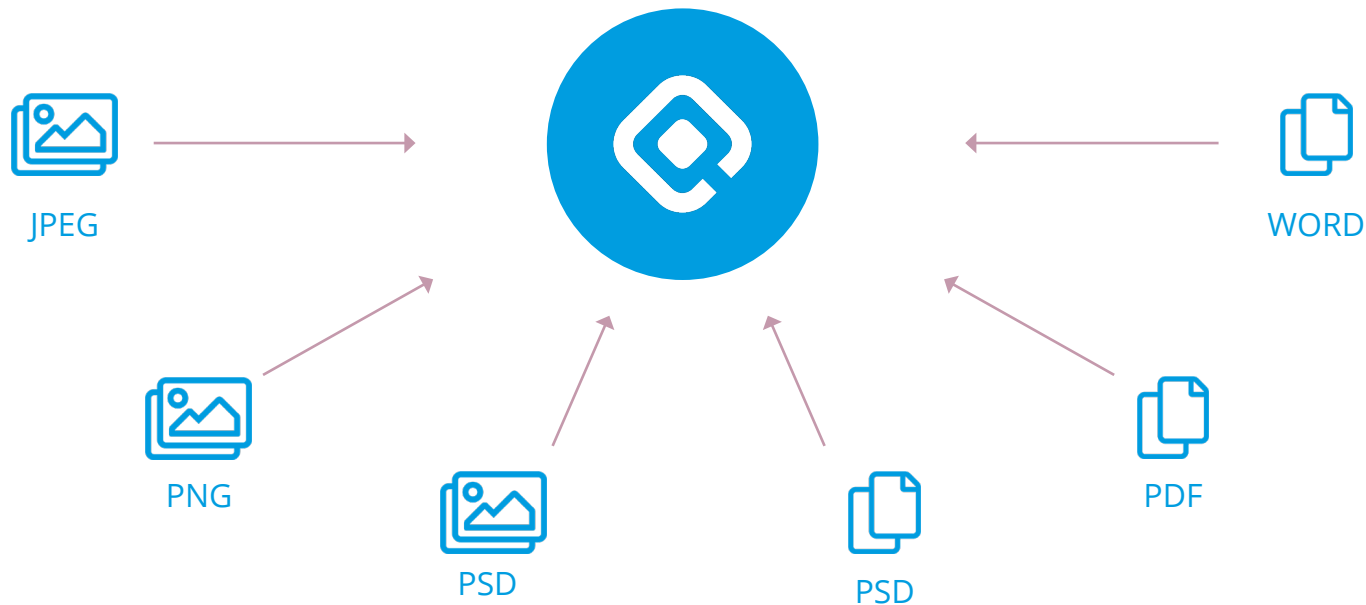
A background image showing a group of students sitting together, looking at a smartphone held by one of them. The image is partially obscured by a blue horizontal band containing the title text.

The QBank **Media Format** Guide

Media Formats

At QBank we see a lot of different files and formats every day, and you probably do as well. It's a part of the digital landscape that everybody encounters. In this white paper, we will guide you through regularly used files.

A frequently asked question is which file formats QBank supports, as most programs only are compatible with a certain set. The short answer is that QBank operates just as your normal file system on your hard drive; it can store any file. Any file on your storage devices can be uploaded to QBank. The long answer is that some files and formats are better suited to use as originals, an important aspect in the [DAM perspective](#).



Delivery and Intermediate Formats

For images the most famous intermediate format is the Adobe Photoshop's PSD. PSD-files contains a lot information important for further editing within Adobe Photoshop while they are hard for an end-user to view. Common delivery formats are TIFF, PNG, GIF and the ubiquitous JPG. When talking about documents there are in practice just one delivery format, PDF.

TXT can also be considered a delivery format, as well as an intermediate, but is much too simple for anything but a snippet. A format that often is treated as a delivery format, but actually is an intermediate is Microsoft Word's DOCX. On most platforms Microsoft Word is required to open it. Video formats are a dime a dozen these days and to make matters worse a single file extension can contain multiple different encodings. The icing on the cake is that you must consider both the audio and video. The takeaway is to trust the experts' recommendations and fallback to the fact that QBank can handle most formats and convert to industry standards if needed.

DELIVERY FORMAT

A delivery format is a format that should be used when a file is complete. The file won't be edited any more and is ready for use by others. An important aspect is that the delivery format is easy to consume by an end user.

INTERMEDIATE FORMAT

Intermediate formats are usually the save format of any editing software, E.g. text, image and video editing. As a rule of thumb, delivery formats are the ones that probably have the most use in a DAM context. However intermediate formats do have their use but usually for a more limited audience.

Print, Screen and Video Formats

There is usually confusion regarding image file formats and it seems to stem from the different requirements of screen vs. print use. Most have to do with the size of an image. An image can be one of two kinds; bitmap or vector, where bitmap is the most common one. The size is measured in pixels, width and height, where a pixel is the smallest unit of an image representing a single color.

1

BITMAP

Bitmap images have a set size and scaling it to a larger size will make the image blurry.

2

VECTOR

Vector images is infinitely scalable and thusly can be any size.

Logotypes are often made in a vector format due to the fact that the vector format is easy to work with.

3

DPI

When printing a picture, the aspect of DPI; dots per inch becomes important. The DPI is a measurement of how many dots the printer will write in an inch. A normal target DPI for print is 300, this do vary considering the intent of the print.

4

VIDEO

Video formats are a jungle to navigate, the most common one (today) is H.264 encoding in an MP4 file (MPEG-4 Part 14).

With enough compression applied this format will contribute great looking video at small file sizes. Perfect for direct play.



Recommendations and Rules of Thumb

Storing all your originals is a great practice, thus you never know when the assets might be needed. Though having the delivery formats for all the media, it is still important to keep the intermedia formats, when the need for a small edit comes. QBank works as a centralized hub where you can group the media together, keeping it safe in one place. Most people care about the delivery format, but in some cases the intermediate format is desired. Using groups and permissions to decide who get access to what, QBank is making it a simple task.

Media Portal

QBank also provides organizations with a Media Portal, with a curated collection of media in formats needed the most, being in control of who has access to what material. As well as a moodboard where where organizations can share assets making collaboration as easy and safe as possible. For most types of media there are some formats that are the standard, either appointed or de facto. Standards make interoperation easier. Most will have the tools to use them and have the knowledge to do it.

IMAGES

Delivery JPG, TIFF, EPS, PNG	Intermediate SD, AI, INDD
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DOCUMENTS

Delivery PDF	Intermediate DOCX, DOC, ODT
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VIDEO

Delivery H.264, MPEG2	Intermediate Apple ProRes, DNxHD, Cine Form
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AUDIO

Delivery AAC, MP3	Intermediate FLAC, WAV
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