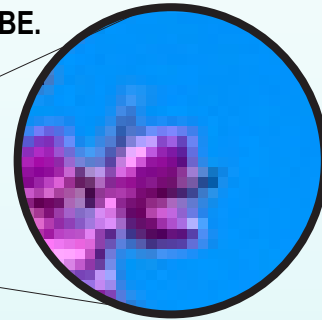


IMAGE (OR RASTER) FILES:

RASTER FILES ARE MADE BY THE COMPUTER MAPPING OUT WHAT COLOR EACH PIXEL SHOULD BE.



(image at 3 inches wide)



(same image at 48 inches)

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

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

- USED FOR WEB AND PRINT MEDIA
- NO SPECIAL SOFTWARE NEEDED TO VIEW ARTWORK FILES
- MUST BE PRINTED ON DIGITAL PRINT MEDIA
- BECOMES DISTORTED & PIXELATED WHEN ENLARGED
- LARGER FILE SIZE FOR LARGER IMAGES
- CAN NOT BE EXPORTED TO VECTOR FORMAT

VECTOR FILES:

VECTOR FILES ARE MADE BY THE COMPUTER FOLLOWING MATHEMATICAL FORMULAS THAT DETERMINE EACH LINE AND CURVE



(image at 3 inches wide)



(same image at 48 inches)

COMMON FILE TYPES: .eps .ai .cdr

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

- USED FOR SIGNS AND DIMENSIONAL DISPLAYS
- REQUIRES DESIGN SOFTWARE TO VIEW FILES
- CUT OUT METAL, PLASTIC & VINYL REQUIRE VECTOR FORMAT
- SCALES LARGER OR SMALLER WITHOUT DISTORTION
- CAN CONTAIN BOTH RASTER & VECTOR IN THE SAME FILE
- CAN BE EASILY EXPORTED TO RASTER FORMAT

RESOLUTION:



(image at 300 dpi)

HIGH RESOLUTION

(ABOUT 3000 PIXELS PER FOOT)
(PRINT GRAPHICS)



(image at 72 dpi)

SCREEN RESOLUTION

(ABOUT 800 PIXELS PER FOOT)
(WEB GRAPHICS)



(image at 30 dpi)

LOW RESOLUTION

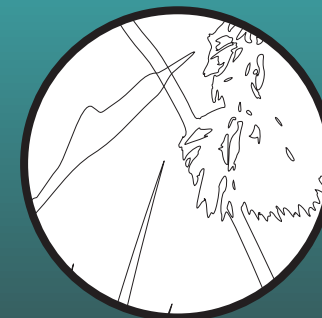
(ABOUT 400 PIXELS PER FOOT)
(ENLARGED TOO FAR)

- DPI (OR PPI) STANDS FOR: "DOTS (OR PIXELS) PER INCH"
- A 100 DPI IMAGE AT 2 INCHES WILL BE 50 DPI AT 4 INCHES & 25 DPI AT 8 INCHES

LINES & CURVES:



NORMAL/ PRINT VIEW



WIREFRAME VIEW

- COMMON LOGO DESIGN PRACTICE IS TO CREATE ARTWORK IN VECTOR FORMAT & EXPORT TO OTHER FILE FORMATS AS NEEDED