

# GRAPHIC DESIGN: THE DIFFERENCE BETWEEN VECTOR & RASTER ART

To ensure sign quality and avoid art fees, we always prefer that you provide vector art instead of raster art. This is a brief explanation of both types of art to illustrate why.

## VECTOR



### Common File Formats:

**CDR-** CorelDraw

**AI-** Adobe Illustrator

**EPS-** Encapsulated Postscript \*

**PDF-** Adobe Acrobat \*\*

*\* Adobe Photoshop WILL open & save eps files, but they lose their vector formatting.*

*\*\* A PDF can act as vector or raster art, depending on how it was created and saved. To avoid confusion, if using a PDF, have your designer convert fonts to curves, or send along the font file where applicable.*

Vector art uses mathematical formulas, and is designed to be made both larger & smaller without losing image quality. All text should be converted to curves/outlines before submitting files to ensure scalability in all parts of the printed image.

## RASTER



### Common File Formats:

**JPEG**

**GIF**

**TIFF**

**PNG**

**PSD**

**BMP**

Raster art uses many colored pixels, like individual building blocks, to create a whole image. Each image is constructed using a fixed number of pixels, and therefore can not be made much larger or even much smaller without losing image integrity.

There are several major drawbacks to using raster art to make signs. In order to use a raster file, it should be created at 300dpi or above, at the final printing size. This creates large, hard-to-work with files.

**Cutouts** of images are shown stretched to print. Notice how much clearer the cutout from the high-res image on the left is. The image degradation is caused by pixels (fixed in any image) being stretched.

