



**Greetings, Students!**

**Objective:**

In this unit, students will learn about Multimedia file format.

**Chapter 1: Multimedia and Desktop Publishing**

**FILE FORMATS FOR MULTIMEDIA**

**Text formats**

**RTF**

- ✓ Rich Text Format is the primary file format and used for cross-platform documents interchange.

**Plain text**

- ✓ Plain text files can be opened, read, and edited with most text editors.
- ✓ Notepad, Gedit or, nano,TextEdit

**Image format**

**TIFF**

- ✓ This format is common in desktop publishing world (high quality output), and is supported by almost all software packages

**BMP**

- ✓ It is quite large and uncompressed and hence BMP is used for the high-resolution or large images.

**DIB**

- ✓ This format which is similar to BMP, allows the files to be displayed on a variety of devices.

**GIF**

- ✓ GIF is a compressed image format.
- ✓ 8-bit Color look up table is used by the GIF format to identify its color values.

**JPEG**

- ✓ JPEG was designed to attain maximum image compression. It uses lossy compression technique.

**TGA**

- ✓ It is the first popular format for high- resolution images. TGA is supported by Most of the video-capture boards.



### **PNG**

- ✓ An extensible file format for the less loss, portable and well compressed storage of raster images.

### **Digital Audio File Formats**

#### **WAV**

- ✓ It is the most popular audio file format in windows for storing uncompressed sound files.

#### **MP3**

- ✓ MPEG Layer-3 format is the most popular format for storing and downloading music.

#### **OGG**

- ✓ A free, open source container format that is designed for obtaining better streaming and evolving at high end quality digital multimedia. It can be compared to MP3 files in terms of quality.

#### **AIFF**

- ✓ A standard audio file format used by Apple which is like a WAV file for the Mac.

#### **WMA**

- ✓ It is a popular windows media audio format owned by Microsoft and designed with Digital Right Management (DRM) abilities for copyright protection.

#### **RA**

- ✓ Real Audio format is designed for streaming audio over the Internet. The digital audio resources are usually stored as a computer file in computer's hard drive or CD/DVD.

### **Digital Video Formats**

#### **AVI**

- ✓ AVI is the video file format for Windows. Here sound and picture elements are stored in alternate interleaved chunks in the file.

#### **MPEG**

- ✓ MPEG is a standard for generating digital video and audio compression under the International Standards Organization (ISO) by the group of people.

*No One Can Defeat You, Unless  
You Defeat Yourself. .*

*Robin Sharma*