

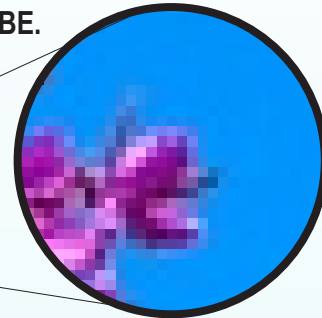
# VECTOR FORMAT, IMAGE FILES & RESOLUTION:

## 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)

(STANDARD RESOLUTION FOR PRINTED GRAPHICS)



(image at 72 dpi)

**SCREEN RESOLUTION**

(ABOUT 800 PIXELS PER FOOT)

(STANDARD RESOLUTION FOR WEB GRAPHICS)



(image at 30 dpi)

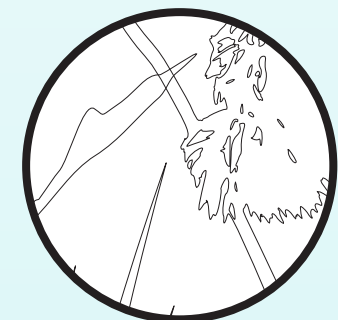
**LOW RESOLUTION**

(ABOUT 400 PIXELS PER FOOT)

## MADE OF LINES & CURVES:



**NORMAL/ PRINT VIEW**



**WIREFRAME VIEW**

- 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

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