

## Raster vs. Vector Artwork

### Raster Artwork

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

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

**Important Note:** The file types above are always raster images and must be at least 150dpi at the full finished size for high quality printed graphics.

**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 File Types:** .ai .eps .indd .pdf

**Important Note:** The vector file types shown above can contain raster art. If you are unsure about your files have one of our production specialists verify your artwork.

**Vector Artwork viewed at 100%:**



**Vector Artwork viewed at 500%:**

