

Vector: Lines and curves drawn by the program and stay sharp no matter what size they are.

Raster: A set number of pixels per inch that degrade the higher it is scaled due to the pixels becoming larger.

Raster images are made of colored squares (pixels) and get blurry when enlarged, while vector images are made of mathematical lines and curves, allowing them to be scaled infinitely without losing quality (logos). Raster is for photos. Vector is for crisp graphics.

Raster Images

- **What they are:** A grid of thousands of tiny colored dots, called pixels.
- **Pros:** Can show rich detail, complex colors, and subtle shading.
- **Cons:** Lose quality and become “pixelated” or blurry when scaled up.
- **Used for:** Photographs, digital paintings, images on websites.
- **File types:** JPG/JPEG • GIF • PNG • TIF/TIFF • BMP

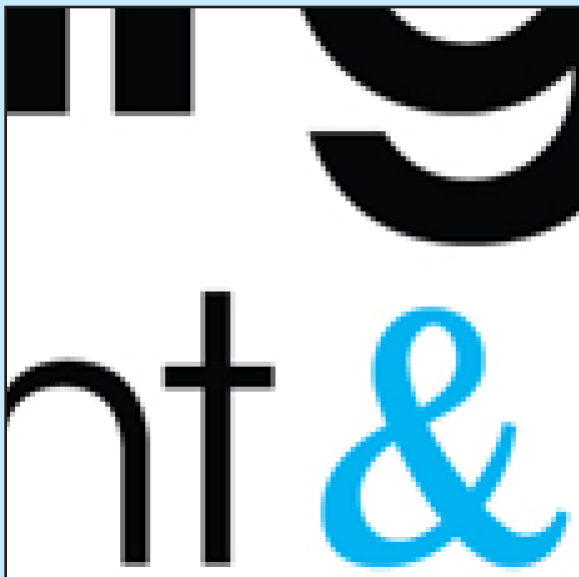
Vector Images

- **What they are:** Paths defined by mathematical formulas (points, lines, and curves).
- **Pros:** Can be scaled from a business card to a billboard without losing sharpness.
- **Cons:** Cannot show the complex color blending found in photographs.
- **Used for:** Logos, icons, fonts, technical illustrations.
- **File types:** EPS • AI • CDR • SVG

PDF Can be Either

A good way to tell is: Open the PDF and zoom in. If you see pixelation (jagged edges) it is raster. This is not always the case, but it is one indicator.

Raster



Vector

