

Raster vs. Vector Artwork

Raster Artwork

Definition: Any artwork that is composed of horizontal and vertical rows of pixels which make up an image. Raster files are dependent on resolution and cannot be enlarged without losing image quality.

Typical Raster File Types: .psd .tif .jpg .gif .bmp

Raster Artwork viewed at 100%:



Raster Artwork viewed at 500%:



Vector Artwork

Definition: Two dimensional artwork that is made up of mathematical lines and curves. Vector files are resolution independent and can be enlarged infinitely without losing image quality.

Typical Vector File Types: .ai .eps .pdf .cdr

Vector Artwork viewed at 100%:



Vector Artwork viewed at 500%:



Important Message:

The vector file types shown above can contain raster artwork.
If you are unsure about your files please have our art department verify your artwork.