

VECTOR FORMAT, IMAGE FILES & RESOLUTION:

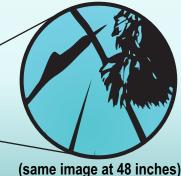
What is the actual difference between vector files and any other graphic file?

Basically, vector files are made by the computer following mathematical formulas that determine each line and curve. Image files (technically known as Raster files) are made by the computer mapping out what color each pixel should be. One of the most important differences is that **vector graphics can be scaled to any size without losing any detail**.

Vector Format

COMMON FILE TYPES: .eps .ai .cdr .dwg .svg





(image at 3 inches wide)

- USED FOR LOGO DESIGN, SIGNS, & DIMENSIONAL DISPLAYS
- REQUIRES DESIGN SOFTWARE TO VIEW FILES
- CAN CONTAIN BOTH RASTER & VECTOR IN THE SAME FILE
- EDGES REMAIN CRISP NO MATTER HOW MUCH IT IS SCALED
- CAN BE EASILY EXPORTED TO ANY SIZE RASTER FORMAT
- COMMON LOGO DESIGN PRACTICE IS TO CREATE ARTWORK IN VECTOR FORMAT & EXPORT TO OTHER FILE FORMATS AS NEEDED

LINES & CURVES:



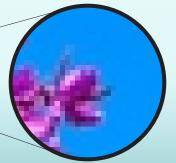


NOTE: .pdf files can contain either format, or both.

Image or Raster Format

COMMON FILE TYPES: .png .jpg .gif .tiff .bmp





(same image at 48 inches)

(image at 3 inches wide)

- USED FOR WEB GRAPHICS, EMAILS, SOCIAL MEDIA, & SOME PRINT
- NO SPECIAL SOFTWARE NEEDED TO VIEW ARTWORK FILES
- BECOMES PIXILATED WHEN ENLARGED
- CAN NOT BE EXPORTED TO VECTOR FORMAT
- DPI (OR PPI) STANDS FOR: "DOTS (OR PIXELS) PER INCH"
- A 2 INCH IMAGE AT 100 DPI WILL BE: 50 DPI AT 4 INCHES AND: 25 DPI AT 8 INCHES

RESOLUTION:



(PRINT GRAPHICS)
HIGH RESOLUTION
(ABOUT 3000 PIXELS PER FOOT)



(WEB GRAPHICS)

SCREEN RESOLUTION

(ABOUT 800 PIXELS PER FOOT)



(ENLARGED TOO FAR)

LOW RESOLUTION
(ABOUT 400 PIXELS PER FOOT)