

Vector vs. Rastor

All electronic artwork falls into two main categories -- vector images and rastor images (also known as "bitmaps").

Vector images (such as those created in Adobe Illustrator) are composed of lines or paths. They have a crisp, smooth appearance at any scale and can easily be resized without any loss of quality or detail. They are the most suitable and versatile for large scale print work because of this ability.

Rastor images on the other hand are made up of pixels (dots) which form an image. When a rastor image is enlarged, instead of adding more pixels, the current ones are enlarged creating an image that looks blurry with jagged edges. The larger the image gets, the blurrier it will look. Photographs fall into this category, which is why we need to start with the best possible image. Typical rastor file types are .jpg, .bmp, .tif, .gif and .png.

