

# vector vs. raster

client artwork check

The main difference between vector and raster graphics is that raster graphics are composed of **pixels**, while vector graphics are composed of **paths**.



## vector

File formats for vector artwork:

- Illustrator **(.ai)**
- Encapsulated PostScript **(.eps)**
- Portable Document Format **(.pdf)**
- Scalable Vector Graphics **(.svg)**

- **Vector graphics are the best choice for small type (logos) & illustrations**
- A vector is made of lines and curves defined by mathematical objects
- Not resolution dependent: Can be scaled and printed to any size at any resolution without losing detail
- Retains optimum quality for crisp lines and color
- Please outline fonts, embed imagery and include Pantone colors or provided paint colors we need to match



## raster

File formats for raster artwork:

- JPEG **(.jpg)**
- Portable Network Graphics **(.png)**
- Tagged Image File Format **(.tif)**
- Photoshop **(.psd)**

- **Raster images are the best choice for photos or complex graphics**
- Raster images use a grid of small squares, known as pixels, to represent graphics
- Each pixel in a raster image has a specific location and color value assigned to it
- Resolution dependent: If incorrectly scaled at a higher resolution than created for, it can appear jagged and lose detail.