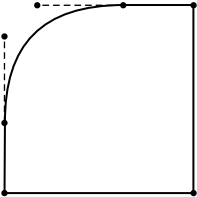
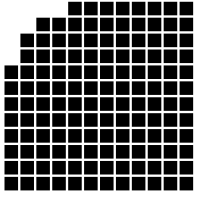
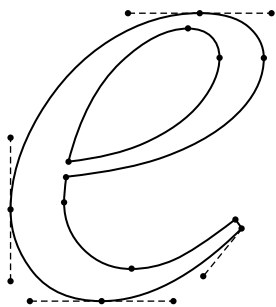


Basic Artwork Terms

Explanation of File Types

There are two basic types of art files on the computer: **Vector** (also known as line art) and **Raster** (also known as bitmap art).

<p>Vector:</p>	<p>Vector art is made up of lines and curves defined by mathematical points called vectors. Vector art can be scaled to any size without the loss of image quality (see below).</p> <p>NOTE: This is the preferred file type for most promotional products and imprint methods.</p>	<p>Common File Formats for Vector Art:</p> <p>Adobe Illustrator (.ai) Encapsulated Post Script (.eps) Corel Draw (.cdr)</p>	<p>Vector Outlines</p> <p>Shape showing vector points.</p> 
<p>Raster: (bitmap)</p>	<p>Raster art (or bitmap art) consists of a grid of small squares known as pixels. Raster images are set to a fixed resolution (usually number of pixels per inch) and cannot be scaled up without a loss in image quality (see below).</p> <p>NOTE: Bitmap art can be converted to vector art if the original file is set to an adequate resolution (usually 300 pixels per inch at production size or larger). However, converting bitmaps to vector takes time which will incur additional art charges for the customer.</p>	<p>Common File Formats for Raster Art:</p> <p>Adobe Photoshop(.psd) JPEG (.jpg) TIFF (.tif) Windows Bitmap (.bmp) GIF (.gif)</p>	<p>Bitmap Grid</p> <p>Same shape showing pixels. (simulated)</p> 



Vector Outlines



Actual Size Scaled Up 150% Scaled Up 300%

Vector Images



Actual Size Scaled Up 150% Scaled Up 300%

Raster (bitmap) Images