

## JPEG File Size Comparison

JPEG offers a sliding scale of compression from 0 to 100%. The greater the compression, the greater the (negative) impact on the image quality. For photographs or other continuous tone images, JPEG generally does far better at preserving image quality at smaller sizes than GIF. Here are some examples:



3-bit, no dither GIF (16,254 bytes)



3-bit GIF (19,572 bytes)



5-bit, no dither GIF (29,477 bytes)



5-bit GIF (35,552 bytes)



25% quality JPEG (18,495 bytes)



50% quality JPEG (21,344 bytes)



75% quality JPEG (26,924 bytes)



100% quality JPEG (72,778 bytes)

*Image of George Clooney © NBC Television*