INKSTONE PRINTING

VECTOR VS RASTER
AN ARTWORK COMPARISON GUIDE

VECTOR

Unlike JPEGs, GIFs, and BMP images, vector graphics are not made up of a grid of pixels.

Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape.

These paths can be used to create simple drawings or complex diagrams. Paths are even used to define the characters of specific typefaces.

IDEAL FOR

PRINT - SCALABLE WEB - SOURCE FILES

FILE TYPES

.ai   .eps   .pdf   .svg

REQUIREMENTS

OUTLINE FONTS - EXPAND STROKES

RASTER

Most images you see on your computer screen are raster graphics.

Pictures found on the Web and photos you import from your digital camera are raster graphics. They are made up of a grid of pixels, commonly referred to as a bitmap. The larger the image, the more disk space the image file will take up.

For example, a 640 x 480 image requires information to be stored for 307,200 pixels, while a 3072 x 2048 image (from a 6.3 Megapixel digital camera) needs to store information for a whopping 6,291,456 pixels.

IDEAL FOR

WEB GRAPHICS - EMAIL - PHOTOS

FILE TYPES

.jpg   .gif   .png   .tif   .bmp

REQUIREMENTS

300DPI - TRANSPARENT BACKGROUND

THINGS TO REMEMBER

DON'T PUT IMAGES INTO ANOTHER DOCUMENT

It is very difficult to extract images from Word docs, Excel docs or any other document. Try not to do this.

IF IN DOUBT, SEND THE BEST QUALITY YOU HAVE

It's always best to send us the highest quality artwork you have available first. If you have multiple files from your designer, feel free to send us all of the files they've sent you and we can determine which is best for our use.

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