

Raster vs. Vector based file?

Smooth lines or pixelated edges? Which would you prefer to see on your logo? If you are working with Art Version's graphic department, we recommend that you understand the difference between vector artwork and raster artwork.



Raster files, to the left (enlarged to show pixels), is made up of colored pixels that together make an image. For example, digital photographs are raster files. When printed at 100% at 600 DPI (dots per inch), raster files print perfectly—showing no pixelation. HOWEVER, scaling raster files creates pixelation as seen here.

Common Raster file types: .psd, .jpg, .tif, .bmp, .gif or .png

Vector files, to the right, are made of mathematically drawn vectors. Type in your word processing applications is drawn with vectors. Notice, when you enlarge the type, it does not pixelate. This scalability is the feature that makes vector files preferable to raster files.

Common vector file types: .eps, .ai, .pdf



If you are sending to Art Version raster files, and you don't have vector based format available make sure they are at least 600 DPI at 100% of the final size. Some images because of the nature we would need to recreate in a vector format and that may apply additional art development charges.